AGENDA

SHAPING THE BUSINESS OF WELLNESS

GLOBAL WELLNESS SUMMIT 2018
The 2018 Summit, with our theme of “Shaping the Business of Wellness,” will offer you the opportunity to hear and experience the very latest in the wellness arena—from what will drive this multitrillion-dollar economy in the future to how the industry sectors, once siloed, are transforming into integrated, collaborative models.

In addition to the detail contained within this agenda, you will find a section at the beginning that gives you a “snapshot” of the Summit with each day displayed. We feel this helps you maximize your Summit experience, as there are multiple spaces, each with their own personalities—and you have choices! At various times throughout the Summit, you will be able to choose between keynote presentations on the main stage, interactive Roundtables in the Wellness Center, and panels or presentations in the T-Restaurant, Auditorium 1 or Auditorium 2, 3, 4.

Rest assured that all of the sessions are being recorded in some way: video on the main stage and audio everywhere else. That way, you will be able to access the information from whatever sessions you may miss. Technology has come far, but we still can’t be in five places at once!

We hope you will enjoy the agenda we’ve prepared for you. Whether you seek out a session that relates to your area of expertise or take the opportunity—increasingly popular these days—to cross-pollinate with a sector that might be new to you, it’s all designed to expand your knowledge and build the wellness world’s expertise.

Thank you for being part of the global community.
## 2018 AGENDA SNAPSHOT OVERVIEW

### FRIDAY, OCTOBER 5, 2018

**PRE-SUMMIT ACTIVITIES SNAPSHOT**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
</table>
| 12:00 pm – 8:00 pm | **Global Wellness Summit (GWS) Registration Open**  
Delegates staying at the Summit’s four partner hotels are welcome to register and pick up their name badge, Agenda and Delegate Directory at the GWS registration desk in the hotel lobby. |
| 4:00 pm       | **Transportation from Partner Hotels to Technogym** and Guided Tours of the Award-Winning Technogym Village, Designed by Antonio Citterio |
| 6:30 pm – 9:30 pm | **Welcome Party**  
Benvenuto from the Wellness Valley in Italy! |
| 8:00 pm – 9:30 pm | **Transportation from Technogym to Partner Hotels** |

