10th Global Wellness Summit
KITZBÜHEL, AUSTRIA 2016

Willkommen to our 10th Anniversary Summit! In this booklet, you will find a wealth of information including our pre-Summit gatherings, our detailed Summit agenda, and our post-Summit activities. We hope you find it all engaging, enlightening and enjoyable. We are thrilled you’re here!

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 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 - 5:45 pm
SPONSORED KNOWLEDGE WORKSHOPS
(see following spread for details)
3:00 pm - 3:45 pm

2 OPTIONS

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

The session is designed as a high energy workshop during which participants will experience how to tap into multi-generational skill sets, from Baby Boomers to Gen Xers to Millennials, and effectively blend them to create and sustain a harmonious work environment.

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.

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**

Delos team members and partners will update you on the growth of WELL Certification, and give you a first look into the latest Cornell/Clemson research behind Stay Well and its capacity to successfully expand wellness into hotel rooms and connect it back to fitness, food and beverage, and spas. Also, we’ll provide a sneak preview on recent innovations to support a new approach for active spaces.

Alfredo Carvajal, President, Delos International & Signature Program, Delos Living LLC, U.S.
Whitney Gray, PhD, Senior Vice President, Delos International & Signature Program, Delos Living LLC, U.S.
 Introduced by Leah Michelle Burton, Change Agent, Burton Enterprises, U.S.

4:00 pm - 4:45 pm

2 OPTIONS

Cristall Room, KitzKongress
Up One Level

Knowledge Workshop: Sponsored by Weight Watchers International

**Know Thy Self**
Awareness Techniques for Personal and Global Transformation

At last year’s Summit, Deepak Chopra declared: “Wellbeing begins with self-awareness, the key to transformation.” When we’re running on autopilot and living in our heads, how can we bring our focus back to this moment, this body and the unique beings we are? Join us for some experiential techniques that will help you tune in, shift and transform—part of WW’s new “Beyond the Scale” holistic offerings.

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 Michelle Burton, Change Agent, Burton Enterprises, U.S.
Aurora Room,
KitzKongress
Up One Level

Knowledge Workshop: Sponsored by Lefay Resorts

Can Wellness Be Sustainable and Stylish?

Lefay holistic wellness concept was born from the idea that personal wellness should never overlook environmental wellness. Learn how the award-winning Italian spa hospitality brand has been able to create a business model that combines contemporary Italian style, taste, and elegance with a great commitment to social and environmental sustainability.

Alcide Leali, Managing Director, Lefay Resorts, Italy

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

LEFAY

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 and Wellness Industry

Recognizing that the business model will move us more in the direction of health delivery, MSWG via its IQCURE® division has the staff and partners in place to provide a full service solution for the tourist industry where technology will play an increasingly key role in enhancing the offering. Our main goal is simple: Take wellness to the next level - towards healthness!

Chris Keen, CEO, Medical Spa & Wellness Group, Austria
Heinz Schletterer, Founder, Medical Spa & Wellness Group, Austria

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

MSWG
Medical Spa & Wellness Group

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

Everyone knows that sinking feeling when you have to turn away guests or cancel appointments due to last minute call outs or insufficient staffing. Learn how your spa can recapture lost revenue and improve guest experience with Zeel Spa, Zeel’s on-demand staffing software.

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

Introduced by Leah Michelle Burton, Change Agent, Burton Enterprises, U.S.
5:00 pm – 6:00 pm  
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 & Filmmaker, U.S.

6:00 pm – 6:45 pm  
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  
Welcome Cocktail Reception  
“Herzlich Willkommen in Kitzbühel”  
Attire: Casual or Tyrolean

9:00 pm  
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 Lefevere, 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  
Veronica Schreibeis Smith, CEO & Founding Principal, Vera Iconica Design, U.S.: Wellness Architecture Initiative  
Alla Sokolova, Founder & CEO, Inbalans, Latvia: Baltic to the Black Sea Initiative  
Mark Wuttke, President & COO, Babor, North America, U.S.: Beauty Initiative
10:00 pm – 11:00 pm  
**CASUAL KAFFEE CONVERSATIONS**

THREE CONCURRENT OPTIONS (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. The coffee and tea is on us.

10:00 pm – 11:00 pm  
Hotel Schwarzer Adler Lobby Bar

**OPTION 1: Let’s Talk About Medical Wellness**

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

Dr. Elke Benedetto-Reisch, Medical Director, Lanserhof Group, Austria  
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!
OPTION 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, Professor, University of Oxford, UK
Jan-Emmanuel De Neve, PhD, Associate Professor of Economics and Strategy at Said 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!

OPTION 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
Emanuel Berger, Berger Hospitality Management, Switzerland
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 Kuhnhenn, 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
10:00 pm – 11:00 pm
Hotel Kitzhof
Bar Lounge

(Continued from previous page)

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

Mary Tabacchi, PhD, RD, Professor Emerita, Cornell University, U.S.

