

SPA SUMMIT

FRIDAY 23 OCTOBER 2009

h10.00 – 13.00

Spa Management Session by LUISS BUSINESS SCHOOL

The wellness market: business strategies and managerial models

Speakers and Subjects:

From an analysis of the sector to business development strategies

Paolo Boccardelli, associate professor of Economy and Company Management with the Department of Economy, Università LUISS Guido Carli

Feasibility study and planning spa centre activities

Dario Benedetto, Spa Industry director, scientific research assistant for the Executive Wellness Management course - LUISS Business School

Wellness's chief strategic and operating marketing levers

Roberto Tiby, partner of MSX Marketing, and founder of Aerofunk Fitness School, expert in strategic marketing and communication, scientific research assistant for the Executive Wellness Management course, LUISS Business School

Infrastructures and therapy technology in a wellness centre

Gianni Gurnari, BENAQUAM SRL director, expert in water engineering, mineral waters and spas, working on research, planning and building-related activities regarding many areas of the spa world; scientific research assistant for the Executive Wellness Management course - LUISS Business School

h14.30 – 18.00

Spa Industry

Dario Benedetto

A spa consultant with twenty years' experience, many spas have been created on the basis of his consultancy services. An expert in direct management, he was a teacher for two of the five modules of the first Wellness Management course at the Luiss Business School, LUISS Guido Carli Division

Spa consultants: when and why?

The most important person who assists the entrepreneur and guarantees that the latter's investment is transformed into a real business. A person who must be impartial as a guarantee to the entrepreneur and to ensure the project's success.

A spa: from concept to fulfilment

How to make a business idea become a profitable, functional reality, not forgetting the importance of the atmosphere and setting.

Maria Paola Angeletti

Chief editor of *Spa Industry*, *Spa Mood* and *Estetispa* magazines. Teaches Spa Marketing on a course organised by the Tuscany Regional Government. Taught Spa Personnel Training &

Management on the first Wellness Management course, Luiss Business School, LUISS Guido Carli Division

The Wellness market today

What is wellness today? How the Italian market sees the sector. The wellness market in numbers.

Spa management

What are the strengths to focus on, and what are the sector's shortcomings.

The differences in running a hotel spa compared to a town spa.

Staff training

Staff training is the sector's sore point.

What does "Think spa" mean and who is spa-behaviour training aimed at.

SATURDAY 24 OCTOBER 2009

h10.30 – 13.30

SPA DESIGN Session, display of wellness design and materials

Speakers:

h10.30 – 11.15

Yoshie Otomi - Spa interior designer

Wellness architecture – Designing wellness: EXPECTATIONS, DESIGN, TESTING

The spa concept has completely changed over the past 15 years: twenty years' experience focused on anticipating future trends and scenarios

h11.15 – 11.30

Alberto Apostoli - architect and designer

A hotel spa as compared to a home spa

There is increasing design, creative and technological cross-fertilisation in the designs of hotel and home spas. Home spas today are increasingly like hotel spas, just as hotel interior design now pursues a domestic dimension.

h11.30 – 11.45

Davide D'Agostino - architect and designer

Designing a spa, talking to the client

The spa sector continues to evolve and expand and is therefore starting to attract investments from entrepreneurs working in other sectors.

This trend means the client/designer relationship has to be rethought by assigning intermediate professionals who can draw up, beforehand, a work protocol with all the information the architect needs for creating the spa.

h11.45 – 12.00

Sergio Bizzarro – architect and designer

The spa, a complete unknown

Planning a spa: designing emotions and total quality – design, image, materials, plant, service. Designs narrated by Hotel & Resort, Wellness Club and wellness facilities

h12.00 – 13.30

PROFIT DESIGN Session by PI.CO WELLNESS

PROFIT SPA DESIGN: how to juggle design excellence and budget restrictions.

Design is considered an element to be associated with the overall strategy: the seminar examines all the stages in the creation of a spa as a profit-making centre. Particular emphasis is placed on the moments of liaison which are crucial to creating interaction conducive to making exclusive architectural choices, to creating or maintaining service excellence, and in any case to achieving satisfactory results, not least from an economic point of view.

Speakers and Subjects:

From an analysis of the catchment area to design project development strategies

Salvatore Picucci, management engineer expert in spa management, founder of PI.CO Wellness, more than 15 years' experience of direct management, speaker and teacher on international spa management courses and seminars, management consultant to Pevonia Botanica in Italy.

