



2016 Agenda

BACK TO THE FUTURE

REGISTER NOW

Please note that this agenda is a work-in-progress. It gets updated continually right up until the Summit. Because of this, please check back often.

A special thanks to **Technogym** for sponsoring this year's Mobile App.

SUNDAY, OCTOBER 16, 2016 PRE-SUMMIT ACTIVITIES

9:00 am - 6:00 pm
Foyer, KitzKongress

Summit Concierge & Registration Open
Sponsored by LEMI

9:00 am - 5:00 pm
Leaves and returns
to KitzKongress

Highlights of Tyrol & Innsbruck
Enjoy a walking tour of charming Old Town Innsbruck, a two-time host of the Olympic Winter Games with a rich 800-year history, and experience a ride up the Nordkette for lunch while savoring the gorgeous view of the Alps. The trip will end the day at Austria's award winning "bio wellness hotel," Stanglwirt, where the Hauser family will entertain with a tour and cocktail reception.

1:30 pm
Bus arrives back
at KitzKongress

Conclusion of Aqua Dome's Thermal Spa in the Alps
Experience the extensive pools, saunas, steams and spa treatments at this exquisite thermal spa with breathtaking views. Aqua Dome is the biggest and most modern hotel in Tyrol. Trip includes overnight stay, breakfast, dinner, use of facilities and other special experiences.

2:00 pm - 2:45 pm
Odeon Room,
KitzKongress
Main Floor

Meeting: All Press Delegates
Cassandra Cavanah, Founder, Cavanah Communications, U.S.
Beth McGroarty, Director, Research and Public Relations, Global Wellness Summit, U.S.

**See the entire list of press delegates attending the Summit at the end of this agenda.*

3:00 pm - 3:45 pm

Cristall Room,
KitzKongress
Up One Level

Knowledge Workshop: Sponsored by Universal Companies

Generational Harmony: Keeping Pace and Keeping Peace

Adapting Education and Training for Groovy Boomers and #GenMe

Paul J. Jablonski, Director, Wellness and Beauty Learning Center & Events, Universal Companies, U.S.

Anita Lumpkin, Director of Education, Universal Companies, U.S.

Introduced by **Michelle Gamble**, Vice President, Global Business Development, Global Wellness Summit, U.S.

3:00 pm - 3:45 pm

Aurora Room,
KitzKongress
Up one Level

Knowledge Workshop: Sponsored by Delos Living LLC

(ROW) Return on Wellness: The latest projects and findings behind wellness activation in real estate and hospitality

Alfredo Carvajal, President, Delos International & Signature Program, Delos Living LLC, U.S.

Whitney Gray, Senior Vice President, Delos International & Signature Program, Delos Living LLC, U.S.

Introduced by **Leah Burton**, Change Agent, Burton Enterprises, U.S.

4:00 pm - 4:45 pm

Cristall Room,
KitzKongress
Up one Level

Knowledge Workshop: Sponsored by Weight Watchers International

Know Thy Self

Awareness Techniques for Personal and Global Transformation

Dondeena Bradley, PhD, Vice President, Global Innovation, Weight Watchers International, Inc., U.S.

Theresa DiMasi, Vice President, Content & Editor in Chief, Weight Watchers International, Inc., U.S.

Kyia Downing, Possibilitarian, Global Innovation, Weight Watchers International, Inc., U.S.

Introduced by **Leah Burton**, Change Agent, Burton Enterprises, U.S.

4:00 pm - 4:45 pm

Aurora Room,
KitzKongress
Up one Level

Knowledge Workshop: Sponsored by Lefay Resorts

Can Wellness Be Sustainable and Stylish?

Alcide Leali, Managing Director, Lefay Resorts, Italy

Introduced by **Michelle Gamble**, Vice President, Global Business Development, Global Wellness Summit, U.S.

5:00 pm - 5:45 pm

Cristall Room,
KitzKongress
Up one Level

Knowledge Workshop: Sponsored by Medical Spa & Wellness Group

Healthness - The Next Revolution!

Integrating high value Medical Concepts and Illness Prevention into the Spa & Wellness Industry

Chris Keen, CEO, Medical Spa & Wellness Group, Austria

Introduced by **Michelle Gamble**, Vice President, Global Business Development, Global Wellness Summit, U.S.

5:00 pm - 5:45 pm

Aurora Room,
KitzKongress
Up one Level

Knowledge Workshop: Sponsored by Zeel Networks, Inc.

Zeel Massage On-Demand a Year Later: Growing the Pie
An Interactive Workshop on How Spas Can Recapture Lost Revenue Through On-Demand Staffing

Samer Hamadeh, Founder & CEO, Zeel Networks, Inc., U.S.

Introduced by **Leah Burton**, Change Agent, Burton Enterprises, U.S.

5:00 pm - 6:00 pm

Palladium Ballroom,
KitzKongress
Main Floor

Meeting: For All Speakers and Presenters

Nancy Davis, SVP & Executive Director, Global Wellness Summit, U.S.

Sue DePalma, Producer, Global Wellness Summit, U.S.

Susie Ellis, Chairman & CEO, Global Wellness Summit U.S.

Giselle Fernandez, Journalist & Film Maker, U.S.

6:00 pm - 6:45 pm

Palladium Ballroom,
KitzKongress
Main Floor

Meeting: For All First Time Delegates

Nancy Davis, SVP & Executive Director, Global Wellness Summit, U.S.

Sue DePalma, Producer, Global Wellness Summit, U.S.

Susie Ellis, Chairman & CEO, Global Wellness Summit, U.S.

Andrew Gibson, Vice President, Spa & Wellness, FRHI Hotels & Resorts, UAE

Sue Harmsworth, MBE, Chairman & Founder, ESPA International, UK

Mia Kyricos, President, Kyricos & Associates LLC, U.S.