John Toomey, CEO, Speaker & Author, Australian Wellness Education and Training, Australia

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!
# 2016 AGENDA

## BACK TO THE FUTURE

### MONDAY, OCTOBER 17, 2016

#### DAY ONE

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<th>Time</th>
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<th>Event Description</th>
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<tr>
<td><strong>At your hotel</strong></td>
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<td><strong>Breakfast</strong></td>
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| **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...Nature’s Operating Instructions: A Journey Through Time*  
*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: An Austrian Welcome from the Cradle of Wellness Tourism  
*Dr. Jürgen Bodenseer*, President, Wirtschaftskammer Tirol, Austria |
| **9:55 am - 10:00 am** | Palladium Ballroom, KitzKongress Main Floor | General Session: Meet Our 2016 Summit Emcee  
| **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 |
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<th>Time</th>
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<th>Event Description</th>
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<tr>
<td>10:30 am - 11:00 am</td>
<td>Foyers</td>
<td>Networking Energy Break&lt;br&gt;Sponsored by Éminence Organic Skin Care</td>
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<td>11:00 am - 11:20 am</td>
<td>Palladium Ballroom, KitzKongress Main Floor</td>
<td>General Session: Presentation&lt;br&gt;&lt;i&gt;Two Researchers with a lot of Balls&lt;/i&gt;&lt;br&gt;&lt;b&gt;Katherine Johnston&lt;/b&gt;, Senior Research Fellow, Global Wellness Institute, U.S.&lt;br&gt;&lt;b&gt;Ophelia Yeung&lt;/b&gt;, Senior Research Fellow, Global Wellness Institute, U.S.</td>
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<td>11:20 am - 11:35 am</td>
<td>Palladium Ballroom, KitzKongress Main Floor</td>
<td>General Session: Short Keynote&lt;br&gt;&lt;i&gt;Wellness as it was Meant to Be&lt;/i&gt;&lt;br&gt;&lt;b&gt;Dr. Franz Linser&lt;/b&gt;, CEO, Linser Hospitality GmbH, Austria</td>
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<td>11:35 am - 12:15 pm</td>
<td>Palladium Ballroom, KitzKongress Main Floor</td>
<td>General Session: Panel&lt;br&gt;&lt;i&gt;The Naked Truth about European Spa and Wellness Traditions&lt;/i&gt;&lt;br&gt;&lt;b&gt;Moderator: Anna Bjurstam&lt;/b&gt;, Vice President of Spas &amp; Wellness, Six Senses Hotels Resorts Spas, Thailand; Owner, Raison d’Etretre, Sweden&lt;br&gt;&lt;b&gt;Participants:&lt;/b&gt;&lt;br&gt;&lt;b&gt;Aldina Duarte Ramos&lt;/b&gt;, Global Director, Well-being Product, Accor Hotels, Luxury &amp; Upscale Brands, France&lt;br&gt;&lt;b&gt;Adrian Egger&lt;/b&gt;, Director International Business Development, Linser Hospitality GmbH, Austria&lt;br&gt;&lt;b&gt;Lasse Eriksen&lt;/b&gt;, Development Manager, Nordic Hotels &amp; Resorts - Farris Bad, Norway&lt;br&gt;&lt;b&gt;Alla Sokolova&lt;/b&gt;, Founder &amp; CEO, Inbalans, Latvia</td>
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<td>12:30 pm - 1:00 pm</td>
<td>Palladium Ballroom, KitzKongress Main Floor</td>
<td>Press Conference for Media and Press Delegates</td>
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<td>12:30 pm - 2:30 pm</td>
<td>Hotel Rasmushof</td>
<td>Interactive Lunch: “Ask the Expert” Table Topic Discussions&lt;br&gt;Sponsored by Canyon Ranch&lt;br&gt;&lt;i&gt;Roundtable discussions with designated experts. Each table will have a specific topic. Choose any table you’d like and ask questions of the experts.&lt;/i&gt;</td>
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**ARCHITECTURE/HEALTHY BUILDING**

1. Architecture on the Cutting Edge<br><b>Lars Krückeberg</b>, Founding Partner, GRAFT Gesellschaft von Architekten mbH, Germany

2. Beyond Sustainability<br><b>Sarah Livia Brightwood</b>, President, Rancho La Puerta, U.S.

3. Hospitality, Health & Design<br><b>Rohit Verma</b>, PhD, Executive Director, Cornell Institute for Healthy Futures, Cornell University, U.S.
12:30 pm - 2:30 pm
Hotel Rasmushof

(Continued from previous page)

ARCHITECTURE/HEALTHY BUILDING (Continued)

4. Reuse in the Built Environment

5. Virtual Reality
Ann Marie Aguilar, Associate Director, Health & Wellbeing Consultancy, Arup; Client Relationship Manager, IWBI – WELL Faculty & UKMEA, UK

BEAUTY

6. The Intersection of Beauty & Wellness
Mark Wuttke, President & COO, BABOR North America, U.S.

7. The Intersection of Beauty & Wellness
Mary-Elizabeth Gifford, Board of Directors & Chief Strategy Adviser, Demeter-USA, U.S.

8. The Intersection of Beauty & Wellness
Michael Bruggeman, CEO, Organic Male OM4, U.S.

9. Future of Beauty
Claudia Aguirre, PhD, Neuroscientist & Mind-Body Expert, U.S.

BUSINESS

10. What Does All of This Hotel Consolidation Mean?
Neil Jacobs, CEO, Six Senses Hotels Resorts Spas, Thailand

11. Consultants Collaborate: Strength in Numbers
Lisa Starr, Senior Consultant, Wynne Business, U.S.

12. Investing Advice
Omer K. Isvan, President, Servotel Corporation, Turkey

13. Wild Collaboration
Maggie Hsu, Adviser, Zappos, U.S.

MARKETING & PR

14. Branding Expertise
Claudia Knab, Head of Brand Management, Tirol Werbung GmbH, Austria
CK (Chee Kwong) Low, Managing Director, Skin Essentials (M) Sdn Bhd, Malaysia

15. Global Wellness Day
Belgin Aksoy, Creative Director, Richmond International, Turkey

16. Marketing Wellness
Marshall Dahneke, CEO Performance Health/Hygenic Corp. U.S.
Desiree Watson, CEO & President, Wellness Interactive, Inc., U.S.

