

2021 CONFERENCE YEAR-ROUND PROGRAMME

mapic[®]

MAPIC reinvents itself to stay connected to the industry & provide you with a series of digital events all year long in addition to the onsite flagship conference programme.





PEOPLE & PLACES: A NEW CHAPTER

The launch of this year's MAPIC comes at a time of unparalleled turmoil across the globe, with the retail, F&B and leisure sectors at the frontline of the devastating impact of the Covid-19 pandemic.

And so the challenge for 2021 is to have a theme that empathises with the pain of this moment. We want now to provide you with positivity and optimism for the end of the year and MAPIC, the leading global event to build urban and retail lifestyle destinations will give you rebound tools.

As a result, our intention for 2021 is to focus on "People and Places" and "A New Chapter", because the whole industry has to encompass human, face-to-face interaction, emotions, new business models, innovation and the increasing role of social media networks and virtual communications, while also providing the best physical experiences locally, in cities and regions.

LeisureUp™

**THE
HAPPETITE™**

Special focuses on these new leisure & F&B events, launching physically alongside MAPIC after last year's digital debut.

KEY MAPIC THEMES



People & Socialisation: New priorities around friends & family, with expectations of experience, sustainability & humanity to be expressed in the brands they buy & the destinations they visit.



The new consumer: How people will shop, interact, socialise and spend their time, with a focus on the synergy between retail, leisure and food & beverage.



Place making: Mixed use, lifestyle destinations designed to appeal to our fresh desire to come together but also recognising that for many people their lives will also be more centred around the home, including for leisure and work. What can destinations learn from at-home entertainment?



Innovation winners: Despite the challenges, many companies and sectors thrived during the pandemic. What can retail, leisure and food learn from them and who are the innovators poised to lead and benefit from the need for experience & socialisation?

YEAR LONG EVENT PROGRAMME



Get connected to the industry & gain insights all year long through MAPIC Digital, the digital platform for the retail property, leisure & F&B communities.
Register & attend our online conferences & events.*

MAY 2021

TUESDAY 5 — 10.00-11.15

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FRANCE: MAPIC 2021 EXCLUSIVE LAUNCH EVENT

Online session - French language

JUNE 2021

THURSDAY 3 — 15.00-16.00

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MAPIC 2021 OFFICIAL LAUNCH EVENT

Online session

TUESDAY 8 — 15.00-16.00

mapic ITALY

ITALY: MAPIC & MAPIC ITALY 2021 EXCLUSIVE LAUNCH EVENT

Online session - Italian language

TUESDAY 15 — 15.00-15.45

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HOW TO ENHANCE THE OMNICHANNEL CUSTOMER EXPERIENCE IN OUTLET DESTINATIONS

Online session

TUESDAY 22 — 10.00-10.45

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RETAIL REBOOT: KEY TAKEAWAYS FROM CHINA

Online session

TUESDAY 29 — 14.15-15.15

LeisureUp by mapic

THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE

JULY 2021

WEDNESDAY 7 — 15.30-16.30

LeisureUp by mapic

MEET INTERNATIONAL LEISURE OPERATORS

Premium networking event

THURSDAY 8 — 14.30-15.15

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FROM PURE RETAIL TO MIXED-USE & ALTERNATIVE INVESTMENTS: HOW INVESTORS ARE DIVERSIFYING THEIR PORTFOLIO

Online session

THURSDAY 8 — 15.30-16.30

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MEET INTERNATIONAL INVESTORS

Premium networking event

AUGUST 2021

TUESDAY 31 — 11.00-12.00

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INNOVATION ENERGISING THE RETAIL INDUSTRY

Online session

AUGUST 2021

TUESDAY 31 — 15.00-16.00

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LeisureUp by mapic

THE HAPPETITE by mapic

DNVBs & NEW TENANTS: THE GAME CHANGERS

Online session

SEPTEMBER 2021

THURSDAY 2 — 15.00-16.00

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LOGISTICS

Online session

MONDAY 20 — ON DEMAND

mapic ITALY

MAPIC ITALY REPLAY

Relive the conference sessions that took place in Milan

TUESDAY 21 — 14.15-15.15

THE HAPPETITE by mapic

FOOD & BEVERAGE

Online session

TUESDAY 21 — 15.30-16.30

THE HAPPETITE by mapic

MULTI-UNIT & MASTER FRANCHISE: FOOD FOCUS

Premium networking event

THURSDAY 23 — 10.00-11.00

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FRANCE FOCUS

Online session - French language

OCTOBER 2021

TUESDAY 12 — 15.00-16.00

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FOOD TO BOOST OUTLET DESTINATIONS!

