

## BROWN BAG SESSION

The SPORT1 Brown Bag Session: The business talk around the topics that move the (sports) industry. Here we want to offer you "snackable" content with added value that you can easily integrate into your daily business - during your lunch or coffee break, on the way to work or home. Our moderator Ruth Hofmann meets with great guests here for max. 10-minute interview sessions.



### Keyfacts

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Frequency	monthly
Ø length	10 minutes
Host	Ruth Hofmann
Target group	Men, 20 - 59 years
Theme cluster	Sports
Reading	Host-Read, Presenter-Read