17. Unconfusing the Consumer
Mary Tabacchi, PhD, RD, Professor Emerita, Cornell University, U.S.

18. Weight Watchers and Oprah
Dondeena Bradley, PhD, VP, Global Innovation, Weight Watchers International, Inc., U.S.

19. Wellness-Hotels & Resorts
Michael Altewischer, Managing Partner, Wellness-Hotels & Resorts GmbH, Germany
12:30 pm - 2:30 pm
Hotel Rasmushof
(Continued from previous page)

CAREERS

20. Solving the Career Crisis
Anna-Cari Gund, President, CIDESCO; Managing Director, Raison d’Etre, Sweden

21. What Works Best When Hiring Staff?
Miranda Allard, CEO, SpaStaff.com, UK

DEMOGRAPHICS

22. The Distant Future
Andreas Braun, PhD, CEO, Destination Wattens, Austria
Edie Weiner, President & CEO, The Future Hunters, U.S.

23. Luxury Today
Andrew Gibson, VP, Spa & Wellness, FRHI Hotels & Resorts (part of AccorHotels Group), UAE

24. Millennials
Irene Forte, Brand Manager, Rocco Forte Hotels, UK
Carina Preuss, General Manager & Owner, Ayurveda Parkschlösschen, Germany

25. Wellness for Poorer Populations
Sallie Fraenkel, President, Mind Body Spirit Network, U.S.
Joaquin Serra, CBDO, Natura Bissé International S.A., Spain

26. Women in Wellness
Nancy Board, Co-Founder, Global Women 4 Wellbeing, U.S.
Mim Senft, President & CEO, Motivity Partnerships, Inc., U.S.

HAPPINESS & WELLBEING

27. Happiness and Wellbeing
Jan-Emmanuel De Neve, PhD, Associate Professor of Economics & Strategy at Saïd Business School, University of Oxford, UK
Jeremy McCarthy, Group Director of Spa & Wellness, Mandarin Oriental Hotel Group, Hong Kong

28. Ministers of Wellness, Good Living & Happiness
Guillaume Lefevre, President & Founder, THÉMAÉ Paris, France

HOT SPRINGS

29. Integration of Wellness into Hot Springs
Brook Ramage, General Manager, Peninsula Hot Springs, Australia

30. Intrigue at the Grand Spas of Central Europe
David Clay Large, Senior Fellow, Institute of European Studies, UC Berkeley, U.S.

31. Investing in Hot Springs
Charles Davidson, CEO & Co-Founder, Peninsula Hot Springs, Australia
Tomonori Maruyama, Chief Research Consultant & Manager, Mitsui Knowledge Industry Co., Ltd., Japan

32. Liquid Sound® - Bathing in Light and Music
Marion Schneider, CEO, Toskanaworld, Germany

33. Old Spa Traditions and Medical Evidence
Tamás Várhelyi, PhD, College Professor, Eszterhazy Karoly University College, Hungary
12:30 pm - 2:30 pm
Hotel Rasmushof

International Relationships

34. Dealing with Complexity
David Bosshart, PhD, CEO, Gottlieb Duttweiler Institute (GDI), Switzerland

35. Pros and Cons of Brexit
Thierry Malleret, Co-Founder, The Monthly Barometer, France
Bill Jesse, CEO, Modern Yachts, U.S.

36. Trump or Clinton?
Barbara Kolm, PhD, Director, Austrian Economics Center, Austria

Medical & Wellness

37. Ayurveda Today
Farida Irani, Founder & Director, Subtle Energies Pty Ltd, Australia

38. Mayo Clinic and Wellness
Sharon Gabrielson, Chair, Mayo Clinic, Global Business Solutions, U.S.
Dr. Paul J. Limburg, Medical Director, Mayo Clinic, Global Business Solutions, U.S.

39. Mayr Medicine
Dr. Elke Benedetto-Reisch, Medical Director, Lanserhof Group, Austria
Dr. Harald Stossier, Medical Director, VIVAMAYR Medical Clinic, Austria

40. Mental Health & Wellness
Prof. Gerry Bodeker, PhD, Green Templeton College, University of Oxford & Dept. of Epidemiology, UK; Columbia University, New York, Clinical Psychologist & Public Health Academic, U.S

41. Nutrition (Gut Gastronomy)
Stephanie Moore, Clinical Nutritionist, Health in Hand, UK

42. Private Practice & Resort Medicine
Dr. Harry F. König, Head of Medical Care, Brenners Park Hotel & Spa, Germany

43. Wellness for Cancer
Julie Bach, Executive Director, Wellness for Cancer, U.S.

Modalities

44. Exercise and Movement Trends
Yamuna Zake, Owner & Creator, Yamuna, U.S.

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

46. Dr. Vodder’s Manual Lymph Drainage (MLD)
Prof. Hildegard Wittlinger, Director, Dr. Vodder Academy International, Austria