Online session

THURSDAY 14 — 15.00-16.00

LeisureUp by mapic

SOCIALISATION, CULTURE, ART & FAMILY

Online session

WEDNESDAY 20 — 15.00-16.00

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MULTI-UNIT FRANCHISE & MASTER FRANCHISE

Premium networking event

TUESDAY 26 — 15.00-16.00

THE HAPPETITE by mapic

FOOD & BEVERAGE

Online session

NOVEMBER-DECEMBER 2021

TUE. 30 - WED. 1 - THU. 2

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LeisureUp by mapic

THE HAPPETITE by mapic

CANNES ONSITE PROGRAMME

Conference sessions will be live-streamed on the platform.
Full programme & information on the next page.

* To attend these events, register to the platform & plan your schedule: <https://digital.mapic.com> All time slots are indicated in CEST.

CONFERENCE PROGRAMME

mapic®

Discover the onsite programme of our flagship event held in Cannes.
All conference sessions will be live-streamed on the digital platform.

TUESDAY 30th NOVEMBER 2021

10.00 - 10.30

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OPENING SESSION
PEOPLE & PLACES: A NEW CHAPTER

10.30 - 11.00

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FAST-CHANGING
CONSUMER BEHAVIORS

11.00 - 11.30

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PLACEMAKING:
THE HUMAN-CENTRED APPROACH

11.30 - 12.00

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FROM RESPONSIBLE CONSUMERS
TO SUSTAINABLE PLACES

14.30 - 15.00

LeisurUp®

OPENING SESSION
LEISURE & RETAIL: A NEW CHAPTER

15.00 - 15.30

LeisurUp®

LEISURE INDUSTRY SNAPCHAT:
RESTARTING YOUR BUSINESS

15.30 - 16.00

LeisurUp®

SOCIALISING IN THE
NEXT GENERATION FECs

16.00 - 16.30

LeisurUp®

ACTIVATING BRANDS & SPACES:
THE POWER OF STORY TELLING

16.30 - 17.00

LeisurUp®

SPORT ATTRACTIONS
IN RETAIL SPACES

WEDNESDAY 1st DECEMBER 2021

10.00 - 10.30

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PEOPLE & DIGITAL:
THE NEW CHAPTER

10.30 - 11.00

LeisurUp®

LEISURE & DIGITAL TO EMPOWER
THE GUEST EXPERIENCE

11.00 - 12.00

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FRANCE FORUM

14.30 - 15.00

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BUSINESS TRANSFORMATION:
OPERATING MODELS, INITIATIVES
& CASES

15.00 - 15.30

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IMPACT OF NEW RETAIL
ON LOGISTICS

15.30 - 16.30

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HOW CITIES REORGANISE
TO RECONNECT PEOPLE

16.30 - 17.30

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ITALY FORUM

SPECIAL EVENTS

by invitation only

9.00 - 10.30

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MEET THE INVESTORS!

10.30 - 12.30

LeisurUp®

LEISURE WORKSHOP: A NEW
CHAPTER FOR PEOPLE & PLACES
Integrating leisure in retail & urban destinations

12.30 - 14.00

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MULTI-UNIT & MASTER
FRANCHISE SUMMIT

14.30 - 15.30

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FRENCH CITIES: MEET THE
REPRESENTATIVES

16.30 - 18.00

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PEOPLE & OUTLET DESTINATIONS:
A NEW CHAPTER

THURSDAY 2nd DECEMBER 2021

10.30 - 11.00

THE
HAPPETITE

THE NEW CHAPTER FOR
RESTAURANT PLAYERS

11.00 - 11.30

THE
HAPPETITE

REBOOT THE RESTAURANT INDUSTRY:
KEY FIGURES & SUCCESSFUL TRENDS

11.30 - 12.00

THE
HAPPETITE

INTEGRATING RESTAURANTS
IN LIFESTYLE DESTINATIONS:
NEW MODELS, NEW NEEDS

12.00 - 12.30

THE
HAPPETITE

FOOD & TECH: THE NEW STANDARDS
TO DRIVE YOUR BUSINESS

12.30 - 13.30

THE
HAPPETITE

PEOPLE, PLANET, PROFIT
How to pursue sustainable &
profitable growth

14.30 - 15.30

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CLOSING REMARKS

SPECIAL EVENTS

by invitation only

12.00 - 13.00

THE
HAPPETITE

HOW TO FINANCE THE
GROWTH OF YOUR CHAIN WITH
PRIVATE EQUITY PARTNERS