Designing ethical, sustainable, incredible spas

Simone Micheli – Architect, Interior Designer of the Year – International Design Awards 09, Los Angeles

The evocative images of Simone Micheli's recent European projects and his pertinent words will allow the audience to learn about winning content and language-related dynamics of new spas for a new tomorrow.

Mr Micheli will talk about ethics, functionality, sustainability, matter, form, light, wonder.

h14.30 – 17.30

SPA MANAGEMENT Session

h14.30 – 15.30

How can the spa and its management fit in efficiently with hotel profits?

Jean-Eric Knecht - Spa Academy France

h15.30 – 16.00

A modern spa

Vetting staff and managers before implementing working plans, a study for the creation of something that is unique in terms of services and client needs: a spa is not a beauty salon. Examining the treatment list; training staff and making them aware of popular services.

Piermario Viale

Planning session

h16.00 – 16.30

Crystal-pure water as a source of wellbeing: ozone treatment.

Spas depend on water. Swimming pool and whirlpool water must be treated in such a way that the water itself creates wellbeing, without harming the skin, eyes or hair or creating unpleasant smells or plant management problems. The use of ozone generators as a disinfection aid means spa water can be enjoyed to the utmost and it has virtually no impact on the environment.

Speakers: **Luigi Martina** representing DEL Ozone U.S.A., **Dr. Andrea Rosa**, Milos Idrobenessere' owner.

h16.30 – 17.30

How NOT to design a spa

Luca Nardi, designer, owner of Blu Design

Andrea Fantin, freelance consultant

Andrea Zanini Vallin, editor, *Wellness Design*

At a time when the range of spa designing and consultancies are multiplying in variegated and, very often, rather inconsistent aspects, this *Wellness Design* conference offers an opportunity for reflecting together. Open to consultants, designers and to those who consider themselves an entrepreneur.

SUNDAY 25 OCTOBER 2009

h11.00 – 13.30

PROFIT SPA MANAGEMENT Session

h11.00 – 11.30

A spa in business terms: how much it should cost and what kind of profit it can generate

Aldo Malaspina

h11.30 – 12.00

How important is the staff to a spa's success? Spa personnel recruitment criteria, duties, job suitability

Ester Rosazza

h12.00– 12.30

Increasing a wellness centre's profits: an achievable goal

Dr Corrado Mattioli

h12.30 – 13.30

The three problems regarding spa management and profits: staff, staff and, again, the staff

Jacques François – international director, Elegance Spa Academy International Network - France

h14.30 – 16.00

PROFIT MANAGEMENT Session by PI.CO WELLNESS

PROFIT SPA MANAGEMENT: how to plan and achieve a profitable spa.

This conference will focus on how to plan for spas' profits since 90% of spas' losses, especially among hotel spas, is due to the total lack of a proper business plan drawn up beforehand. Special attention will be paid to proper planning beforehand as regards a list of services customised to clients' expectations. A closer look at cross-selling among different service groups (beauty, leisure, fitness, conferences, etc).

Speakers and Subjects

From business planning to determining the chief planning and control operating tools.

Salvatore Picucci, management engineer expert in spa management, founder of PI.CO Wellness, more than 15 years' experience of direct management, speaker and teacher on international spa management courses and seminars, management consultant to Pevonia Botanica in Italy

h16.00 – 16.30

New wellness frontiers

Trends in new spas: treatments for couples and natural treatments

Paul Haslauer – founder of Gebrüder Haslauer GmbH, 42 years in the wellness and naturopathy sector, presents the winners of the coveted European Health & Spa Awards in the following categories:

- Best technical product innovation – Salve in Terra®
- Best Body Signature Treatment - Permanent Contour®

h16.30 – 17.00

Medical spas: the future of the successful spa

Dr. Giovanni Leanti La Rosa

h17.00 – 17.30

Software as a management and marketing tool in the wellness centre

Essential for monitoring the present and planning the future, for a management system focused on quality and profit

Massimo Lenzi

MONDAY 26 OCTOBER 2009

h10.30 – 13.30

The manager, the missing link

Entrepreneurs, consultants, managers, designers. Spa Management dialogues.

Danila Cordani, DaySpa Manager, Virgin Active Italy

Andrea Fantin, freelance consultant

Alberto Apostoli, freelance architect

Andrea Zanini Vallin, editor, *Wellness Design*

The spa manager's duties, scope, responsibilities. How does a manager interact with owners, consultants, designers? Are there any spa manager training schools?