

Final
version

23 & 24 February 2014 • ExCeL London
and pre-conference workshop 22 February 2014



Inspiration for
your spa business



PROFESSIONAL
spa
& wellness
CONVENTION 2014

www.professionalspawellness.com/convention

Thank you to our Gold sponsors

and our Silver sponsors

DECLÉOR
PARIS

CLARINS

Elemis
DEFINED BY NATURE LED BY SCIENCE

THALGO
LA BEAUTE MARINE

DALESAUNA
HEALTHING. WELL. BEHAVING. WELL. LOOKING AFTER.

GERMAINE DE CAPUCCINI

Gharient



PROFESSIONAL Spa & wellness CONVENTION 2014

www.professionalspawellness.com/convention

Where owners and directors meet to discuss practical solutions:

- Customer attraction and retention
- Building revenue streams, increasing retail sales and operational efficiency
- Management and motivation

Networking with the industry

With its global following the Professional Spa & Wellness convention will connect you with industry influencers

We guarantee your delegate experience*

- You will take back practical solutions to improve your business
- Share ideas with leading spa directors, hoteliers and investors
- Identify new revenue and cost saving opportunities

* If we do not fulfil the above three objectives we will give you a complete refund provided we hear from you in writing within 7 days of the event.

Our delegates

- Owners and senior management within the spa and hotel sector
- Investors
- Health and fitness operators
- Local and national government agencies
- Architects and consultants

Excellent value

Supported by the UK Spa Association, this strategic conference is excellent value. Costs start at £189 + VAT, €267 or \$345. See booking form.

Saturday 22 February 10:00 - 17:30

Pre-conference workshop:

How to use influencing psychology in the spa business

An intensive one-day interactive learning experience with numbers limited to 75 people

USING INFLUENCING PSYCHOLOGY IN THE SPA BUSINESS:

How to empower all your front line staff from therapists to spa directors by understanding the underlying principles that guide our decision making process. The techniques taught can be used to drive critical areas of business including retail, rebooking and team empowerment.

Neil Orvay, Founder of the award winning Sense of Touch spa chain in Hong Kong, Trainer of Neuro Linguistic Programming, and Business Psychologist





Anna Bjurstam



Catherine Ferma



CG Funk



Charles Bourdin



Charlie Thompson



Clodagh



Greg Payne



Jeff Butterworth



Andrew Gibson



Alfredo Carvajal



Aldina Duarte Ramos



Adrian Bridge

Daily spa operations: from good to great

9:00 REGISTRATION & MORNING COFFEE

9:40 CHAIRMAN'S OPENING REMARKS

9:45 ORIENTATION:

Jean-Guy de Gabriac, CEO and Founder, Tip Touch International

9:50 GETTING IT RIGHT FROM THE START:

The first 100 days as a Spa owner or Spa Director.

CHAIR: Andrew Gibson, VP for Spa and Wellness for the Fairmont, Raffles, Swissotel group and former Group Director of Spa Mandarin Oriental

- Larisa Marinica, Spa Director, Pürovel / Swissôtel (Istanbul)
- Greg Payne, Spa Operations Director, Aman Resorts International (Aman):
- Melissa Rancourt, Owner, Serendip Spa (Brussels)

10:50 FROM ONLINE TO ONSITE: SOCIAL MEDIA STRATEGIES THAT BRING CLIENTS THROUGH THE DOOR:

Effectively engage your online community to increase your footfall.

CHAIR: Marisa Dimitriadis, Founder, The Spa Consultants (South Africa)

- Charles Bourdin, Founder, Qualitelis
- Alison Copus, Vice President, Marketing, tripadvisor
- Mark Partington, Operation Director, Ribby Hall

11:50 COFFEE & NETWORKING

12:10 EMPLOYEE ENGAGEMENT:

To what extent can inspirational leadership and aspirational management improve staff performance and durability.

CHAIR: Kathryn Moore, Director of Operations, MSPA International

• Jocelyna Dubuc, President and Founder, Spa Eastman (Canada)

• Charlie Thompson, Chairman UK Spa Association

• Kenneth Ryan, Senior Director, Global Spa Operation, Marriott International

13:00 LUNCH & NETWORKING BREAK

15:30 INTERIOR DESIGN FACELIFT:

Taming your architect to optimize & revamp your space.