### TECHNOGYM ROOM LOCATIONS

**FLOOR 3**

- GWS Concierge/Main Stage T-Forum

**FLOOR 1**

- Main Entrance/T-Reception/Coat Check

**FLOOR 0**

- T-Auditoriums/T-Wellness Center/T-Innovation Gallery/T-Restaurant
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:30 am</td>
<td><strong>Transportation from Partner Hotels to Technogym for a Morning Workout and Breakfast</strong></td>
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<td></td>
<td><strong>Sponsored by Technogym</strong></td>
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<tr>
<td>6:15 am – 7:00 am</td>
<td><strong>Wake with a Wellness Walk on the Beach</strong></td>
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<td><strong>Sponsored by WW</strong></td>
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<td>6:00 am – 8:00 am</td>
<td><strong>Breakfast at Your Hotel</strong></td>
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<td>8:00 am</td>
<td><strong>Transportation from Partner Hotels to Technogym for Summit Day One Sessions</strong></td>
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<td>9:00 am – 9:20 am</td>
<td><strong>Louie Schwartzberg: Opening of the 2018 Global Wellness Summit</strong></td>
</tr>
<tr>
<td></td>
<td><strong>The Heart of La Dolce Vita</strong></td>
</tr>
<tr>
<td>9:20 am – 9:35 am</td>
<td><strong>Susie Ellis, Tony de Leede, Mia Kyricos:</strong></td>
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<td></td>
<td><strong>Welcome &amp; Opening Remarks: The 2018 Global Wellness Summit: Shaping the Business of Wellness</strong></td>
</tr>
<tr>
<td>9:35 am – 9:40 am</td>
<td><strong>Welcome from the Region’s Sponsor, Emilia Romagna</strong></td>
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<td></td>
<td><strong>Wellness Valley: La Dolce Vita Meets Wellness!</strong></td>
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<tr>
<td>9:40 am – 9:55 am</td>
<td><strong>Nerio Alessandri: Wellness Vision</strong></td>
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<tr>
<td>9:55 am – 10:13 am</td>
<td><strong>Katherine Johnston, Ophelia Yeung:</strong></td>
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<tr>
<td></td>
<td><strong>The Highly Anticipated 2018 Global Wellness Economy Monitor Research Report</strong></td>
</tr>
<tr>
<td>10:13 am – 10:30 am</td>
<td><strong>Dr. Ranieri Guerra:</strong> <strong>WHO, What &amp; Wellness: Where Does Wellness Fit at The World Health Organization?</strong></td>
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<td>10:30 am – 11:15 am</td>
<td><strong>Networking Energy Break</strong> <strong>Sponsored by Lemi Group</strong></td>
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<td>11:15 am – 11:35 am</td>
<td><strong>Antonio Citterio:</strong> <strong>Shaping Space: Architecture, Wellness and the Italian Aesthetic</strong></td>
</tr>
<tr>
<td>11:35 am – 11:50 am</td>
<td><strong>Giovanni Mario Pes, PhD, MD:</strong> <strong>Blue Zones: The Full and Fascinating Story Begins</strong></td>
</tr>
<tr>
<td>11:50 am – 12:15 pm</td>
<td><strong>Dan Buettner:</strong> <strong>Blue Zones: The Full and Fascinating Story Continues</strong></td>
</tr>
<tr>
<td>12:15 pm – 12:30 pm</td>
<td><strong>Susie Ellis, Dr. Richard H. Carmona, Jessica Jesse:</strong> <strong>The Wellness Moonshot: A World Free of Preventable Disease Update: What’s New in Our Orbit?</strong></td>
</tr>
<tr>
<td>12:30 pm – 1:15 pm</td>
<td><strong>Press Conference For Press:</strong> <strong>Shaping the Business of Wellness: Focus on Italy</strong></td>
</tr>
<tr>
<td>12:30pm – 2:00 pm</td>
<td><strong>Interactive Lunch: “Ask the Expert” Table Topic</strong> <strong>Discussions</strong> <strong>Sponsored by Biologique Recherche</strong></td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
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<tr>
<td>2:00 pm – 2:25 pm</td>
<td>Rhiannon McGregor, Jessica Smith: Algorithmic Beauty: Looking Through the Lens of Technology and AI</td>
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<tr>
<td>2:25 pm – 2:45 pm</td>
<td>Dr. Nicola Angelo Fortunati: Italian Thermalism: From Roman Times to the Future</td>
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<tr>
<td>2:45 pm – 3:30 pm</td>
<td>Knowledge Workshop: Mental Wellness</td>
</tr>
<tr>
<td>3:30 pm – 4:00 pm</td>
<td>Workshop Break: Massages and Hydrating Treatments Sponsored by Zeel and The Hydrafacial Company</td>
</tr>
<tr>
<td>4:00 pm – 4:30 pm</td>
<td>Bob Roth: The Power of TM</td>
</tr>
<tr>
<td>4:35 pm – 5:20 pm</td>
<td>Panel Discussion: The Luxe Life with Susan Harmsworth, MBE</td>
</tr>
<tr>
<td>5:25 pm – 5:45 pm</td>
<td>Alberta Ferretti: Wellness as a Way of Life</td>
</tr>
<tr>
<td>5:45 pm</td>
<td>Transportation from Technogym to the Partner Hotels</td>
</tr>
<tr>
<td>8:00 pm – 10:00 pm</td>
<td>Evening Event – Dine Around at a Casual Restaurant Within Walking Distance of Your Hotel</td>
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</tbody>
</table>
**SUNDAY, OCTOBER 7, 2018**

**DAY TWO SNAPSHOT**

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<td>6:00 am – 8:00 am</td>
<td>Breakfast at Your Hotel</td>
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<tr>
<td>8:00 am</td>
<td>Transportation from Partner Hotels to Technogym</td>
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</tbody>
</table>

