

# 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? Together with various speakers, we will talk about challenges and solutions to transform our climbing industry for the future. Sebastian Flemmig, member of the IFSC Europe Sustainability Commission, moderates the presentation and gives a little insight into why we need to talk about the topic. Tiphaine Lazard, Marketing Manager of EP, will present practical examples of the use of the EP Carbon Calculator. Her message is hopeful and inspiring and shows that there are very practical steps we can take now to reduce the environmental impact of our beloved climbing gyms and competitions. Clemens Saalbach, Head of Development at ebalta Kunststoff GmbH, reports on the path to becoming a climate-neutral company and the use of bio-based plastics for "climate-neutral" climbing holds. Achim Haug, Managing Director of Basislager Bad Aibling, presents the innovative energy concept of his climbing hall in his lecture. He also shows how the hall makes an important contribution to social sustainability through barrier-free design and the integration of people with disabilities.

Speaker: Tiphaine Lazard, Marketing Manager EP  
Clemens Saalbach, Head of Development ebalta Kunststoff GmbH  
Achim Haug, Managing Director Basislager Bad Aibling

Moderation: Sebastian Flemmig, 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 Sebastian Mußemann

**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 Sebastian Mußemann

**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 Hennesen, Certified Digital Marketing Managerin

Moderation: Julia Zschiesche and Sebastian Mußemann

**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 Hennesen, Certified Digital Marketing Managerin

Moderation: Julia Zschiesche and Sebastian Mußemann

**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.