

# COVID-19: THE WORST CRISIS SINCE WORLD WAR II

## IMPACT ON THE TENNIS INDUSTRY

by  **tennium**  
GLOBAL TENNIS PLATFORM

**MAY 7, 16:00h CET**

The Covid-19 crisis came unexpectedly and is causing much distress across human health and sanitary systems, social standards and economies. We want to shed light on some questions about the future impacts on the tennis industry:

- Will tennis go back to normal as we used to know it, or will there be significant changes?
- What is the expected impact long term on the business model of events?
- How will event organizers be affected and what can they do about it?
- How are tennis players being impacted and what are the repercussions they may experience?
- What is the impact on sponsor businesses and financials and how will they approach sponsorships in the future?

Join this high-profile roundtable and get their exclusive insights



**FELICIANO LÓPEZ**  
*ATP Player (Carrer High #12)*  
Tournament Director of the  
Mutua Madrid Open



**KRISTOFF PUELINCKX**  
CEO and Co-Founder at Tennium



**STEPHEN FARROW**  
LTA Director of International Events  
and Tournament Director of the  
Fever-Tree Championships



**ENRIC MOLINA**  
*(Moderator)*  
Partner and Executive Director  
at Tennium



**MARTIJN VAN EERDE**  
Senior Director, Marketing  
EMEA & APAC at Maui Jim  
Sunglasses

The webinar "COVID-19: THE WORST CRISIS SINCE WORLD WAR II. [IMPACT ON THE TENNIS INDUSTRY](#)" will take place on May 7 at 4:00pm (CET)

You can access the webinar directly using [THIS LINK](#)

For further info please contact [info@tennium.com](mailto:info@tennium.com)