




# IMPULSE SUMMIT

organized by the Sports Business Club at the University of St. Gallen

29. & 30. October 2020

*The invitation-only expert gathering in sports  
where you don't talk about but with the next generation*



A photograph of Fritz Keller, President of the German Football Association (DFB), seated on a stage during the Impulse Summit. He is wearing a light blue shirt, a dark vest, and glasses. He is looking towards the right side of the frame. In the background, another man is seated, and a small table with water bottles is visible. The audience is blurred in the foreground. The text "IMPULSE SUMMIT" is overlaid in large, light blue letters in the background.

“I believe it is very important to think in generations. For me, the Impulse Summit is a Think Tank. I am here to learn from students and from the next generations. That is why this appointment is very important for me.”

**Fritz Keller**

*President, German Football Association (DFB)*



SPORTS BUSINESS CLUB AT THE UNIVERSITY OF ST. GALLEN.

**Beyond plain networking & company presentations.  
Beyond a traditional vision and mission statement.  
Because, sometimes, *out of the box* is exactly what is needed.**

**Why should we even exist?**

Because, we bridge like no one else. Because we bring the next generation where they are needed. Because we can bring change.

**What is something we would never do?**

Sell out. Sports wash. Do things because someone tells us to.

**Why should we or anyone devote their energy to this?**

Certainly not for money. We offer our members an experience of the business. Learnings beyond university. And long-lasting friendships through shared passion.

**What would we tell anyone about this?**

That they will meet two peers they have never seen. That we offer a student-run unique conference experience. That our insights go beyond sport.



UNIVERSITY OF ST. GALLEN.

# FROM INSIGHT TO IMPACT.



## Among the 5 best in Europe

- Worldwide rankings and international seals of quality illustrate the holistic education received at the highest academic level at University of Sankt Gallen.



## HSG Vision & Principles

- We aim to create value, think out of the box and define new winning strategies.
- Similar to sports, the University acts globally but with strong regional roots.

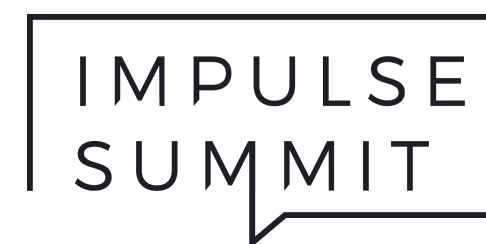


## Sports & HSG

- 16 different sport clubs at the HSG.
- High number of professional and semi-professional athletes trying to connect sport & academics at the HSG.



FLAGSHIP



**IMPULSE SUMMIT**

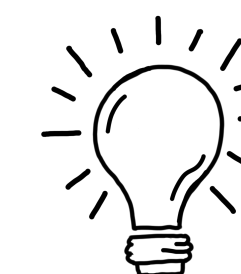
Our flagship event brings together 200 sports industry experts and 70 selected leaders from all over the world

NEW



**SPORTS, MEDIA & ENTERTAINMENT DAYS**

Recruiting event with selected partners at the University of St. Gallen



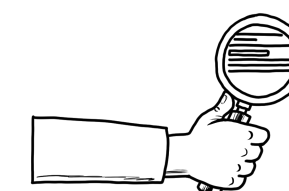
**INDUSTRY PROJECTS**

We work with top organizations on their most pressing issues



WHAT WE DO.

**OUR CLUB ORGANIZES A RANGE OF EVENTS AND ACTIVITIES AT BUT ALSO BEYOND THE UNIVERSITY OF ST. GALLEN**



**WORKSHOPS**

We bring together companies and students from the University of St. Gallen



**CAMPUS ACTIVITIES**

We gather like-minded students to discuss about their passion for sports in an informal context



**KEY FACTS.**

# Over the last two years we have reached several milestones with our initiative.

## 3<sub>RD</sub>

### IMPULSE SUMMIT

After two successful editions we are currently planning the third version edition of our flagship event.

