GOLF, SPORTS, RECREATION & FITNESS

GROWING PARTICIPATION IN A CONNECTED WORLD

Smart equipment, changing consumers, wellness science and the future of leisure.



AUTHENTIC KEYNOTE STAGE ARCHIVE | FULL FRAME

THE CLIENT PROBLEM

Our golf, sports and recreation leaders need more than a motivational talk. We want to understand new participants, new competition for leisure time, smart equipment, AI, connected fitness and the economics of getting people to engage. Can a keynote show us where the growth opportunities are?

A SPECIFIC BUSINESS PROBLEM. NOT A GENERIC TRENDS TALK.

Sport and recreation are competing for attention, access and time. Digital tools and changing demographics create both disruption and new pathways to participation.

01

THE NEXT PARTICIPANT

Demographics and new social experiences change where sports grow.

02

INTELLIGENT EQUIPMENT

Sensors, wearables, data and connected objects transform performance and engagement.

03

THE WELLNESS CONTINUUM

Bio-data, personalized health and fitness connect sport with broader life needs.

04

THE EXPERIENCE ECONOMY

Indoor, social, hybrid and gamified experiences can create new categories.

THE KEYNOTE SOLUTION: CONNECT THE DOTS.

Five movements connect acceleration to meaningful action.

01 The rapidly changing recreational consumer

02 Technology and hyperconnected sports equipment

03 Wellness, bio-connectivity and personal performance

04 New golf-entertainment, fitness and participation models

05 The innovation playbook for associations, clubs and operators

FIVE CONNECTED FORCES. ONE INDUSTRY CHALLENGE.

CHANGE DRIVER 1

THE NEXT PARTICIPANT

Demographics and new social experiences change where sports grow.

CHANGE DRIVER 2

INTELLIGENT EQUIPMENT

Sensors, wearables, data and connected objects transform performance and engagement.

CHANGE DRIVER 3

THE WELLNESS CONTINUUM

Bio-data, personalized health and fitness connect sport with broader life needs.

CHANGE DRIVER 4

THE EXPERIENCE ECONOMY

Indoor, social, hybrid and gamified experiences can create new categories.

TEN CLIENT ENGAGEMENTS. REAL ROOMS. REAL ISSUES.

Historical engagement evidence behind the proposed keynote solution.

THE EDITORIAL STANDARD

The following pages summarize specific client environments and themes from Jim Carroll's published highlights, sector archives, and original keynote materials. They show prior speaking experience—not a claim that clients deployed or achieved the technologies discussed.

Adjacent-industry engagements are identified as such. Examples with incomplete original program detail are marked for final verification before broad external distribution.

01 PGA OF AMERICA ANNUAL MEETING

Industry leadership representing more than 28,000 PGA professionals

THE STRATEGIC CHALLENGE

Open the organization to future trends shaping golf participation and the business.

KEYNOTE THEMES & MESSAGES

Demographics; consumer leisure choices; technology and changing engagement.

WHY THIS EXPERIENCE MATTERS

Direct golf leadership keynote, with a long horizon of industry analysis.

02 PGA MERCHANDISE SHOW

Major golf-industry trade event, Orlando

THE STRATEGIC CHALLENGE

Help the golf ecosystem understand opportunities from fast-moving technology.

KEYNOTE THEMES & MESSAGES

Connected golf; new experiences; consumer change; future participation.

WHY THIS EXPERIENCE MATTERS

A second substantial engagement within the golf ecosystem.

03 PGA OF ONTARIO GOLF INDUSTRY EXPO

Regional golf industry leadership

THE STRATEGIC CHALLENGE

Relate sector growth and changing expectations to new approaches for clubs and professionals.

KEYNOTE THEMES & MESSAGES

Golf participation; customer engagement; technology and evolving business models.

WHY THIS EXPERIENCE MATTERS

Additional golf experience identified in the published trends scorecard.

04 SPORTS & FITNESS INDUSTRY ASSOCIATION

National industry event, New Orleans

THE STRATEGIC CHALLENGE

Explain how smart products and changing consumers reshape participation and sales.

KEYNOTE THEMES & MESSAGES

Embedded chips in equipment; smart clothing; genomics; connected sport; demographic influence.

WHY THIS EXPERIENCE MATTERS

Direct global sports-business audience.