Dr. Franz Linser, CEO, Linser Hospitality GmbH, Austria

Alexandra Plessier, Manager of Marketing & Operations, Global Wellness Summit, U.S.

7:00 pm - 9:00 pm

Hotel Zur Tenne
(Vorderstadt 8)

Welcome Cocktail Reception
“Herzlich Willkommen in Kitzbühel”

Attire: Casual or Tyrolean

9:00 pm

Hotel Zur Tenne
Lounge on 2nd Floor

Get Together: All Global Wellness Institute Initiative Chairs

Nancy Davis, SVP & Executive Director, Global Wellness Institute, U.S.

Susie Ellis, Chairman & CEO, Global Wellness Institute, U.S.

Beatrice Hochegger, Operations Coordinator, Global Wellness Institute, U.S.

Initiative Chairs:

Julie Bach, Executive Director, Wellness for Cancer, U.S.: **Wellness for Cancer Initiative**

Dr. Marc Cohen, Professor, RMIT University, Australia: **The World Retreat Study Initiative**

Jean-Guy de Gabriac, Founder & CEO, TIP TOUCH International, Belgium: **Career Development Initiative**

Don Genders, CEO, Design for Leisure, UK: [Hydrothermal Initiative](#)
Mia Kyricos, President, Kyricos & Associates LLC, U.S.: [Wellness Communities Initiative](#)

Guillaume Lefevre, President & Founder, THÉMAÉ Paris, France: [Minister of Wellness, Minister of Happiness Initiative](#)

Amy McDonald, Owner, Under a Tree, U.S.: [Global Hot Springs Initiative](#)

Renee Moorefield, PhD, CEO, Wisdom Works Group, U.S.: [The Future of Well Work Initiative](#)

Alla Sokolova, Founder & CEO, Inbalans, Latvia: [Baltic to the Black Sea Initiative](#)

Lisa Starr, Senior Consultant, Wynne Business, U.S.: [Consulting Best Practices Initiative](#)

Mark Wuttke, President & Chief Operating Officer, Babor, North America, U.S.: [Beauty Initiative](#)

Three Concurrent Casual Kaffee Conversations (Open to All)

You're invited to the inaugural group of **Kaffee Conversations**, an after-hours networking opportunity with a dash of Austrian hospitality. Come meet fellow delegates and connect over a shared passion. Think of it as chatting with friends—old and new—in your living room.

We decided to create these Kaffee Conversations in part because we're staying in hotels throughout Kitzbühel, and thought it would be fun (and productive) to offer places for people to gather, and to give those gatherings a little extra meaning. The topics were chosen based on your stated interests; we identified a few people who have expertise in these areas and put their names on this list, hoping they would find it fun to join. **Everyone is invited**—just choose a topic based on your passion and have fun!

10:00 pm – 11:00 pm

TBD

1. *Let's talk about medical wellness*

Hosts: Dr. Marc Cohen, Professor, RMIT University, Australia
Sue Harmsworth, MBE, Chairman & Founder, ESPA International, UK

Dr. Abdulrahman Bin Ali, Partner, Enaya Care International Co. Ltd., Saudi Arabia

Dr. Nicola Angelo Fortunati, Terme & Spa General Director, Italian Hospitality Collection, Italy

Dr. Russell Greenfield, President, Greenfield Consulting, LLC, U.S.

Dr. Massimo Gualerzi, Chief Health Officer, Terme di Salsomaggiore e Tabiano, Italy

Dr. Fikry Isaac, Founder & CEO, WellWorld Consulting LLC, U.S.

Neal Kitchen, PhD, Vice President, Strategy & Development, HydroPeptide, LLC, U.S.

Dr. Harry F. König, Head of Medical Care, Brenners Park Hotel & Spa, Germany

Dr. Imke König, Spa Director, Schloss Elmau Luxury Spa & Cultural Hideaway, Germany

Dr. Paul Limburg, Medical Director, Mayo Clinic Global Business Solutions, U.S.

Dr. Janice Pride-Boone, Founder & Medical Director, Strong Me, U.S.

Dr. Dieter Resch, CEO, VIVAMAYR Altaussee GmbH, Austria

Dr. Kamal Sawan, President, Sawan Surgical Aesthetics PLLC and Sawan Global Consulting LLC, U.S.

Dr. Wolfgang Schachinger, Ayurveda & Medical Doctor, Haus der

Gesundheit, SOMA GmbH, Austria
Dr. Christine Stossier, Assistant Medical Director, VIVAMAYR Medical Clinic, Austria
Dr. Harald Stossier, Medical Director, VIVAMAYR Medical Clinic, Austria

...and anyone else who would like to discuss the topic of *medical wellness!*

10:00 pm – 11:00 pm
TBD

2. *Let's talk about creativity, inspiration and happiness*

Hosts: Maggie Hsu, Advisor, Zappos, U.S.
Gina Diez Barroso, President & CEO, Grupo Diarq, Mexico

Prof. Gerry Bodeker, PhD, Green Templeton College, University of Oxford; Dept of Epidemiology, Columbia University, New York, UK
Jan-Emmanuel De Neve, PhD, Associate Professor of Economics and Strategy at Saïd Business School, University of Oxford, UK
Jeremy McCarthy, Group Director of Spa & Wellness, Mandarin Oriental Hotel Group, Hong Kong
Dietmar Mueller-Elmau, CEO & Owner, Schloss Elmau Luxury Spa & Cultural Hideaway, Germany
David Clay Large, Senior Fellow, Institute of European Studies, UC Berkley, U.S.
Edie Weiner, President & CEO, The Future Hunters, U.S.

...and anyone else who would like to discuss the topic of *creativity, inspiration and happiness!*

10:00 pm – 11:00 pm
TBD

3. *Let's share ideas on how to solve the labor shortage in our industry*

Hosts: Wendy Bosalavage, President, American Leisure, U.S.
Jean-Guy de Gabriac, Founder & CEO, TIP TOUCH International, Belgium
CG Funk, Consultant, Funk Consulting, U.S.