**MAIN STAGE**

<table>
<thead>
<tr>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>9:00 am – 9:30 am</td>
<td>Andrea Illy: Coffee &amp; Happiness</td>
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<tr>
<td>9:30 am – 10:00 am</td>
<td>Shark Tank of Wellness Student Competition</td>
</tr>
<tr>
<td>10:00 am – 10:30 am</td>
<td>Sponsor Jam! What’s New That You Do?</td>
</tr>
<tr>
<td>10:30 am – 11:15 am</td>
<td>Networking Energy Break</td>
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<tr>
<td></td>
<td>Sponsored by Immunocologie</td>
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<tr>
<td>11:15 am – 11:35 am</td>
<td>Clodagh: Wellness in Design</td>
</tr>
<tr>
<td>11:35 am – 11:40 am</td>
<td>Susie Ellis: New Property Showcase</td>
</tr>
<tr>
<td>11:40 am – 12:05 pm</td>
<td>Mark Britnell: In Search of the Perfect Health System</td>
</tr>
<tr>
<td>12:05 pm – 12:20 pm</td>
<td>Matteo Thun: Good Life—Healthy Living</td>
</tr>
<tr>
<td>12:20 am – 12:30 pm</td>
<td>Meet the Initiative Chairs!</td>
</tr>
</tbody>
</table>

**TENT OUTSIDE AT TECHNOGYM**

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<th>Time</th>
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</thead>
<tbody>
<tr>
<td>12:30 pm – 2:00 pm</td>
<td>Interactive Lunch</td>
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**T-RESTAURANT**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:30 pm – 2:00 pm</td>
<td>VIP Lunch for Ambassadors Only</td>
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**MAIN STAGE**

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<tbody>
<tr>
<td>2:00 pm – 2:15 pm</td>
<td>Gina Diez Barroso de Franklin: Creativity Drives Business</td>
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<tr>
<td>2:15 pm – 2:30 pm</td>
<td>John Stewart: The Spirit of Wellness and Creating Kamalaya</td>
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<tr>
<td>2:30 pm – 2:45 pm</td>
<td>Melisse Gelula: Understanding the American Wellness Obsession with CBD</td>
</tr>
</tbody>
</table>

**WELLNESS CENTER**

<table>
<thead>
<tr>
<th>Time</th>
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</tr>
</thead>
<tbody>
<tr>
<td>2:00 pm – 3:20 pm</td>
<td>Roundtable Discussion and Audience Q&amp;A Shaping the Future Business of Wellness and Wellbeing in Hospitality and Travel with Mia Kyricos</td>
</tr>
</tbody>
</table>

**AUDITORIUM 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 pm – 2:40 pm</td>
<td>Panel Discussion Wellness Lifestyle Real Estate: Navigating the $130+ Billion Frontier of Building Well to Live Well with Anna Bjurstam</td>
</tr>
</tbody>
</table>

**AUDITORIUM 2,3,4**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 pm – 2:40 pm</td>
<td>Presentation and Q&amp;A Future of Travel and the Risks of Overtourism with Rafat Ali</td>
</tr>
</tbody>
</table>
### 2:30 pm – 3:45 pm

**Workshop Break Massages and Hydrating Treatments**

**Outside of Auditoriums**

**Sponsored by Zeel and The Hydrafacial Company**

<table>
<thead>
<tr>
<th>MAIN STAGE</th>
<th>T-RESTAURANT</th>
<th>AUDITORIUM 1</th>
<th>AUDITORIUM 2,3,4</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:45 pm – 3:30 pm</td>
<td>Panel Discussion Wellness Architecture: Placemaking for Wellness with Liz Terry</td>
<td>Knowledge Workshop Science Meets Personalization</td>
<td>2:45 pm – 3:30 pm Presentation Connected Wellness Creates Community: Exercise is Sport with Fabrizio Cecchinelli and Nicola de Cesare</td>
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</table>