47. Sauna Aufguss
Lasse Eriksen, Development Manager, Nordic Hotels & Resorts - Farris Bad, Norway

48. Yoga
Jill Stollmeyer, Owner, East Wellbeing & Tea, U.S.
PERSONAL STORIES

49. The Arts & Spa
Dietmar Mueller-Elmau, CEO & Owner, Schloss Elmau Luxury Spa & Cultural Hideaway, Germany

50. Cinq Monde Story
Jean-Louis Poiroux, CEO, Cinq Mondes, France

51. Fashion Forward
Jessica Jesse, CEO & Creative Director, BuDhaGirl LLC, U.S.

52. The Good Old Days
Balthasar Hauser, Owner, Biohotel Stanglwirt, Austria
Richard Schmitz, CEO, H/S/M Hotel and Spa Management, Germany

53. Movies, Beauty, Nature
Louie Schwartzberg, Founder, Moving Art, U.S.

54. Secrets of Living to 94
Deborah Szekely, Co-Founder, Rancho La Puerta, Mexico

REGIONS

55. Asia: Latest Trends
Samantha Foster, Director, Destination Spa Management Ltd, Thailand
Vanessa Stoessel, Director of Wellness & Spa Projects, Mspa International, Thailand

56. Australia: Latest Trends
Sharon Kolkka, General Manager & Wellness Director, Gwinganna Lifestyle Retreat, Australia
Emma McGrady, Director of Crown Spas Australia, Australia

57. China: Latest Trends
Amelia Yao, Founder, Wellness Department, Hanshi Investment and Management Ltd. Co, China

58. Eastern Europe: Latest Trends
Dr. Rokas Navickas, Chief Medical Officer & Board Member, SPA VILNIUS, Lithuania
Alla Sokolova, Founder & CEO, Inbalans, Latvia

59. India: Latest Trends
Rekha Arun Chaudhari, Managing Director, JCKRC Spa Destination Pvt. Ltd., India
Rajesh Devarajan, Managing Director, Hablis Hotels, India

60. Japan: Latest Trends
Tae Kawasaki, Founder & President, The Day Spa Co., Ltd., Japan
Yoriko Soma, President & CEO, Conceptasia Inc, Japan

61. Mexico Trends
Roberto Arjona, Chief Executive & General Manager, Rancho La Puerta, Mexico

62. Middle East: Latest Trends
Abdulla Hassan Al-Mehshadi, CEO, Msheireb Properties, Qatar
Talal Bin Ali, Founder & President, Enaya Care International Co. Ltd., Saudi Arabia

63. Russia: Latest Trends
Elena Bogacheva, President, Spa & Wellness International Council (SWIC), Russian Federation
64. South America: Latest Trends
Gustavo Albanesi, Founder, Buddha Spa, Brazil
Margareth Brepoli, Quality Development Director, Lapinha SPA, Brazil

65. US: Latest Trends
Michael Tompkins, Executive Recruiter, Hutchinson Consulting, U.S.

RESEARCH

66. Industry Research
Matthew Brennan, Director, Horwath HTL Health and Wellness, Thailand
Whitney Gray, PhD, VP, Delos Living LLC, U.S.

67. Full Immersion Experiences Research
Dr. Marc Cohen, Professor, RMIT University, Australia
Dr. Wolfgang Schobersberger, Director, Institute for Sports Medicine, Alpine Medicine and Health Tourism, The Health & Life Sciences University, Austria

TECHNOLOGY

68. Google & Wellness
Michelle Hocking, Global Regeneration Programs Manager, Google, U.S.

69. Mindbody Inc. IPO Update
Rick Stollmeyer, CEO & Co-Founder, MINDBODY, U.S.

70. Massage On Demand: Lessons Learned
Samer Hamadeh, Founder & CEO, Zeel Networks, Inc., U.S.

71. Online Marketing
Lopo Champalimaud, Co-Founder & CEO, Treatwell, UK
Clare Martorana, Global Digital Media Executive, U.S.

WORKPLACE WELLBEING

72. Workplace Wellbeing Examples: Europe & U.S.
Denise Bober, Vice President, Human Resources, The Breakers, U.S.
Saskia Kunst, Managing Director, MLP Strategy, SBM Offshore, Netherlands

73. Workplace Wellbeing: What’s Working
Dr. Fikry Isaac, Founder & CEO, WellWorld Consulting LLC, U.S.
Renee Moorefield, PhD, CEO, Wisdom Works Group, U.S.

WELLNESS COMMUNITIES AND DESTINATIONS

74. Cluster Wellness History & Future
Robert Ranzi, Cluster Manager, Standortagentur Tirol, Austria

75. Creating a Wellness Destination
Prof. Dr. Terry Stevens, Professor of Tourism Innovation, School of Management, Swansea University, Wales, UK