Eva-Maria Adamer-König, Head of Institute & Medical Doctor, FH JOANNEUM, University of Applied Sciences, Austria
Beata Aleksandrowicz, Founder & Director of Training, Pure Massage Spa Training Method®, U.S.
Julie Bach, Executive Director, Wellness for Cancer, U.S.
Daniel Binder, Head of MBA Program, International Hospitality & Spa Management, FH JOANNEUM Institute Health and Tourism Management, Austria
Anne Bramham, Owner & Founder, Advanced Spa Therapy Education Certification Council, U.S.
Christine Clinton, President, International Spa & Salon Services, U.S.
Jean-Marc Delacourt, Founder & CEO, Pure Massage Spa Training Method®, UK
Kristi Dickinson, Executive Board Member, Advanced Spa Therapy Education Certification Council, U.S.
Irene Forte, Brand Manager, Rocco Forte Hotels, UK
Anna-Cari Gund, Managing Director, Raison d'Etre & President, CIDESCO, Sweden
Bryan Hoare, Wellness Lead, Naufar Wellness & Recovery, Qatar
Ulrike Kuhnhenh, Academic Dean, Swiss School of Tourism and Hospitality, Switzerland
Roland Lymann, Lecturer & Project Manager, University of Applied

Science and Arts Lucerne, Institute of Tourism, Switzerland
Prof. Teresa Mang, Lecturer, Health & Wellbeing Tourism, IMC
University of Applied Sciences Krems, Austria
Reneta McCarthy, Senior Lecturer, Cornell University, School of
Hotel Administration, U.S.
Eleni Michopoulou, PhD, Senior Lecturer Business Management,
University of Derby, UK
Prof. Hubert Siller, Chair, MCI Tourism Business Department, MCI
Management Center, Innsbruck, Austria
Isobel Stockdale, Head of Spa, Tourism & Wellness, University of
Derby, UK
John Toomey, CEO, Speaker & Author, Australian Wellness
Education and Training, Australia
Darani Winnie Tsao, Director, Paradigm Wellness Pte. Ltd.,
Singapore
Tamás Várhelyi, PhD, College Professor, Eszterhazy Karoly
University College, Hungary
Desiree Watson, Founder & CEO, Wellness Interactive, Inc., U.S.
Alex Zotos, CEO & Principal, Elly Lukas School, Australia

...and anyone else who would like to discuss the topic of *how to solve
the labor shortage in our industry!*

MONDAY, OCTOBER 17, 2016
DAY ONE

6:30 am - 8:45 am
At your hotel

Breakfast

8:00 am - 6:00 pm
Foyer, KitzKongress

Summit Concierge & Registration Open
Sponsored by LEMI

9:00 am - 9:30 am
Palladium Ballroom,
KitzKongress
Main Floor

General Session: Opening by Moving Art
Beauty is in the Eye of the Beholder. Behold Louie Schwartzberg and his View of Beauty.

Louie Schwartzberg, Founder, Moving Art, U.S.

9:30 am - 9:50 am
Palladium Ballroom,
KitzKongress
Main Floor

General Session: Welcome & Opening Remarks

Susie Ellis, Chairman & CEO, Global Wellness Summit, U.S.
Sue Harmsworth, Co-Chair, 2016 Summit; MBE, Chairman & Founder, ESPA International, UK
Dr. Franz Linser, Co-Chair, 2016 Summit; CEO, Linser Hospitality GmbH, Austria

9:50 am - 9:55 am
Palladium Ballroom,
KitzKongress
Main Floor

General Session: Meet Our 2016 Summit Emcee

Giselle Fernandez, Latin American Spokesperson, Emmy Award-Winning Journalist, Philanthropist, Filmmaker, Women and Children's Rights Advocate, U.S.

9:55 am - 10:00 am
Palladium Ballroom,
KitzKongress
Main Floor

General Session: An Austrian Welcome from the Cradle of Wellness Tourism

Dr. Jürgen Bodenseer, President, Wirtschaftskammer Tirol, Austria

10:05 am - 10:30 am
Palladium Ballroom,
KitzKongress
Main Floor

General Session: Keynote
Wellness 2030 - From Old Fashioned Industrial Romance to Data Buddhism

David Bosshart, PhD, CEO, Gottlieb Duttweiler Institute (GDI), Switzerland

10:30 am - 11:00 am

Networking Energy Break
Sponsored by Éminence Organic Skin Care

11:00 am - 11:20 am
Palladium Ballroom,
KitzKongress
Main Floor

General Session: Presentation
Two Researchers with A Lot of Balls

Katherine Johnston, Senior Research Fellow, Global Wellness Institute, U.S.
Ophelia Yeung, Senior Research Fellow, Global Wellness Institute,

U.S.

Research Report sponsored by:
Biologique Recherche
Elemis
HydraFacial
Miraval
Performance Health
Spafinder Wellness
The BodyHoliday
Treatwell
Two Bunch Palms
Universal Companies

11:20 am - 11:35 am

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Short Keynote

Wellness as It Was Meant to Be

Dr. Franz Linser, CEO, Linser Hospitality GmbH, Austria

11:35 am - 12:15 am

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Panel

The Naked Truth About European Spa and Wellness Traditions

Moderator: Anna Bjurstam, Vice President of Spas & Wellness, Six Senses Hotels Resorts Spas, Thailand; Owner, Raison d'Etire, Sweden

Participants:

Aldina Duarte Ramos, Global Director, Well-being Product, Accor Hotels, Luxury & Upscale Brands, France

Adrian Egger, Director International Business Development, Linser Hospitality GmbH, Austria

Lasse Eriksen, Development Manager, Nordic Hotels & Resorts - Farris Bad, Norway

Alla Sokolova, Founder & CEO, Inbalans, Latvia

12:30 pm - 1:00 pm

Palladium Ballroom,
KitzKongress
Main Floor

Press Conference for Media and Press Delegates

12:30 pm - 2:30 pm

Hotel Rasmushof

Interactive Lunch: "Ask the Expert" Table Topic Discussions

Sponsored by Canyon Ranch

Roundtable discussions with designated experts. Each table will have a specific topic. Choose any table you like and ask questions of the experts.