CHAIR: Anna Bjurstam, Owner, Raison d'être

- Clodagh, Owner and Managing Director, Clodagh Design International
- Aldina Duarte-Ramos, Director of development, wellbeing activities, Sofitel and Thalassa Sea & Spa, (France)
- Q & A session with Iain Baily, International Spa Architect and Managing Director at BDS Architect UK on tips to optimise spa and merchandising, clever ideas to refurbishment on a low budget

16:20 KEY FINDINGS OF INTERNATIONAL WELLNESS & SPA TOURISM MONITOR 2014

• Laszlo Puczko, Founder, The Tourism Observatory for Health, Wellness and Spa

16:30 SPA MANAGEMENT: WHAT TO DO WHEN YOU DON'T KNOW WHAT TO DO:

Key levers for maximizing guests experience and ROI.

CHAIR: Jeff Butterworth, Chief Spa and Wellness officer, LUX* island resorts

- Alfredo Carvajal, COO, WTS International (USA)
- Dave Courteen, Managing Director, Mosaic Spa & Health Clubs (UK)
- Julien Patty, President and Founder, Deep Nature (France)



Elena Bogacheva



Klaus Pilz



Alison Copus



Amy McDonald



Curtis Schroeder

THE COSTS

To ensure genuine networking opportunities, delegate numbers are limited and supplier access is via invitation only

Early booking is advisable

EXECUTIVE PACKAGE:

Two day: £275 + VAT = £330 or €389

One day: £189 + VAT = £226.80 or €267

- Full conference attendance including lunch and refreshments throughout the day
- Exclusive access to the Professional Spa & Wellness networking lounge
- VIP access to the Professional Beauty exhibition
- Plus, join us at the director's networking party at the Aloft Hotel, London ExCeL on Saturday 22 February



Jeff Matthews



Jocelyna Dubuc



Julien Patty



Kathryn Moore



Larisa Marinica



Melissa Rancourt



Paul Hawco



Randal Eastman

Making a difference: lead the way

9:00 REGISTRATION & MORNING COFFEE

9:15 ORIENTATION: Jean-Guy de Gabriac, CEO and Founder, Tip Touch International

9:20 SPA MARKETING:

Client retention and frequency: increasing the number of regular clients is a must for your spa business.

CHAIR: Louise Moore, Director of Spa Development & Operations, Europe, Hilton Worldwide

- Elena Bogacheva, President & Founder, Spa and Wellness International Council (Russia)
- Alex De Carvalho, Deputy Chair Market Intelligence - UK Spa Association
- Catherine Ferma, Spa & Salon Director, Sanctuary Spa and St.Tropez PZ Cussons beauty (UK)

10:10 SPA FRANCHISE:

Licensing and managing multiple units: growing from 1 to 10... then to 1000.

CHAIR: Jeff Matthews, President, Steiner Spa Consulting and President/COO, Mandara Spas

- CG Funk, Vice President of Industry Relations & Product Development, Massage Envy (USA)
- Randal Eastman, Vice President & Partner, Dragonfly Therapeutic Retreats (China)
- Neil Orvay, Founder of the award winning Sense of Touch spa chain in Hong Kong

11:00 COFFEE & NETWORKING

11:30 SPA INVESTMENT:

It's time to take your business to the next level, let's talk about the funding

CHAIR: Berni Hawkins, Management Consultant at Hawkins Muiderman

- Paul Beaumont, Head of Deal Origination and Investment Director Downing LLP
- Dave Courteen, Managing Director, Fitness Express and Imagine Spa Management
- Mark Lemmon, Managing Director, Energie Group

12:30 THE VIABILITY OF THE MEDI PART OF YOUR SPA:

Changing people's lives as a USP and business model.

CHAIR: Sheila McCann, General Manager, Chiva-Som International Health Resort

- Amy McDonald, Principle, Under a Tree Consulting (USA)
- Andreas Wieser, Founder & former CEO, Lanserhof Health Resort (Austria)
- Curtis J. Schroeder, Principal, Global Healthcare Executive, Inter Medika
- Klaus Pilz, General Manager of Health Spa Piestany Inc

13:20 LUNCH & NETWORKING

15:20 GOING GREEN PAYS:

Smart ideas on ecology can impact positively your bottom line.

CHAIR: Amber Beard, Vice President Sustainability, Six senses Hotels, Resorts and Spas

- Roberto Arjona, CEO, Rancho La Puerta and Chairman Green Spa Network
- Paul Hawco, Director Talise Spa Operations, Jumeirah Hotels & Resorts
- Martial Denêtre, General Manager, Carnac Thalasso & spa resort hotel

16:20 BEST PRACTICE:

From the World Spa Awards (Hotels Spas) plus the Professional Beauty Awards (UK Destination Spas & days Spas)

CHAIR: Jean-Guy de Gabriac, CEO and Founder, Tip Touch International

- Adrian Bridge, CEO, The Yeatman (Portugal)
- Corinna Yap, Director of Sales, COMO Shambhala (UK)