05 SPORTING GOODS MANUFACTURERS ASSOCIATION

Dinner keynote to sporting-goods CEOs

THE STRATEGIC CHALLENGE

Examine the impact of media, consumers and retail dynamics on sports products.

KEYNOTE THEMES & MESSAGES

New consumer behaviours; evolving media spend; sports and leisure market disruption.

WHY THIS EXPERIENCE MATTERS

Strong industry-manufacturer and leadership context.

06 YMCA CANADA

Annual meeting, Toronto

THE STRATEGIC CHALLENGE

Explore the future of exercise and fitness services.

KEYNOTE THEMES & MESSAGES

Spatial data for exercise; smart clothing; biohacking and personalized wellness.

WHY THIS EXPERIENCE MATTERS

Direct fitness and wellness leadership work.

07 NATIONAL RECREATION & PARK ASSOCIATION

Recreation and parks sector

THE STRATEGIC CHALLENGE

Help leaders see changing participation and public recreation opportunities.

KEYNOTE THEMES & MESSAGES

New recreation demand; digital experiences; evolving citizen expectations.

WHY THIS EXPERIENCE MATTERS

Direct public recreation-sector engagement in the archive.

08 SASKATCHEWAN PARKS & RECREATION ASSOCIATION

64th annual conference, Regina, 2010

THE STRATEGIC CHALLENGE

Connect recreation policy and operations to the broader future of communities.

KEYNOTE THEMES & MESSAGES

Innovation, user expectations, sector change and leadership adaptation.

WHY THIS EXPERIENCE MATTERS

Association keynote in public recreation.

09 WORLD SKILLS INTERNATIONAL

Adjacent skills and training event

THE STRATEGIC CHALLENGE

Explore how new technologies change occupational and craft learning.

KEYNOTE THEMES & MESSAGES

Skills acceleration; changing roles; continuous learning and professional advancement.

WHY THIS EXPERIENCE MATTERS

Adjacent evidence for sports coaching and workforce development, not a sports client.

10 WALT DISNEY COMPANY

Adjacent experience-economy leadership

THE STRATEGIC CHALLENGE

Challenge leaders to rethink innovation and consumer experiences.

KEYNOTE THEMES & MESSAGES

Customer attention; creativity; new experiences; challenging assumptions.

WHY THIS EXPERIENCE MATTERS

Adjacent evidence of experiential-business strategy, not claimed as sport-specific.

WHAT THE ROOM WILL LEAVE READY TO DO.

The output is clarity, priorities and a disciplined next move—not a list of buzzwords.

OUTCOME 1

SEE WHAT CONNECTS

Understand how technologies, behaviour and economics interact in this industry.

OUTCOME 2

CHALLENGE THE MENTAL MODEL

Identify assumptions that may have been valid a decade ago but are now expiring.

OUTCOME 3

SEPARATE FACT FROM POSSIBILITY

Distinguish observed changes from pilot technologies and plausible future scenarios.

OUTCOME 4

SELECT ACTIONABLE PRIORITIES

Define a bounded use case, the right safeguards, a learning owner and clear success metrics.

WHAT A BUREAU CAN SEND BACK.

Ready-to-adapt response to the illustrative client request.

Jim Carroll is a strong fit for a golf, sports, recreation & fitness leadership audience looking for something deeper than a general future-trends keynote. He brings more than three decades of highly customized industry work, including the representative engagements detailed in this briefing. His approach would connect the next participant, intelligent equipment, the wellness continuum and the organizational decisions needed to respond. The goal is to give the audience a shared picture of what is changing, a practical way to distinguish emerging opportunity from hype, and the confidence to start with focused, responsible action. The final keynote would be developed around the actual event, audience and business objectives.

RESEARCHED. RELEVANT. ACTIONABLE.

A keynote is developed around the client, not chosen from a fixed slide library.

STEP 1

LISTEN

Discuss event goals, audience composition and the strategic questions people need answered.

STEP 2

RESEARCH

Review client context, published industry signals, credible examples and the existing keynote archive.

STEP 3

CONNECT

Select the best evidence and connect it to this particular industry's decisions and operational reality.

STEP 4

DELIVER

Present a compelling keynote with practical action, clear guardrails and a durable common vocabulary.