List of table topics and hosts coming soon.

2:30 pm - 2:50 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Keynote

Back to the Roots to Manage the Future

Dr. Harald Stossier, Medical Director, VIVAMAYR Medical Clinic, Austria

2:50 pm - 3:20 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Interviews

Honoring the Past - "BACK to the Future"

Balthasar Hauser, Owner, Biohotel Stanglwirt, Austria
Richard Schmitz, CEO, H/S/M Hotel und Spa Management,
Germany

Interviewed by: Giselle Fernandez, Journalist & Filmmaker, U.S.

3:20 pm - 3:35 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Short Keynote

What Neuroscience Teaches us About Beauty

Claudia Aguirre, PhD, Neuroscientist and Mind-Body Expert, U.S.

3:35 pm - 3:45 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Short Remarks

Beauty and Wellness: A Fresh Way Forward

Mark Wuttke, President & Chief Operating Officer, Babor, North
America, U.S.

3:45 pm - 3:55 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Short Remarks

Introduction to the Time Capsule

Eddie Weiner, President & CEO, The Future Hunters, U.S.

3:55 pm - 4:00 pm

Palladium Ballroom,
KitzKongress
Main Floor

**Explanation Regarding How the Breakout Sessions Work
and Details about Tonight's Dine Around Mixer**

Giselle Fernandez, Journalist & Filmmaker, U.S.

4:00 pm - 4:30 pm

**Networking Energy Break
Sponsored by Sanitas Skincare**

4:30 pm - 5:20 pm

Palladium Ballroom,
KitzKongress
Main Floor

OPTION 1: Mainstage Panel

Integrative Medicine - Is This the Future?

Moderator: Sue Harmsworth, MBE, Chairman & Founder, ESPA
International, UK

Participants:

Dr. Elke Benedetto-Reisch, Medical Director, Lanserhof Group,
Austria

Dr. Harry F. König, Head of Medical Care, Brenners Park Hotel &
Spa, Germany

Dr. Imke König, Spa Director, Schloss Elmau Luxury Spa & Cultural
Hideaway, Germany

Dr. Christine Stossier, Assistant Medical Director, VIVAMAYR
Medical Clinic, Austria

4:30 pm - 5:20 pm

Odeon Room,
KitzKongress
Main Floor

OPTION 2: Breakout Discussion Forum

*The Intersection of Beauty and Wellness: Understanding the
Emotional, Physical, Psychological, and Social Relationship
Between Beauty, Health and Wellness.*

Facilitator: Mark Wuttke, Chair of Beauty Initiative, Global Wellness Institute, U.S.; President & Chief Operating Officer, Babor, North America, U.S.

Participants:

Mike Bruggeman, CEO, Organic Male OM4, U.S.

Barbara Close, Founder & CEO, Naturopathica, U.S.

Pierre-Louis Delapalme, CEO, Biologique Recherche, France

Mary-Elizabeth Gifford, Board of Directors & Chief Strategy Advisor, Demeter-USA, U.S.

Neal Kitchen, PhD, VP of Strategy and Development, HydroPeptide LLC, U.S.

Tristan Lagarde, International Sales Director, Phytomer, France

Ghislain Waeyaert, CEO, Deep Nature Development, France

4:30 pm – 5:20 pm

Cristall Room,
KitzKongress
Up one Level

OPTION 3: Breakout Discussion Forum

Roots & Wings: The Enduring Legacy of Wellness

Moderator: Anne Bramham, Owner & Founder, American Spa Therapy Education Certification Council, U.S.

Participants:

Dr. Regina Webersberger, Medical Doctor, Kneipp Kurhaus der Marienschwestern vom Karmel, Austria

Prof. Hildegard Wittlinger, Director, Dr. Vodder Academy International, Austria

4:30 pm – 5:20 pm

Breakout Rooms I & II,
KitzKongress
Up one Level

OPTION 4: Breakout Discussion Forum

Wake up... You Should Care About The Staffing Crisis!

Facilitators:

Wendy Bosalavage, Chair of the Internship Program, Global Career Development Initiative, Global Wellness Institute, U.S.; President, American Leisure, U.S.

Jean-Guy de Gabriac, Chair of Global Career Development Initiative, Global Wellness Institute, U.S.; Founder & CEO, TIP TOUCH International, Belgium

CG Funk, Chair of the Careership Program, Global Career Development Initiative, Global Wellness Institute, U.S.; Consultant, Funk Consulting, U.S.

4:30 pm – 5:20 pm

Aurora Room,
KitzKongress
Up one Level

OPTION 5: Wellness Tourism Roundtable

Wellness Tourism 2.0: How to Make a Destination Successful by Incorporating Wellness

Facilitators:

Dr. Franz Linser, CEO, Linser Hospitality GmbH, Austria

Professor Dr. Terry Stevens, Professor of Tourism Innovation, School of Management, Swansea University, Wales, UK

Participants:

Gemma Arribas, Project Manager, Health & Welfare, Iniciativa Actua, Andorra

Charles Davidson, CEO & Co-Founder, Peninsula Hot Springs, Australia

Samantha Foster, Director, Destination Spa Management Ltd, Thailand

Leila Krešić-Jurić, Director of Tourism Sector, Croatian Chamber of Economy, Croatia
Dr. Paul J. Limburg, Medical Director, Mayo Clinic Global Business Solutions, U.S.
Joshua Luckow, Executive Director, Canyon Ranch, U.S.
Eleni Michopoulou, PhD, Senior Lecturer Business Management, University of Derby, UK
Carrie Phelps, Director, Membership & Resource Development, National Wellness Institute, U.S.
Robert Ranzi, Cluster Manager, Standortagentur Tirol, Austria
Tamás Várhelyi, PhD, College Professor, Eszterhazy Karoly University College, Hungary
David Wickline, Chairman, Alchemy Ventures Group, U.S.