## 500+

### ENGAGED STUDENTS

from St. Gallen and all over the world were directly involved in one of our activities

## 300+

### PARTICIPATING BUSINESS LEADERS

sharing their know-how and benefiting from new perspectives

## 10+

### CONSULTING PROJECTS & WORKSHOPS

were organized related to different topics with our partners

## 1mio+

### PEOPLE REACHED

through our channels with content related to our club but also the sports business in general

## 25

### TEAM MEMBERS

all studying at the University of St. Gallen and working on a voluntary basis



IMPULSE SUMMIT.

“We haven’t founded the Impulse Summit as a conference but a laboratory to develop new ideas in the world of sports. It is not a business concept but a non-profit platform for people who love what they do and want a sense of emerging trends by meeting and working with those who will shape the future of sports.”

*Clemens Kürten, Founder Sports Business Club at the University of St. Gallen*



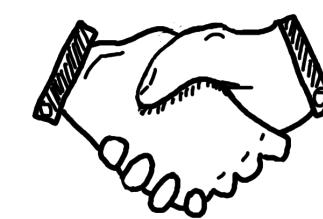




#### THE CONCEPT.

# Connect. Challenge. Change.

After two successful years, our ambitions are even higher for the 2020 edition. We have developed new interactive formats to achieve our mission to engineer serendipity, and create the framework to develop new forward-thinking ideas.



**200 invited**

**Decision-makers**

are invited to join us in St. Gallen coming from different countries and professional backgrounds



**70 selected**

**international leaders**

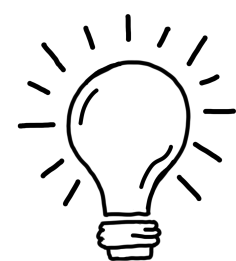
are carefully selected to challenge business leaders and bring in new perspectives



#ChangingPerspectives

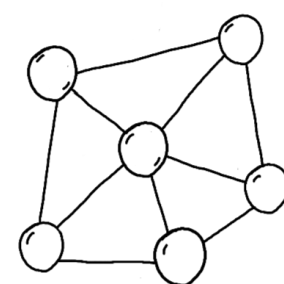
# IMPULSE SUMMIT 2020

For this year's edition, we gather both industry leaders and internationally selected young leaders in Rorschach with the goal to bring together different perspective on a shared passion: sport. By #changingperspectives we aim to facilitate a dialogue resulting in new views on the future of sport.



## CHANGING

Through the interactivity in our setup, we bring expertise throughout different generations together. We aim to change the status quo and tackle the current issues.



## PERSPECTIVES

We unite different views on an industry our participants are more than only involved in. Bringing together views from the different corners of sport, is what makes the Impulse Summit unique and different.





A photograph of a group of people in a professional setting. In the center, a man with a shaved head, wearing a grey blazer over a light-colored shirt, is smiling broadly and looking towards the left. To his left, the back of a man's head and shoulders are visible. To his right, another man in a dark sweater is looking down. The background is a bright, out-of-focus office or conference room.

“The Impulse Summit  
is especially interesting  
due to the variety  
of people you meet - young  
students,  
decision makers in but  
also outside the sports  
industry - this is unique  
and makes it very  
attractive.”

**Carsten Cramer**

*Managing Director, Borussia Dortmund*



## CHALLENGER PROGRAM.

# WE INVITE 70 SELECTED INTERNATIONAL YOUNG LEADERS TO CHALLENGE YOU

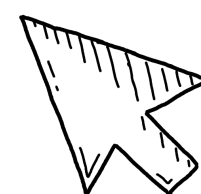
The main difference to conventional conferences is our intergenerational approach. Not only are we inviting 150 business leaders to discuss but also 70 international leaders to integrate their new perspectives. Last year they came from 29 universities and represented 19 different nations. The costs for our challengers are fully covered by the Sports Business Club.

NEW.



### FELLOWSHIP

In partnership with leading international Universities we provide single fellowships for their young leaders



### APPLICATION

Every person under 30 can apply for our program with his CV and a motivation letter through our online platform

NEW.