76. Wellness Communities: Past, Present, Future
Mia Kyricos, President, Kyricos & Associates LLC, U.S.

2:30 pm - 2:50 pm
General Session: Keynote
Back to the Roots to Manage the Future
Dr. Harald Stossier, Medical Director, VIVAMAYR Medical Clinic, Austria
<table>
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<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
<th>Details</th>
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<tbody>
<tr>
<td>2:50 pm - 3:20 pm</td>
<td><strong>General Session: Interviews</strong>&lt;br&gt;<strong>Honoring the Past - “BACK to the Future”</strong>&lt;br&gt;Balthasar Hauser, Owner, Biohotel Stanglwirt, Austria&lt;br&gt;Richard Schmitz, CEO, H/S/M Hotel und Spa Management, Germany&lt;br&gt;Interviewed by: Giselle Fernandez, Journalist &amp; Filmmaker, U.S.</td>
<td>Palladium Ballroom, KitzKongress Main Floor</td>
<td><strong>Palladium Ballroom, KitzKongress Main Floor</strong>&lt;br&gt;<strong>Interviewed by: Giselle Fernandez, Journalist &amp; Filmmaker, U.S.</strong></td>
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<tr>
<td>3:20 pm - 3:35 pm</td>
<td><strong>General Session: Short Keynote</strong>&lt;br&gt;<strong>What Neuroscience Teaches us about Beauty</strong>&lt;br&gt;Claudia Aguirre, PhD, Neuroscientist and Mind-Body Expert, U.S.</td>
<td>Palladium Ballroom, KitzKongress Main Floor</td>
<td><strong>Palladium Ballroom, KitzKongress Main Floor</strong>&lt;br&gt;<strong>What Neuroscience Teaches us about Beauty</strong>&lt;br&gt;Claudia Aguirre, PhD, Neuroscientist and Mind-Body Expert, U.S.</td>
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<tr>
<td>3:35 pm - 3:45 pm</td>
<td><strong>General Session: Short Remarks</strong>&lt;br&gt;<strong>Beauty and Wellness: A Fresh Way Forward</strong>&lt;br&gt;Mark Wuttke, President &amp; COO, Babor, North America, U.S.</td>
<td>Palladium Ballroom, KitzKongress Main Floor</td>
<td><strong>Palladium Ballroom, KitzKongress Main Floor</strong>&lt;br&gt;<strong>Beauty and Wellness: A Fresh Way Forward</strong>&lt;br&gt;Mark Wuttke, President &amp; COO, Babor, North America, U.S.</td>
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<tr>
<td>3:45 pm - 3:55 pm</td>
<td><strong>General Session: Short Remarks</strong>&lt;br&gt;<strong>Introduction to the Time Capsule</strong>&lt;br&gt;Edie Weiner, President &amp; CEO, The Future Hunters, U.S.</td>
<td>Palladium Ballroom, KitzKongress Main Floor</td>
<td><strong>Palladium Ballroom, KitzKongress Main Floor</strong>&lt;br&gt;<strong>Introduction to the Time Capsule</strong>&lt;br&gt;Edie Weiner, President &amp; CEO, The Future Hunters, U.S.</td>
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<tr>
<td>3:55 pm - 4:00 pm</td>
<td><strong>Explanation Regarding How the Breakout Sessions Work and Details about Tonight’s Dine Around Mixer</strong>&lt;br&gt;Giselle Fernandez, Journalist &amp; Filmmaker, U.S.</td>
<td>Palladium Ballroom, KitzKongress Main Floor</td>
<td><strong>Palladium Ballroom, KitzKongress Main Floor</strong>&lt;br&gt;<strong>Explanation Regarding How the Breakout Sessions Work and Details about Tonight’s Dine Around Mixer</strong>&lt;br&gt;Giselle Fernandez, Journalist &amp; Filmmaker, U.S.</td>
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<td>4:00 pm - 4:30 pm</td>
<td><strong>Networking Energy Break</strong>&lt;br&gt;Sponsored by Sanitas Skincare</td>
<td>Foyers</td>
<td><strong>Networking Energy Break</strong>&lt;br&gt;Sponsored by Sanitas Skincare</td>
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<td>4:30 pm - 5:20 pm</td>
<td><strong>FIVE OPTIONS:</strong></td>
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<td>4:30 pm - 5:20 pm</td>
<td><strong>OPTION 1: Mainstage Panel</strong>&lt;br&gt;<strong>Integrative Medicine – Is this the Future?</strong>&lt;br&gt;Moderator: Sue Harmsworth, MBE, Chairman &amp; Founder, ESPA International, UK&lt;br&gt;Participants:&lt;br&gt;Dr. Elke Benedetto-Reisch, Medical Director, Lanserhof Group, Austria&lt;br&gt;Dr. Harry F. König, Head of Medical Care, Brenners Park Hotel &amp; Spa, Germany&lt;br&gt;Dr. Imke König, Spa Director, Schloss Elmau Luxury Spa &amp; Cultural Hideaway, Germany&lt;br&gt;Dr. Christine Stossier, Assistant Medical Director, VIVAMAYR Medical Clinic, Austria</td>
<td>Palladium Ballroom, KitzKongress Main Floor</td>
<td><strong>Palladium Ballroom, KitzKongress Main Floor</strong>&lt;br&gt;<strong>Integrative Medicine – Is this the Future?</strong>&lt;br&gt;Moderator: Sue Harmsworth, MBE, Chairman &amp; Founder, ESPA International, UK&lt;br&gt;Participants:&lt;br&gt;Dr. Elke Benedetto-Reisch, Medical Director, Lanserhof Group, Austria&lt;br&gt;Dr. Harry F. König, Head of Medical Care, Brenners Park Hotel &amp; Spa, Germany&lt;br&gt;Dr. Imke König, Spa Director, Schloss Elmau Luxury Spa &amp; Cultural Hideaway, Germany&lt;br&gt;Dr. Christine Stossier, Assistant Medical Director, VIVAMAYR Medical Clinic, Austria</td>
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4:30 pm – 5:20 pm
Aurora Room,
KitzKongress
Up One Level

**OPTION 3: 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
- 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.