### 3:30 pm – 4:00 pm

**Networking Energy Break & Dance Experience**

**Sponsored by the Center for Transformative Movement**

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<tr>
<th>MAIN STAGE</th>
<th>WELLNESS CENTER</th>
<th>AUDITORIUM 1</th>
<th>AUDITORIUM 2,3,4</th>
</tr>
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<tbody>
<tr>
<td>4:00 pm – 4:15 pm</td>
<td>4:00 pm – 5:20 pm Roundtable Discussion and Audience Q&amp;A The Media Speaks with Madelyn Fernstrom, PhD</td>
<td>4:00 – 4:45 pm Panel Discussion Health and Wellness Technologies Abound: How Do We Keep Up? with Joshua McCarter</td>
<td>4:00 pm – 4:45 pm Panel Discussion Where Fitness Meets Wellness with Tony de Leede</td>
</tr>
<tr>
<td>4:15 pm – 4:45 pm</td>
<td>Jan-Emmanuel De Neve, PhD: The Economics of Happiness for Businesses</td>
<td>4:15 pm – 4:45 pm Panel Discussion Taking the Mental Wellness Message to the Wider Public with Prof. Gerry Bodeker, PhD</td>
<td>4:00 pm – 4:45 pm Panel Discussion Business Expansion with Multiple Operations: Sharing Successes and Failures with Annbeth Eschbach</td>
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<th>MAIN STAGE</th>
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<tr>
<td>5:00 pm – 5:45 pm</td>
<td>5:00 pm – 5:45 pm Panel Discussion Tapping into the Business of Wellness Travel for Countries and Operators with Katherine Droga</td>
<td>5:00 pm – 5:45 pm Panel Discussion Beauty and Wellness. What do we know? What would we like to know? with Dr. Anjan Chatterjee</td>
<td>5:00 pm – 5:45 pm Panel Discussion Tapping into the Business of Wellness Travel for Countries and Operators with Katherine Droga</td>
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### 6:00 pm

**Transportation from Technogym to Partner Hotels**

### 7:45 pm

**Transportation from Hotels to Grand Hotel Rimini**

### 8:30 pm – 11:00 pm

**La Dolce Vita Evening Fashion Runway Show**

**sponsored by BuDhaGirl**
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<td>6:00 am - 8:00 am</td>
<td>Breakfast at Your Hotel</td>
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<td>8:00 am</td>
<td>Transportation from Partner Hotels to Technogym for Summit Day Three Sessions</td>
</tr>
<tr>
<td>8:30 am - 4:00 pm</td>
<td>Summit Concierge &amp; Registration Open</td>
</tr>
<tr>
<td>9:00 am - 9:20 am</td>
<td>Neil Grimmer: <em>Food. It Just Got Personal.</em></td>
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<tr>
<td>9:20 am - 9:40 am</td>
<td>David Bosshart, PhD: <em>Forget Wellness! The Future Is Food</em></td>
</tr>
<tr>
<td>9:40 am - 10:00 am</td>
<td>Mindy Grossman: <em>Transforming an Iconic Brand into a Wellness Powerhouse</em></td>
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<tr>
<td>10:00 am - 10:30 am</td>
<td>Panel Discussion <em>You Are What You Eat...But Also What You Do</em> with Mary Tabacchi, PhD, RD</td>
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<td>10:30 am - 11:00 am</td>
<td>Networking Energy Break Sponsored by Aromatherapy Associates/Dance Experience Ecstatic Dance Movement Sponsored by the Center for Transformative Movement</td>
</tr>
<tr>
<td>11:00 am - 11:30 am</td>
<td>Catherine Feliciano-Chon: <em>The Impact of China on Wellness...and Everything Else</em></td>
</tr>
<tr>
<td>11:30 am - 11:45 am</td>
<td>Jessica Jesse: <em>The Concept of Wellness in Fashion</em></td>
</tr>
<tr>
<td>11:45 am - 12:00 pm</td>
<td>Global Wellness Awards I</td>
</tr>
<tr>
<td>12:00 pm - 12:45 pm</td>
<td>Generational Collaboration: Successfully Mixing Business and Family with Sir Rocco Forte, Irene Forte, Nerio Alessandri and Erica Alessandri</td>
</tr>
<tr>
<td>12:45 pm - 2:00 pm</td>
<td>Relaxed Lunch Sponsored by Canyon Ranch</td>
</tr>
<tr>
<td>2:00 pm - 2:10 pm</td>
<td>Contribution to Local Need The Walking School Bus Program</td>
</tr>
<tr>
<td>2:10 pm - 2:25 pm</td>
<td>Global Wellness Awards II</td>
</tr>
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</table>
2:30 pm – 3:15 pm  
Main Stage/Floor 3  
**Wellness X Retail X AI: So Many Things to Think About!**  
with **Dave McCaughan**