### PERSONAL INVITATION

We actively search for the best young talents and invite them to join us in St. Gallen.

APPLICATIONS  
OVERALL

**300+**

INVITED  
YOUNG LEADERS

**70**

NATIONALITIES

**35**

UNIVERSITIES

**29**

### WHAT HAVE THEY ACHIEVED?

- Attending athlete at Winter Olympics 2018
- Silver Medalist at Olympic Games 2012
- Built a sports brand with >60,000 followers
- Founder Sports Business Association
- Professional Soccer Player in Norway
- Former President of Student Association (SHSG)

### WHERE HAVE THEY WORKED?



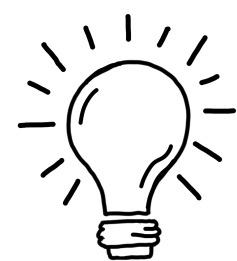


KICKSTART YOUR JOURNEY.

# BECOME A CHALLENGER

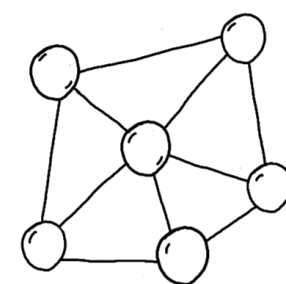
We founded the Sports Business Club and developed our conference with one goal: to provide sports business enthusiasts of tomorrow with an entry into the business. As a Challenger you have the opportunity to meet industry leaders on eye-level and extend your network to actual decision makers within the industry. This is your chance to meet more industry individuals and peers than you could in any other context.

P.S.: it's free



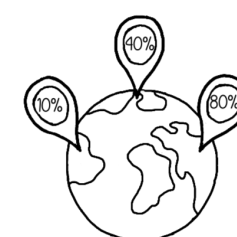
## EYE-LEVEL NETWORK

Our conference lives through interactivity. We provide you with the opportunity to meet and get to know leaders from the industry as well as fellow peers in more than a mere networking context.



## INSIGHTS

As a Challenger, you will be able to participate in small group workshop session and directly pose your questions or contribute to real solutions. This is your chance to get to know the industry and its current topics.



## HOST A SESSION

On our platform, we want to provide young leaders with the voice of the next generation. Some of our Challengers have the chance to even host a session for industry leaders and bring their topic to the table.