4:30 pm – 5:20 pm
Cristall Room,
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
Breakout Room I & II,
KitzKongress
Up One Level

**OPTION 5: 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
FIVE OPTIONS:

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:**
- Aldina Duarte Ramos, Global Director, Well-being Product, Accor Hotels, Luxury & Upscale Brands, France
- Christian Harisch, PhD, CEO, Lanserhof Group, Austria
- Neil Jacobs, CEO, Six Senses Hotels Resorts Spas, Thailand
- Josef Georg Margreiter, Managing Director, Tirol Werbung GmbH, Austria
- Josef Georg Margreiter, Managing Director, Tirol Werbung GmbH, Austria

**Contributors:**
- Michael Altewischer, Managing Director, Wellness-Hotels & Resorts, Germany
- Agnieszka Trafas, Owner, Hotel Wellness ProVita, Poland

5:30 pm – 6:20 pm
Odeon Room,
KitzKongress
Main Floor

**OPTION 2: 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, Tatler; Creative Director, The Antidote Agency, UK

**Participants:**
- Kathleen Baird-Murray, Columnist, The Financial Times, UK
- Claudia Bette-Wenngatz, Freelance Journalist (Vogue, Bunte, Travellers World, Prestige, etc.), Germany
- Susan D'Arcy, Luxury Travel & Spa Editor, The Sunday Times, UK
- Julietta Dexter, CEO & Founder, The Communications Store, UK
- Sarah Miller, CEO, Sarah Miller & Partners; Former Editor-in-Chief & Founder, Conde Nast Traveller, UK
- Nicola Moulton, Beauty & Health Director, Vogue, UK

5:30 pm – 6:20 pm
Aurora Room,
KitzKongress
Up One Level

**OPTION 3: 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
### OPTION 4: 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

### OPTION 5: Breakout Discussion Forum

**Why Eating Less and Exercising More Can Make You Fat!**

**Stephanie Moore**, Clinical Nutritionist, Health in Hand, UK

### Evening Event

**“Dine Around Mixer in the Town of Kitzbühel”**

**Attire:** Alpine Casual

### CASUAL KAFFEE CONVERSATIONS

**THREE CONCURRENT OPTIONS (Open to All)**

*For questions, please see the previous introductory description of Kaffee Conversations from Sunday evening.*

### OPTION 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!
OPTION 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.
Anna Bjurstam, Vice President of Spas & Wellness, Six Senses Hotels Resorts Spas, Thailand; Owner, Raison d’Etre, Sweden
Enrico Bracesco, Global Commercial Director, Technogym, Italy
Alfredo Carvajal, President, Delos International & Signature Program, Delos Living LLC, U.S.
Andrew Gibson, Vice President, Spa & Wellness, FRHI Hotels & Resorts, UAE
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!

OPTION 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
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<tr>
<td><strong>At your hotel</strong></td>
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<td><strong>Breakfast</strong></td>
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</tbody>
</table>
| 8:00 am - 5:00 pm | Foyer, KitzKongress | Summit Concierge & Registration Open  
*Sponsored by LEMI* |
| **9:00 am - 9:50 am** | **TWO OPTIONS** |                                                                                   |
| 9:00 am - 9:50 am | Palladium Ballroom, KitzKongress Main Floor | **OPTION 1: General Session: Keynote Interview**  
*Wellness Architecture and Design: Insights and Inspiration*  
*Interviewer: Liz Terry, CEO, Leisure Media & Editor, CLAD magazine*  
*(Community of Leisure Architects & Designers)*  
*Lars Krückeberg, Founding Partner, GRAFT Gesellschaft von Architekten mbH, Germany*  
*Ann Marie Aguilar, Arup, Associate Director, Health & Wellbeing Consultancy; IWBI – WELL Faculty & UKMEA, Client Relationship Manager, UK* |
| 9:00 am - 9:45 am | Aurora Room, KitzKongress Up One Level | **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.*  
*Introduced by Leah Michelle Burton, Change Agent, Burton Enterprises, U.S.* |
| **10:00 am - 10:30 am** | **Collaboration Jam!** | Spotlight on Sponsors |
| 10:00 am - 10:30 am | Palladium Ballroom, KitzKongress Main Floor |                                                                                   |
| **10:30 am - 11:00 am** | **Networking Energy Break** |  
*Sponsored by June Jacobs Spa Collection* |
| **11:00 am - 11:50 am** | **TWO OPTIONS** |                                                                                   |
| 11:00 am - 11:20 am | Palladium Ballroom, KitzKongress Main Floor | **General Session: Keynote**  
*Waters of Wellness*  
*David Clay Large, Senior Fellow, Institute of European Studies, UC Berkeley; Author, The Grand Spas of Central Europe: A History of Intrigue, Politics, Art, and Healing, U.S.* |
| 11:20 am - 11:35 am |          | **General Session: Short Keynote**  
*Hot Springs Austria - Present & Future*  
*Tom J. Bauer, COO, VAMED Vitality World, Austria* |
## General Session: Short Keynote