17:20 COFFEE & CLOSE



David Courteen



Kenneth Ryan



Roberto Arjona



Louise Moore



Mark Partington



Marisa Dimitriadis



Laszlo Puczko



VIP PACKAGE

Two day: £385 + VAT = £462 or €545
One day: £297 + VAT = £356.40 or €420

All that the Executive package offers plus:

- World Spa & Wellness Awards dinner, including champagne reception, a three-course meal with wine and entertainment on Sunday 23 February
- Dedicated concierge service with access to specialists who will help make your stay in London as smooth as possible

PRE-CONFERENCE SPA PSYCHOLOGY WORKSHOP, SATURDAY 22 FEBRUARY

Full day workshop, training notes, lunch and refreshments:

£225 + VAT = £270 or €315

Booking Form

Please complete and return this form by post or you can scan and email it. You can also register online at www.professionalspawellness.com/convention

Delegate Name 1:

Job Title: _____
Company: _____
Address: _____
Postcode: _____
Telephone: _____
E-mail: _____
Executive package: Both days or Sunday or Monday
VIP package: Both days or Sunday or Monday
Spa Psychology workshop

Delegate Name 2:

Job Title: _____
Company: _____
E-mail: _____
Executive package: Both days or Sunday or Monday
VIP package: Both days or Sunday or Monday
Spa Psychology workshop

Delegate Name 3:

Job Title: _____
Company: _____
E-mail: _____
Executive package: Both days or Sunday or Monday
VIP package: Both days or Sunday or Monday
Spa Psychology workshop

Delegate Name 4:

Job Title: _____
Company: _____
E-mail: _____
Executive package: Both days or Sunday or Monday
VIP package: Both days or Sunday or Monday
Spa Psychology workshop

Return this form to:

Professional Spa & Wellness Convention 2014

By Post to:

**GES Data Services
Silverstone Drive
Gallagher Business Park
Coventry
CV6 6PA**

By email: conferencedepartment@ges.com



Once we have received your booking and payment:

- You will receive a confirmation email and receipt
- Cancellations: You can change the name of the booking(s) at any time without cost. To cancel, up to 1 February 2014, bookings are refundable less a 20% admin fee; after 1 February 2014, the full fee is liable.

Delegate Fees

Executive package: Two day: £275 + VAT = £330 or €389*
One day £189 + VAT = £226.80 or €267*
VIP package: Two day: £385 + VAT = £462 or €545*
One day: £297 + VAT = £356.40 or €420*

Includes World Spa Awards dinner on Sunday 23 February plus dedicated concierge service

Pre-conference Spa Psychology Workshop

Saturday 22 February: £225 + VAT = £270 or €315*

- I enclose my cheque payable to GES Ltd for £ _____
- Please debit my credit/debit card as below for £ _____
- Invoice my company: Please invoice my company for £ _____
Purchase order no (if any): _____
(Please note: delegate fees must be paid in full before delegate passes are sent)
- Register by email: Scan and email this form to conferencedepartment@ges.com

Card type: Visa Mastercard Amex
Maestro/Switch Delta

Card No:

Expiry Date: Start Date:

Issue No:

Security code - 3 digits on the back of your card (or 4 for Amex):

Cardholder's Name :

Cardholder's Address: (if different from Delegate 1)

Postcode:

I authorise the use of my credit / debit card for the above payment.

Signature:

Date:

To register additional delegates, please continue on a separate sheet.
Please note: Whilst speakers listed are confirmed, the Organisers reserve the right to change the content of this programme.

*Euro prices are approximate. Fees will be charged in £ sterling.

If you have any questions or need assistance completing this form please email: conferencedepartment@ges.com
You can also register online at www.professionalspawellness.com/convention

Inspiration from those in the know

The Professional Spa & Wellness Convention brings together spa and hotel executives from across the globe.

Delegates come to discuss practical solutions to the issues facing the spa business. They do this in the conference hall, the networking lounge and at the social events, all staged to maximise your learning and networking opportunities.

23 & 24 February 2014 • ExCeL London



PROFESSIONAL
spa
& wellness
CONVENTION 2014

www.professionalspawellness.com/convention

Organised by:
Professional Beauty
1.17 The Plaza, 535 Kings Road,
London SW10 0SZ, UK

T: +44 (0) 207 351 0536

W: www.professionalspawellness.com/convention

W: www.professionalbeauty.co.uk

Thank you to our Gold sponsors

and our Silver sponsors

DECLÉOR
PARIS

CLARINS

Elemis
DEFINED BY NATURE LED BY SCIENCE

THALGO
LA BEAUTE MARINE

DALESAUNA
WELLNESS. WELL BEING. WELL LOOKED AFTER.

GERMAINE DE CAPUCCINI

Gharlen