5:30 pm – 6:20 pm

Palladium Ballroom,
KitzKongress
Main Floor

OPTION 1: Mainstage Panel

Hotel Chains vs. Family Owned Hotels: Learning From One Another

Moderator: Dr. Franz Linser, CEO, Linser Hospitality GmbH, Austria

Participants: To be announced soon.

5:30 pm – 6:20 pm

Odeon Room,
KitzKongress
Main Floor

OPTION 2: Breakout Showcase and Q&A

Sauna Aufguss – Hot Doesn't Get Any Cooler Than This!

Lasse Eriksen, Development Manager, Nordic Hotels & Resorts - Farris Bad, Norway

Rob Keijzer, Sauna Aufguss World Champion, Netherlands

Lay Pang Ong, Sauna Aufguss Professional, Danish Sauna Association, Malaysia

5:30 pm – 6:20 pm

Cristall Room,
KitzKongress
Up one Level

OPTION 3: Breakout Discussion Forum

Soaking up History...Steaming into the Hot Springs "R" Evolution

Facilitators:

Amy McDonald, Chair of Global Hot Springs Initiative, Global Wellness Institute, U.S.; Owner, Under a Tree, U.S.

Mark Hennebry, Vice Chair of Global Hot Springs Initiative, Global Wellness Institute, U.S.; Board Director, Danubius Hotel Group, UK

Participants:

Tom J. Bauer, COO, VAMED Vitality World, Austria

Charles Davidson, CEO & Co-Founder, Peninsula Hot Springs, Australia

Wendi Gelfound, Director of Marketing, Ojo Caliente Mineral Springs Resort & Spa, U.S.

David Clay Large, Senior Fellow, Institute of European Studies, UC Berkley, U.S.

Tomonori Maruyama, Chief Research Consultant & Manager, Mitsui Knowledge Industry Co., Ltd., Japan

5:30 pm – 6:20 pm

Breakout Rooms I & II,
KitzKongress
Up one Level

OPTION 4: Breakout Discussion Forum

Wellness is Everywhere: How to Get Heard Above the Noise Strategies - From Social Media to Storytelling

Facilitator:

Suzanne Duckett, Spa Guide Editor & Founder, The Antitode, UK

Participants: To be announced soon.

5:30 pm – 6:20 pm

Aurora Room,
KitzKongress
Up one Level

OPTION 5: Breakout Discussion Forum

Why Eating Less and Exercising More Can Make You Fat!

Stephanie Moore, Clinical Nutritionist, Health in Hand, UK

7:30 pm - 9:30 pm

A-ROSA Kitzbühel
Hotel Kitzhof
Hotel Schwarzer Adler
Sporthotel Reisch

Evening Event

“Dine Around Mixer in the Town of Kitzbühel”

Attire: Alpine Casual

Three Concurrent Casual Kaffee Conversations (Open to All)

You're invited to the inaugural group of **Kaffee Conversations**, an after-hours networking opportunity with a dash of Austrian hospitality. Come meet fellow delegates and connect over a shared passion. Think of it as chatting with friends—old and new—in your living room.

We decided to create these Kaffee Conversations in part because we're staying in hotels throughout Kitzbühel, and thought it would be fun (and productive) to offer places for people to gather, and to give those gatherings a little extra meaning. The topics were chosen based on your stated interests; we identified a few people who have expertise in these areas and put their names on this list, hoping they would find it fun to join. **Everyone is invited**—just choose a topic based on your passion and have fun!

10:00 pm – 11:00 pm

TBD

1. Let's talk with economic strategists and futurists

Hosts: Susie Ellis, Chairman & CEO, Global Wellness Summit, U.S.
Thierry Malleret, Co-Founder, The Monthly Barometer, France

David Bosshart, PhD, CEO, Gottlieb Duttweiler Institute (GDI), Switzerland

Andreas Braun, PhD, CEO, Destination Wattens, Austria

Barbara Kolm, PhD, Director, Austrian Economics Center, Austria

Edie Weiner, President & CEO, The Future Hunters, U.S.

...and anyone else who would like to discuss the economy and the future!

10:00 pm – 11:00 pm

TBD

2. Let's talk about wellness communities

Hosts: Mia Kyricos, President, Kyricos & Associates LLC, U.S.
Steve Nygren, Founder, Serenbe, U.S.

Glenys Archer, Co-Founder, Aquareon LLC, U.S.

Enrico Bracesco, Global Commercial Director, Technogym Spa, Italy

Alfredo Carvajal, President, Delos International & Signature Program, Delos Living LLC, U.S.

Samantha Foster, Director, Destination Spa Management Ltd, Thailand
Andrew Gibson, Vice President, Spa & Wellness, FRHI Hotels & Resorts, United Arab Emirates
Whitney Gray, PhD, Vice President, Delos Living LLC, U.S.
Oleg Gusakov, Partner Griffin Partners, Russian Federation
George Miles, Jones Partner, Griffin Partners, Russian Federation
Robert Ranzi, Cluster Manager, Standortagentur Tirol, Austria
Professor Dr. Terry Stevens, Professor of Tourism Innovation, School of Management, Swansea University, Wales, UK

...and anyone else who would like to discuss the topic of *wellness communities!*

10:00 pm – 11:00 pm
TBD

3. *Let's talk about investing*

Hosts: Gina Diez Barroso, President & CEO, Grupo Diarq, Mexico
Sue Harmsworth, MBE, Chairman & Founder, ESPA International, UK