**What is Today’s Investment Money Looking for?**

**Omer K. Isvan,** President, Servotel Corporation, Turkey

###OPTION 2

### 11:00 am - 11:15 am

**Session: Short Keynote**

**Health Starts in your Mind**

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

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

### 11:15 am - 11:35 am

**Session: Short Keynote**

**A Successful Hospitality, Spa, Medical, Integrative Model**

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

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

### 11:35 am – 11:50 am

**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

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

### 11:50 am - 12:05 pm

**General Session: Short Keynote**

**Mental Detox**

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

### 12:05 pm - 12:25 pm

**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

**General Session: Keynote**

**Mental Toughness**

**Stephan Eberharter,** Olympic Skier & Champion, Austria
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<th>Time</th>
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<tr>
<td>12:45 pm - 4:00 pm</td>
<td>Take Gondola&lt;br&gt;Hahnenkamm Mountain&lt;br&gt;Lunch and Free Time Atop the Famous Hahnenkamm Mountain&lt;br&gt;Sponsored by BuDhaGirl LLC&lt;br&gt;Attire: Casual &amp; Sporty&lt;br&gt;&lt;br&gt;<strong>Outdoor Activities Available:</strong>&lt;br&gt;Hiking&lt;br&gt;Mountain Biking&lt;br&gt;Yoga&lt;br&gt;Segway Tour&lt;br&gt;Photos with Stephan Eberharter at Starter House&lt;br&gt;Paragliding&lt;br&gt;Please note that spots are limited for each activity. If you would like to paraglide (there is an additional fee), please contact Elements 3 at <a href="mailto:info@elements3.at">info@elements3.at</a> directly to reserve your spot.</td>
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<td>6:00 pm</td>
<td>Please meet in the lobby of your hotel&lt;br&gt;Busses Pick Up Delegates from Each of the Summit Hotels&lt;br&gt;A-ROSA Kitzbühel&lt;br&gt;Hotel Kitzhof&lt;br&gt;Hotel Schwarzer Adler&lt;br&gt;Hotel Zur Tenne&lt;br&gt;Rasmushof&lt;br&gt;Sporthotel Reisch&lt;br&gt;If you are not staying at one of the Summit Hotels, please join the group at the one closest to you.</td>
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<td>Swarovski Crystal Worlds&lt;br&gt;“A Glittering Evening at Swarovski Crystal Worlds”&lt;br&gt;Evening Cocktails While Strolling Through the Chambers of Wonder&lt;br&gt;Gala Dinner&lt;br&gt;10th Anniversary Auction to Benefit Global Wellness Institute Research&lt;br&gt;Attire: Cocktail - Sparkles Welcome!&lt;br&gt;<strong>Host &amp; Auctioneer: Giselle Fernandez, Journalist &amp; Filmmaker, U.S.</strong></td>
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## WEDNESDAY, OCTOBER 19, 2016
### DAY THREE

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<th>Time</th>
<th>Event</th>
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<th>Additional Details</th>
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<td><strong>At your hotel</strong></td>
<td>Breakfast</td>
<td>Foyer, KitzKongress</td>
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<tr>
<td><strong>8:00 am - 4:00 pm</strong></td>
<td>Summit Concierge &amp; Registration Open</td>
<td>Foyer, KitzKongress</td>
<td>Sponsored by LEMI</td>
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<tr>
<td><strong>9:00 am - 9:02 am</strong></td>
<td>Opening Video</td>
<td>Palladium Ballroom, KitzKongress</td>
<td>Louie Schwartzberg, Founder, Moving Art, U.S.</td>
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<td><strong>9:02 am - 9:45 am</strong></td>
<td>Shark Tank of Wellness Student Competition</td>
<td>Palladium Ballroom, KitzKongress</td>
<td>Sponsored by Chiva-Som International Health Resort, ESPA International, Four Seasons Hotels and Resorts, Iredale Mineral Cosmetics, Klafs GmbH &amp; Co. KG, and ResortSuite</td>
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<td><strong>Moderators:</strong></td>
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<td>Nancy Davis, SVP &amp; Executive Director, Global Wellness Summit, U.S.</td>
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<td>Alexandra Plessier, Manager of Marketing &amp; Operations, Global Wellness Summit, U.S.</td>
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<td><strong>Finalists:</strong></td>
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<tr>
<td></td>
<td>Student: Shahrin Ali, North South University, Bangladesh</td>
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<td>Professor: Khan Muhammad Saqiful Alam, North South University, U.S.</td>
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<td>Student: Svjetlana Radakovic, IMC University of Applied Sciences Krems, Austria</td>
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<td>Professor: Teresa Mang, IMC University of Applied Sciences Krems, Austria</td>
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<td>Student: Regina Tarány, IMC University of Applied Sciences Krems, Austria</td>
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<td>Professor: Teresa Mang, IMC University of Applied Sciences Krems, Austria</td>
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<td><strong>Judging Panel:</strong></td>
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<td></td>
<td>Simon Casson, President, Hotel Operations, Europe, Middle East and Africa, Four Seasons Hotels and Resorts, UAE</td>
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<td>Tracey Chappell, Senior Vice President, Global Spa Solutions, ESPA International, UK</td>
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<td>Jane Iredale, President &amp; CEO, Iredale Mineral Cosmetics, U.S.</td>
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<td>Sheila McCann, General Manager, Chiva-Som International Health Resort, Thailand</td>
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<td>Frank Pitsikalis, Founder &amp; CEO, ResortSuite, Canada</td>
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<td>Frank Strobel, Director, International Sales, Klafs GmbH &amp; Co. KG, Germany</td>
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| 9:50 am - 10:15 am| General Session: Keynote<br>
Economics of Happiness and Wellbeing: Why These Measurements are Important and What is Their Impact? <br>
Jan-Emmanuel De Neve, PhD, Associate Professor of Economics and Strategy at Said Business School, University of Oxford, UK |
| 10:15 am - 10:45 am| Networking Energy Break<br>
Sponsored by [comfort zone] |
| 10:45 am - 11:00 am| General Session: Q & A<br>
Mental Wellness: The Far Horizons <br>
Prof. Gerry Bodeker, PhD, Green Templeton College, University of Oxford & Dept. of Epidemiology, UK; Columbia University, New York, Clinical Psychologist & Public Health Academic, U.S |
| 11:05 am - 11:20 am| General Session: Short Keynote<br>
Shaping the Future of Health <br>
Vanessa Candeias, Head of Health Promotion & Disease Prevention, World Economic Forum, Switzerland |
| 11:25 am - 11:40 am| General Session: Short Keynote<br>
Millennials: Spoiled for Choice and Very Stressed - How to Attract and Satisfy this New Generation of Traveler <br>
Irene Forte, Brand Manager, Rocco Forte Hotels, UK |
| 11:45 am - 12:05 pm| General Session: Short Keynote<br>
Future: Beyond Ghettos of Wellness <br>
Andreas Braun, PhD, CEO, Destination Wattens, Austria |
| 12:05 pm - 12:12 pm| General Session: Announcement<br>
Passion Moment <br>
CG Funk, Consultant, Funk Consulting, U.S. |
| 12:14 pm - 12:19 pm| General Session: Announcement<br>
Passion Project – Global Wellness Day <br>
Belgin Aksoy, Creative Director, Richmond International, Turkey |
| 12:20 pm - 2:00 pm| Relaxed Lunch Buffet<br>
Sponsored by Biologique Recherche |
| 2:00 pm - 2:15 pm| General Session: Short Keynote<br>
Macro Economic Changes Underway Affecting Wellness: Who is at Risk and Who will be the Winners? <br>
Thierry Malleret, Co-Founder, The Monthly Barometer, France |
2:15 pm - 2:30 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:**