3:15 pm – 3:25 pm  
Main Stage/Floor 3  
**Audience Shares: What Will You Do Differently Going Forward?**

3:25 pm – 3:40 pm  
Main Stage/Floor 3  
**Susie Ellis: Flag Tease: Announcement of GWS 2019 Location!**

3:40 pm – 3:45 pm  
Main Stage/Floor 3  
**Hearing from the 2019 Summit Hosts**

3:45 pm  
Main Stage/Floor 3  
**Champagne Toast Sponsored by Aloys F. Dornbracht GmbH & Co. KG**

Terrace by Main Entrance  
**Gelato Party Sponsored by Technogym**

4:15 pm  
**Transportation from Technogym to Partner Hotels**

4:45 pm  
**ELECTIVE: DEPART FOR POST-SUMMIT TRIPS**

Both trips leave from Technogym.

**Borgo Egnazia: The Food and Culture of Wellbeing**

**Lefay Resort & SPA: Sustainability Meets Wellness and Italian Luxury**

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**TUESDAY, OCTOBER 9, 2018**

**POST-SUMMIT ACTIVITIES SNAPSHOT**

9:00 am – 12:00 pm  
In Milano Marittima: MarePineta Resort  
**Host a Future Summit**

Opportunity to speak with **Nancy Davis**, chief creative officer & executive director, GWS, US, regarding what’s involved in hosting a future Summit.

Please email **Michelle Gamble**, VP, global business development, GWS, US, at michelle.gamble@globalwellnesssummit.com, to request a time to meet with Nancy on Tuesday morning in Milano Marittima at the MarePineta Resort. There will be RFPs available for those interested in learning more.
## 2018 FULL AGENDA

**SHAPING THE BUSINESS OF WELLNESS**

### FRIDAY, OCTOBER 5, 2018

#### PRE-SUMMIT ACTIVITIES

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Delegates staying at the Summit’s four partner hotels are welcome to register and pick up their name badge, Agenda and Delegate Directory at the GWS registration desk in the hotel lobby. |
|               | **In Cesenatico:**  
Grand Hotel da Vinci |
|               | **In Milano Marittima:**  
Palace Hotel  
MarePineta Resort  
Perla Verde Hotel |
| 4:00 pm       | **Transportation from Partner Hotels to Technogym and Guided Tours of the Award-Winning Technogym Village, Designed by Antonio Citterio**  
Enjoy a walking tour through the Technogym campus. |
|               | **Buses from Cesenatico:**  
Grand Hotel da Vinci |
|               | **Buses from Milano Marittima:**  
Palace Hotel  
MarePineta Resort  
Perla Verde Hotel |
| 6:30 pm – 9:30 pm | **Welcome Party**  
*Benvenuto from the Wellness Valley in Italy!*  
Sponsored by the region of Emilia Romagna, which is known as a synthesis of a healthy, high-quality lifestyle and art, culture, natural heritage and the regional food and wine of Romagna. Experience local Italian specialties while meeting new and old friends.  
*Attire: Comfortable, Casual, Chic* |
| 8:00 pm – 10:00 pm | **Transportation from Technogym to Partner Hotels** |
|               | **Buses back to hotels** |
SATURDAY, OCTOBER 6, 2018

DAY ONE

**6:30 am**
Buses from Cesenatico:
Grand Hotel da Vinci

Buses from Milano Marittima:
Palace Hotel
MarePineta Resort
Perla Verde Hotel

Transportation from Partner Hotels to Technogym for a Morning Workout and Breakfast
Sponsored by Technogym
Optional opportunity to experience Technogym’s outstanding facilities and trainers.
A locker room is available onsite, so feel free to arrive in workout attire.