Abdulla Hassan Al-Mehshadi, CEO, Msheireb Properties, Qatar
Peter Bisley, Chief Officer of Development and Asset Management, Msheireb Properties, Qatar
Tim Chun, Vice President, CCL Holding, U.S.
Katrine Formby, Vice President, Sable Investments, U.S.
Omer K. Isvan, President, Servotel Corporation, Turkey
Neil Jacobs, CEO, Six Senses Hotels Resorts Spas, Thailand
Vladislav Osipov, Managing Director, Centiveo AG, Switzerland
David Wickline, Chairman, Alchemy Ventures Group, U.S.
Sandra Wong, CEO, Vitulen Sdn Bhd, Malaysia
Amelia Yao, Founder, Wellness Department, Hanshi Investment and Management Ltd. Co, China

...and anyone else who would like to discuss the topic of *investing!*

TUESDAY, OCTOBER 18, 2016
DAY TWO

6:30 am - 8:45 am
At your hotel

Breakfast

8:00 am - 5:00 pm
Foyer, KitzKongress

Summit Concierge & Registration Open
Sponsored by LEMI

9:00 am - 9:50 am
Palladium Ballroom,
KitzKongress
Main Floor

OPTION 1: General Session: Keynote Interview
Wellness Architecture and Design: Insights and Inspiration

Lars Krückeberg, Founding Partner, GRAFT Gesellschaft von Architekten mbH, Germany
Ann Marie Aguilar, Arup Foresight, Associate Director of Wellbeing and Sustainability, UK

Interviewer: Liz Terry, CEO, Leisure Media & Editor, CLAD magazine (Community of Leisure Architects & Designers), UK

9:00 am - 9:45 am
Odeon Room,
KitzKongress
Main Floor

OPTION 2: Breakout Session: Keynote
The Double Paradigm Shift: The Global Economic Transformation Plus the Beginning of Civilization Alpha.

Edie Weiner, President & CEO, The Future Hunters, U.S.

10:00 am - 10:30 am
Palladium Ballroom,
KitzKongress
Main Floor

Collaboration-Jam!

Spotlight on Sponsors

10:30 am - 11:00 am

Networking Energy Break
Sponsored by June Jacobs Spa Collection

OPTION 1: Palladium Ballroom

11:00 am - 11:20 am
Palladium Ballroom,
KitzKongress

General Session: Keynote
Waters of Wellness

David Clay Large, Senior Fellow, Institute of European Studies, UC Berkley; Author, *The Grand Spas of Central Europe: A History of Intrigue, Politics, Art, and Healing*, U.S.

11:20 am - 11:35 am
Palladium Ballroom,
KitzKongress

General Session: Short Keynote
Hot Springs Austria - Present & Future

Tom J. Bauer, COO, VAMED Vitality World, Austria

11:35 am - 11:50 am
Palladium Ballroom,
KitzKongress

General Session: Short Keynote
What is Today's Investment Money Looking for?

Omer K. Isvan, President, Servotel Corporation, Turkey

OPTION 2: Odeon Room

11:00 am - 11:15 am

Odeon Room,
KitzKongress

Session: Short Keynote

Health Starts In Your Mind

Nils Behrens, Managing Director & Chief Marketing Officer,
Lanserhof Group, Germany

11:15 am - 11:35 am

Odeon Room,
KitzKongress

Session: Short Keynote

A Successful Hospitality, Spa, Medical, Integrative Model

Dr. Harry F. König, Head of Medical Care, Brenners Park Hotel &
Spa, Germany

11:35 am - 11:50 am

Odeon Room,
KitzKongress

Session: Short Keynote

Do Short and More Frequent Spa Vacations Show Health Effect?

Dr. Wolfgang Schobersberger, Director, Institute for Sports
Medicine, Alpine Medicine and Health Tourism (ISAG), UMIT,
Austria

11:50 am - 12:05 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Short Keynote

Mental Detox

Dietmar Mueller-Elmau, CEO & Owner, Schloss Elmau Luxury Spa
& Cultural Hideaway, Germany

12:05 pm - 12:25 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Keynote

The European Economy From a Wellness Point of View

Barbara Kolm, PhD, Director, Austrian Economics Center, Austria

12:25 pm - 12:45 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Keynote

Mental Toughness

Stephan Eberharter, Olympic Skier & Champion, Austria

12:45 pm - 4:00 pm

Take Gondola
Hahnenkamm Mountain

Lunch and Free Time

Atop the Famous Hahnenkamm Mountain

Sponsored by BuDhaGirl LLC

Attire: Casual & Sporty

Outdoor Activities Available:

Hiking

Mountain Biking

Yoga

Segway Tour

Photos with Stephan Eberharter at Starter House

Paragliding

Please note that spots are limited for each activity. If you would
like to paraglide at an additional fee, please contact Elements 3

(info@elements3.at) directly to reserve your spot.

6:00 pm

Please meet in the lobby of your hotel

A Bus Picks Up Delegates From Each of the Summit Hotels

A-ROSA Kitzbühel
Hotel Kitzhof
Hotel Schwarzer Adler
Hotel Zur Tenne
Rasmushof
Sporthotel Reisch

If you are not staying at one of the Summit Hotels, please join the group at the one closest to you.

Swarovski Crystal Worlds

“A Glittering Evening at Swarovski Crystal Worlds”

Evening Cocktails while Strolling through the Chambers of Wonder

Gala Dinner

10th Anniversary Auction: To Benefit the Global Wellness Institute Research

Attire: Cocktail or Casual – Sparkles Welcome!

Host & Auctioneer: Giselle Fernandez, Journalist & Filmmaker, U.S.