- **Samantha Foster**, Director, Destination Spa Management Ltd, Thailand
- **Katherine Johnston**, Senior Research Fellow, Global Wellness Institute, U.S.
- **Brooke Warrick**, President, American LIVES, Inc., U.S.
- **Ophelia Yeung**, Senior Research Fellow, Global Wellness Institute, U.S.

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, KitzKongress  
Main Floor  
Time Capsule Farewell  
*Sealing our Fate: The GWS Time Capsule Finale*  
**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**
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Details</th>
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| 5:00 pm    | 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 OF YOUR HOTEL BEFORE COMING TO THE GENERAL SESSION. You may store your luggage in the Coat Check area at the KitzKongress. |                                                                                                                                          |
| 5:15 pm    | 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 OF YOUR HOTEL BEFORE COMING TO THE GENERAL SESSION. You may store your luggage in the Coat Check area at the KitzKongress. |                                                                                                                                          |
# Post-Summit Activities

**THURSDAY, OCTOBER 20, 2016**

<table>
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<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>9:00 am - 12:00 pm</td>
<td><strong>Host a Future Summit</strong>&lt;br&gt;Opportunity to speak with Michelle Gamble, VP Global Business Development, and Nancy Davis, SVP &amp; Executive Director, regarding what's involved in hosting a future Summit. Please email Michelle at <a href="mailto:michelle.gamble@globalwellnesssummit.com">michelle.gamble@globalwellnesssummit.com</a> to request a time to meet on Thursday morning. There will be RFPs available for those interested in learning more.</td>
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<td>Departure information provided by Boutique Journeys</td>
<td><strong>Imperial Austria Featuring Salzburg and Vienna</strong>&lt;br&gt;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.</td>
</tr>
<tr>
<td>For questions, contact: Nathalie Nagy at <a href="mailto:nathalie@boutique-journeys.com">nathalie@boutique-journeys.com</a></td>
<td><strong>A Destination Spa Experience at VIVAMAYR Altaussee</strong>&lt;br&gt;Experience modern Mayr Medicine, the symbiosis of naturally-based holistic healing methods based on the Mayr Cure, pioneered by Austrian medical practitioner Dr. FX Mayr (1875–1965). The FX Mayr cure is based on rest, detoxification and the cleansing of the digestive tract. A five-day stay or seven-day stay are offered.</td>
</tr>
<tr>
<td>Departure information provided by VIVAMAYR</td>
<td>For questions, contact: Sallie Fraenkel at <a href="mailto:sallie@mindbodyspiritnet.com">sallie@mindbodyspiritnet.com</a></td>
</tr>
</tbody>
</table>

*2016 Press Delegates:*

- Kathleen Baird-Murray, Author & Beauty Journalist, UK
- Katie Barnes, Editor, *Spa Business*, Leisure Media
- Claudia Bette-Wenngatz, Journalist, Germany
- Sascha Bostan, General Manager, Redspa media GmbH, Germany
- Sarah Camilleri, Founding Editor & Publisher, *European Spa*, 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, *Tatler; Founder, the Antidote*
- Nora Elias, Editor, *Professional Spa & Wellness*, UK
- Céline Guerton-Mathias, CEO, *EMOTION SPA*, France
- Franka Hänig, General Manager, Redspa media GmbH, Germany
- Norbert Hintermayer, Editor, Hintermayer Media, Austria
- 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, Flrames 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
- Sarah Todd, Contributing Editor, *European Spa*, UK