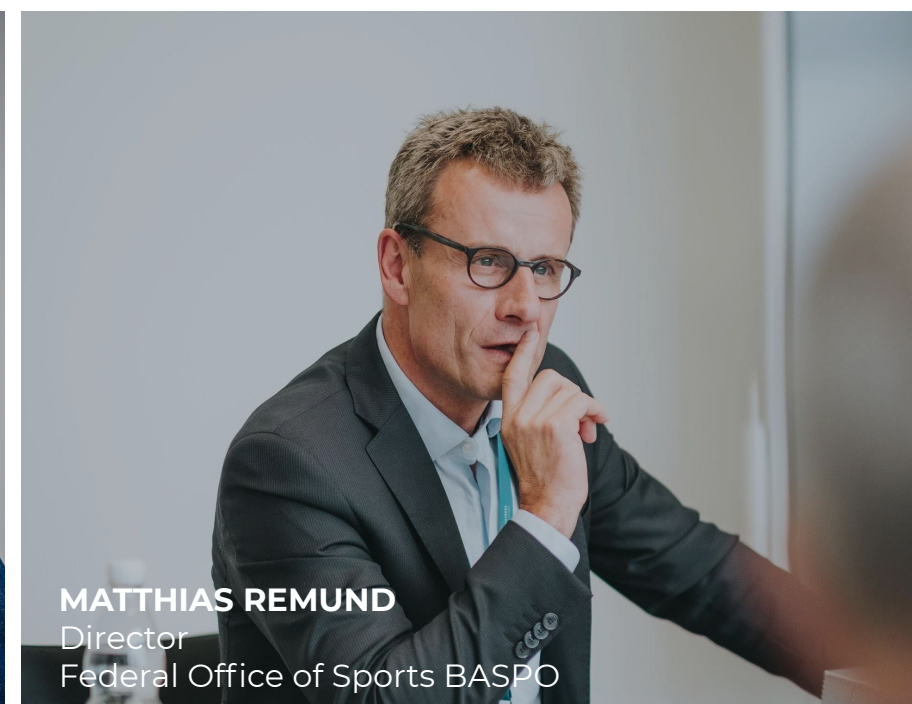
## DETAILS

### APPLY NOW!

Visit our website and apply to become part of a unique conference experience (all expenses covered).



# PREVIOUSLY CHALLENGED SPEAKERS





ENABLING TOMORROW.