**WEDNESDAY, OCTOBER 19, 2016
DAY THREE**

6:45 am - 8:45 am
At your hotel

Breakfast

8:00 am - 4:00 pm
Foyer, KitzKongress

Summit Concierge & Registration Open
Sponsored by LEMI

9:00 am - 9:45 am
Palladium Ballroom,
KitzKongress
Main Floor

Shark Tank of Wellness Student Competition
Sponsored by Chiva-Som International Health Resort, ESPA International, Four Seasons Hotels and Resorts, Iredale Mineral Cosmetics, Klafs GmbH & Co. KG, and ResortSuite

Moderator:

Nancy Davis, SVP & Executive Director, Global Wellness Summit, U.S.

Finalists:

Student: Shahrin Ali, North South University, Bangladesh

Professor: Khan Muhammad Saqiful Alam, North South University, U.S.

Student: Svjatlana Radakovic, IMC University of Applied Sciences Krems, Austria

Professor: Teresa Mang, IMC University of Applied Sciences Krems, Austria

Student: Regina Tarány, IMC University of Applied Sciences Krems, Austria

Professor: Teresa Mang, IMC University of Applied Sciences Krems, Austria

Judging Panel:

Simon Casson, President, Hotel Operations, Europe, Middle East and Africa, Four Seasons Hotels and Resorts, UAE

Tracey Chappell, Senior Vice President, Global Spa Solutions, ESPA International, UK

Jane Iredale, President & CEO, Iredale Mineral Cosmetics, U.S.

Sheila McCann, General Manager, Chiva-Som International Health Resort, Thailand

Frank Pitsikalis, Founder & CEO, ResortSuite, Canada

Frank Strobel, Director, International Sales, Klafs GmbH & Co. KG, Germany

9:50 am - 10:15 am
Palladium Ballroom,
KitzKongress
Main Floor

General Session: Keynote

Economics of Happiness and Well-being: Why These Measurements are Important and What is Their Impact?

Jan-Emmanuel De Neve, PhD, Associate Professor of Economics and Strategy at Saïd Business School, University of Oxford, UK

10:15 am - 10:45 am

Networking Energy Break
Sponsored by [comfort zone]

10:45 am - 11:00 am

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Short Keynote

*Bhutan and the Concept of Gross National Happiness
(Including excerpts from an interview with H.E. Jigme Thinley,
Prime Minister of Bhutan 2008 to 2013)*

Prof. Gerry Bodeker, PhD, Green Templeton College, University of Oxford; Dept of Epidemiology, Columbia University, New York, UK

11:05 am - 11:20 am

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Short Keynote

*Millennials: Spoiled for Choice and Very Stressed - How to Attract
and Satisfy this New Generation of Traveler*

Irene Forte, Brand Manager, Rocco Forte Hotels, UK

11:25 am - 11:40 am

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Short Keynote

*Vision of the Future for Health and Wellness from the World
Economic Forum*

Vanessa Candeias, Head of Health Promotion & Disease Prevention, World Economic Forum, Switzerland

11:45 am - 12:05 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Short Keynote

Future: Beyond Ghettos of Wellness

Andreas Braun, PhD, CEO, Destination Wattens, Austria

12:05 pm - 12:12 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Announcement

Passion Moment

CG Funk, Consultant, Funk Consulting, U.S.

12:14 pm - 12:19 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Announcement

Passion Project - Global Wellness Day

Belgin Aksoy, Creative Director, Richmond International, Turkey

12:20 pm - 2:00 pm

Hotel Rasmushof

Relaxed Lunch Buffet

Sponsored by Biologique Recherche

2:00 pm - 2:15 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Short Keynote

*Macro Economic Changes Underway Affecting Wellness: Who is at
Risk and Who will be the Winners?*

Thierry Malleret, Co-Founder, The Monthly Barometer, France

2:15 pm - 2:20 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Announcement

Global Wellness Institute Initiatives Catch Fire!

Susie Ellis, Chairman & CEO, Global Wellness Institute, U.S.

General Session: Announcement (3 minutes)

Career Development Initiative

Jean-Guy de Gabriac, Chair of Global Career Development

Initiative, Global Wellness Institute, U.S.; Founder & CEO, TIP TOUCH International, Belgium

General Session: Announcement (3 minutes)

Hydrothermal Initiative - Guide to Hydrothermal Spa & Wellness Development Standards

Don Genders, Chair of Hydrothermal Initiative, Global Wellness Institute, U.S.; CEO, Design for Leisure, UK

General Session: Announcement (3 minutes)

Wellness for Cancer

Julie Bach, Chair of Wellness For Cancer Initiative, Global Wellness Institute, U.S.; Executive Director, Wellness for Cancer, U.S.

2:30 pm - 3:00 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Presentation

Wellness Communities & Lifestyle Real Estate: The Next Frontier

Presenter: Mia Kyricos, Chair of Wellness Communities Initiative, Global Wellness Institute, U.S.; President, Kyricos & Associates LLC, U.S.

Contributors: To be announced soon.

3:00 pm - 3:20 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Keynote

Looking Towards the Future: Wild Collaboration and New Metrics

Maggie Hsu, Advisor, Zappos, U.S.

3:20 pm - 3:35 pm

Palladium Ballroom,
KitzKongress
Main Floor

General Session: Announcement of Award Winners

Shark Tank of Wellness Award Winners

\$10,000 in Prize Money

Global Wellness Awards

Leader in Workplace Wellness

Presenting Sponsor: Talal Bin Ali, Founder & President, Enaya Care International Co. Ltd., Saudi Arabia

The Debra Simon Award for Leader in Furthering Mental Wellness

Presenting Sponsor: Lauren Wright, President, The Debra Simon Family Foundation, U.S.

Leading Woman in Wellness

Presenting Sponsor: Sammy Gharieni, CEO & Founder, Gharieni Group GmbH, Germany

Leader in Innovation

Presenting Sponsor: Josh McCarter, CEO, Booker, U.S.

