

# Halls & Walls 2024

## Program



**Friday, 22.11.2024**

**9.00 am**

**Start of fair**

**9.30 – 10.30 am**

Foyer East

**The Future Gym - the challenges of creating more sustainable climbing gyms. Hosted by IFSC Europe Sustainability Commission (e/d)**

(Translation from English into German via headphones)

How can we make our climbing gyms more sustainable? Our speakers talk frankly about the challenges they face. David has just been building a large new climbing gym and he found ways of reducing steel and concrete in the construction and reducing the carbon footprint in many other areas. Rich has done a baseline analysis of his four climbing gyms and has found ways of reducing their environmental impact. Their message will be one of hope and inspiration, and their conclusion that we can there are very practical steps we can take now.

Speaker: Rich Emerson, CEO of the Climbing Academy  
David Stevens, Environmental Director of 270 Climbing

Moderation: Colin Knowles, IFSC Europe Sustainability Commission

**12.00 am – 1.00 pm Routesetting Roundtable (d)**

Room Berlin/Paris

Interactive discussion among colleagues about challenges, experiences and best practice examples with Peter Zeidelhack and Julius Kerscher, both from the DAV Federal Teaching Team Route Construction.

Moderation: Julia Zschiesche and Markus Grübl

**2.45 – 3.45 pm**

Foyer East

**Artificial intelligence in use for the marketing of modern climbing and bouldering gyms (d/e)**

Artificial intelligence is THE topic these days. What are the opportunities and risks of artificial intelligence and how can artificial intelligence be used for the marketing of climbing and bouldering gyms?

Speaker: Sarah-Yasmin Hennessen, Certified Digital Marketing Managerin

Moderation: Julia Zschiesche and Markus Grübl

**5.30 pm**

DAV Booth - Hall A7

**Halls & Walls Get-Together**

Meeting of the climbing gym community in the Halls & Walls Lounge with free drinks sponsored by Boulders Kletterhallenservice and T-Wall

**6.30 pm**

Foyer East

**Vertical Pro Party**

Conclusion of the 1st day

# Halls & Walls 2024

## Program



**Saturday, 23.11.2024**

**9.00 am**

**Start of fair**

**11.30 – 12.30 am**

Foyer East

**Workshop: Learning to work with AI (d/e)**

Please join in! Learn the use of and with artificial intelligence step by step. Please bring your smartphone/tablet or laptop.

Speaker: Sarah-Yasmin Hennessen, Certified Digital Marketing Managerin

Moderation: Julia Zschiesche and Markus Grübl

**2.30 – 3.30 pm**

Foyer East

**AI-Driven: Innovation and efficiency for climbing and bouldering gyms (d/e)**

How can artificial intelligence be used for operations and processes and how can climbing and bouldering gyms gain in innovation and efficiency as a result?

Speaker: Sarah-Yasmin Hennessen, Certified Digital Marketing Managerin

Moderation: Julia Zschiesche and Markus Grübl

**5.00 pm**

**End of fair**

**6.00 pm**

**Bouldering competition Vertical Comp in the bouldering gym „Greifbar“**

On the occasion of the Halls and Walls in Friedrichshafen, the bouldering gym Greifbar is once again organizing the Vertical Comp. Top athletes and ambitious hobby climbers compete in two rounds on new volumes, holds and footholds from the exhibitors.

Subject to changes in the program.