# RECENT PARTNERS

Sunrise

Allianz

University of St. Gallen | Institute for Customer Insight

swisscom

OCHSNER  
SPORT

JUNGVATT

Schöffel

WÜRTH

st.gallen

CREDIT SUISSE

TWO  
CIRCLES  
DATA  
DRIVEN  
SPORT

RAIFFEISEN

LOBECO  
SOCIAL MEDIA & DIGITAL STRATEGIES

Lufthansa

HSG Alumni  
Universität St. Gallen

CNN Money  
SWITZERLAND

DSHS  
DIGITAL SPORTS HUB SWITZERLAND

SPONSORS

FGSG  
1879  
ST. GALLEN

VITAMIN  
WELL

sport1

Emmi

Ovomaltine

BALDEGGER GROUP  
KOMPETENZ IN DER OSTSCHWEIZ

THINK  
SPORT

Scheidweg-Garage AG

HEGGLI.com  
Begeisterung in Fahrt

ISPO  
Munich

eveni.to



## Pre-Program 27. & 28.10

FOR CHALLENGER PARTNERS



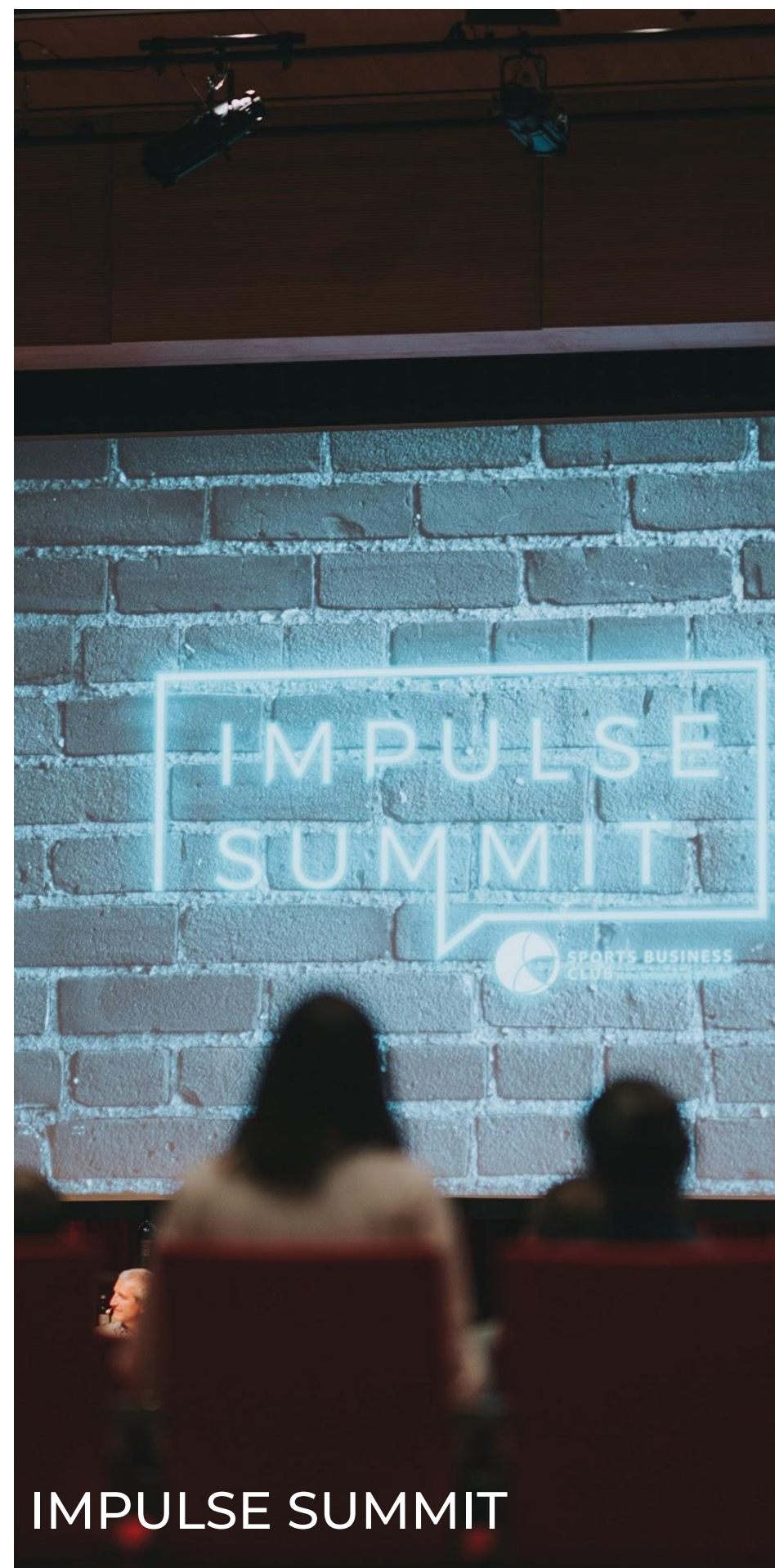
SWISS EXPERIENCE DAY



CHALLENGER DAY

## The Conference 29. & 30.10

FOR ALL PARTICIPANTS



IMPULSE SUMMIT



KEYNOTES



IMPULSE SESSIONS

SET-UP.

# IN OUR SET-UP INTERACTIVITY IS KEY

### SWISS EXPERIENCE DAY

70 international challengers getting the traditional Swiss experience

### CHALLENGER DAY

Formats reserved for our challengers & partners with the goal of gaining insights of the next generation, developing solutions for the industry.

### IMPULSE SUMMIT

#### IMPULSE SESSIONS

Different interactive formats in small and medium sized groups including topics related workshops, best practice cases, studies and Q&A sessions.

#### KEYNOTES & PANELS

Different stage formats bringing not only insights from leaders of the business but also breakout sessions and on-stage challenging from our invited challengers.



LOCATION.

# WÜRTH HAUS RORSCHACH

St. Gallen is situated 50 minutes away from Zurich airport in the heart of Europe. This year's conference will take place in the unique Würth Haus Rorschach. With its modern infrastructure and the interaction between architecture, art and nature, the Würth Haus Rorschach Conference Centre invites us to experience inspiring moments.

DISTANCE



**Zurich Airport**

**50 min**

Lausanne

180 min

Friedrichshafen

95 min

Munich

190 min





FEEDBACK.

# WHAT PEOPLE SAY



"Only when you challenge an idea and getting someone out of his comfort zone you can create something big. You are not following, you are shaping."

**Carsten Koerl - CEO, Sportradar**



"A simple idea was able to unite Students from around the world and connect them with experts in the sports industry. This was an unforgettable experience and by far the best event I have ever attended organized by students."

**Bawe Nsmae - Challenger 2019**



"I was impressed being here today, that it is very professional. It is very well run. There are a lot of people who are really interested, so it is good to be affiliated."

**Olaf Swantee - CEO, Sunrise**



"Crowdsourcing the ideas, crowdsourcing the different perspectives and learning from that is of incredible value."

**Benjamin Stoll - Director Technology  
& Innovation, FIFA**