Leader in Sustainability

Presenting Sponsor: Roberto Arjona, Chief Executive & General Manager, Rancho La Puerta, Mexico

3:35 pm - 3:45 pm

Palladium Ballroom,

Time Capsule Farewell

Sealing our Fate: The GWS Time Capsule Finale

KitzKongress
Main Floor

Edie Weiner, President & CEO, The Future Hunters, U.S.
and all delegates

3:50 pm - 4:00 pm
Palladium Ballroom,
KitzKongress
Main Floor

Announcement of 2017 GWS Location!
Introduction of 2017 Summit Co-Chairs!

4:00 pm
Palladium Ballroom,
KitzKongress
Main Floor

Champagne Toast
Sponsored by Aloys F. Dornbracht GmbH & Co. KG
GWS Board of Directors, GWS Team, 2016 Sponsors and All
Delegates

4:00 pm - 5:00 pm
Foyer, KitzKongress

Après Summit Networking
Sponsored by The Madison Collection

Post-Summit Activities

Meet at 5:00 pm
In the foyer of
KitzKongress
(bus departs at 5:15pm)

An “Austrian-Style” Wellness Hotel Sampler
Spend three nights at three different “wellness hotels” with a
range of wellness experiences in beautiful surroundings. Hosted by
Sallie Fraenkel, this tour promises to have many unusual
experiences for those who love “wellness travel.”

NOTE: PLEASE CHECK OUT BEFORE COMING TO THE GENERAL
SESSIONS ON DAY 3. You may store your luggage in the Coat
Check area at the KitzKongress.

Meet at 5:15 pm
In the foyer of
KitzKongress
(bus departs at 5:30pm)

**Healing in the Hills: The Thermal Waters and Grand Spas
of Austria**
During this three-day, three-night trip, visit some of the most
historic spas in Austria – Bad Gastein, Bad Hofgastein and Bad
Ischl – frequented by ArchDuke Franz Josef, Mozart and Freud.
Accompanying the tour will be historian, professor and author of
“The Grand Spas of Central Europe: A History of Intrigue, Politics,
Art and Healing,” David Clay Large.

NOTE: PLEASE CHECK OUT BEFORE COMING TO THE GENERAL
SESSIONS ON DAY 3. You may store your luggage in the Coat
Check area at the KitzKongress.

THURSDAY, OCTOBER 20, 2016
POST-SUMMIT ACTIVITIES

9:00 am - 12:00 pm
Hotel Kitzhof

Host a Future Summit

Opportunity to speak with **Michelle Gamble**, VP Global Business Development, and **Nancy Davis**, SVP & Executive Director, regarding what's involved in hosting a future Summit.

Please email Michelle at michelle.gamble@globalwellnesssummit.com to request a time to meet on Thursday morning. There will be RFPs available for those interested in learning more.

Departure information
provided by Boutique Journeys

For questions contact: Nathalie Nagy, nathalie@boutique-journeys.com

Imperial Austria Featuring Salzburg and Vienna

Experience the magic of these two Austrian cities with their amazing music and culture. The tour includes three-days and three-nights including a private, after-hours tour of the Austrian National Gallery in the Upper Belvedere Palace. Also included is a stay at the bucolic Schloss-Fuschl near Salzburg and the historic Hotel Sacher in Vienna - true five-star experiences.

Departure information
provided by VIVAMAYR

For questions contact: Sallie Fraenkel, sallie@mindbodyspiritnet.com

A Destination Spa Experience at VIVAMAYR Altaussee

Experience modern Mayr Medicine, the symbiosis of naturally-based holistic healing methods based on the Mayr Cure, pioneered by Austrian medical practitioner Dr. F.X Mayr (1875-1965). The F.X Mayr cure is based on rest, detoxification and the cleansing of the digestive tract. A five-day stay or seven-day stay are offered.

*2016 Press Delegates:

Kathleen Baird-Murray, Author & Beauty Journalist, UK
Katie Barnes, Editor, *Spa Business* magazine, Leisure Media, UK
Claudia Bette-Wengatz, Journalist, Germany
Sascha Bostan, General Manager, Redspa media GmbH, Germany
Sarah Camilleri, Founding Editor & Publisher, *European Spa* magazine, UK
Susan D'Arcy, Luxury Travel & Spa Editor, *The Sunday Times*, UK
Theresa DiMasi, Vice President, Content & Editor in Chief, Weight Watchers International, Inc., U.S.
Hildegard Dorn-Petersen, Journalist & Consultant, AHGZ Wellness Summit, Germany
Suzanne Duckett, Spa Guide Editor & Founder, The Antitode, UK
Nora Elias, Editor, *Professional Spa & Wellness* magazine, UK
Céline Guerton-Mathias, CEO, *EMOTION SPA* magazine, France
Franka Hänig, General Manager, Redspa media GmbH, Germany
Norbert Hintermayer, Editor, Hintermayer Media, Austria
Laure Jeandemange, Editor-in-Chief, Les Nouvelles Esthétiques - Spa De Beaute, France
Sara Jones, Managing Director & Editor, *Spa & Wellness Mexico*, Mexico
Jane Kitchen, News Editor, Spa Business, UK
Valérie Le Mao, Editorial Advisor, Wellness & Spa, *Esthetic World*, Spain
Mark Moloney, Managing Director, Professional Spa & Wellness, UK
Nicola Moulton, Beauty & Health Director, *Vogue*, UK
Françoise Perier, Journalist, *Les Nouvelles Esthétiques*, France
Stephanie Shiu, Editor-in-Chief, *AsiaSpa*, Hong Kong
Mariko Soryu, Spa Journalist, Frames Factory Co, Ltd, Japan
Walter Taferner, Owner, Streifzug Media GmbH, Austria
Etha Taferner-Barendse, Co-Owner, Streifzug Media GmbH, Austria
Liz Terry, CEO, Leisure Media, UK
Sarah Todd, Contributing Editor, *European Spa* magazine, UK
Laure-Anne Vilaine, Editorial Advisor, Palindrome Edition, France