**7:00 am – 9:00 am**
Workout and Breakfast at Technogym

**6:15 am – 7:00 am**
Meet in lobby at Palace Hotel

Wake with a Wellness Walk on the Beach
Sponsored by WW and led by Jennifer Walsh
Start your day with a mindful walk along the Adriatic Sea while being present in nature to benefit your overall health.

**6:00 am – 8:00 am**
Grand Hotel da Vinci
Palace Hotel
MarePineta Resort
Perla Verde Hotel

Breakfast at Your Hotel
If you are staying at one of the Summit partner hotels.

**7:45 am**
Gather in front of hotel

Transportation from Partner Hotels to Technogym for Summit Sessions Day One

**8:00 am**
Buses depart on time from:
Grand Hotel da Vinci
Palace Hotel
MarePineta Resort
Perla Verde Hotel

**8:30 am - 6:00 pm**
Foyer
Main Stage
Floor 3: T-Forum
Technogym

Summit Concierge and Registration Open
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<th>Time</th>
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<tr>
<td>9:00 am – 9:20 am</td>
<td>Opening of the 2018 GWS</td>
<td><em>The Heart of La Dolce Vita</em>&lt;br&gt;&lt;br&gt;<em>Louie Schwartzberg</em>, founder, Moving Art, US</td>
</tr>
</tbody>
</table>
| 9:20 am – 9:35 am | Welcome and Opening Remarks                                        | *The 2018 GWS: Shaping the Business of Wellness*<br><br>*Susie Ellis*, chairman & CEO, GWS, US<br><br>*2018 Summit Co-Chairs:*
  *Tony de Leede*, founder, Gwinganna Lifestyle Retreat, Australia<br><br>*Mia Kyricos*, SVP & global head of wellbeing, Hyatt Hotels Corporation, US |
<p>| 9:35 am – 9:40 am | Welcome from the Region’s Sponsor, Emilia Romagna Wellness Valley    | <em>La Dolce Vita Meets Wellness!</em>&lt;br&gt;&lt;br&gt;<em>Stefano Bonaccini</em>, president, Regione Emilia Romagna, Italy |
| 9:40 am – 9:55 am | Keynote                                                              | <em>Wellness Vision</em>&lt;br&gt;&lt;br&gt;<em>Nerio Alessandri</em>, president &amp; founder, Technogym, Italy                  |
| 10:13 am – 10:30 am | Keynote                                                              | <em>WHO, What &amp; Wellness: Where Does Wellness Fit at the World Health Organization?</em>&lt;br&gt;&lt;br&gt;<em>Dr. Ranieri Guerra</em>, assistant director general, strategic initiatives, World Health Organization, Switzerland&lt;br&gt;&lt;br&gt;<em>Introduced by Sergio Pecorelli, MD, PhD</em>, professor, University of Brescia, Italy |
| 10:30 am – 11:15 am | Networking Energy Break                                              | <em>Sponsored by Lemi Group</em>                                                                        |</p>
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<td>11:15 am – 11:35 am</td>
<td><strong>Keynote</strong>&lt;br&gt;Shaping Space: Architecture, Wellness and the Italian Esthetic&lt;br&gt;<strong>Antonio Citterio</strong>, architect &amp; designer, Italy&lt;br&gt;<em><strong>Introduced by Nerio Alessandri</strong></em>, president &amp; founder, Technogym, Italy</td>
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<tr>
<td>11:35 am – 11:50 am</td>
<td><strong>Keynote</strong>&lt;br&gt;Blue Zones: The Full and Fascinating Story Begins&lt;br&gt;<strong>Giovanni Mario Pes</strong>, PhD, MD, senior researcher, University of Sassari, Italy</td>
</tr>
<tr>
<td>11:50 am – 12:15 pm</td>
<td><strong>Keynote</strong>&lt;br&gt;Blue Zones: The Full and Fascinating Story Continues&lt;br&gt;<strong>Dan Buettner</strong>, founder, Blue Zones, LLC, US&lt;br&gt;<em><strong>Introduced by Dr. Richard H. Carmona</strong></em>, chief of health innovation, Canyon Ranch &amp; 17th surgeon general of the United States, US</td>
</tr>
<tr>
<td>12:30 pm – 1:15 pm</td>
<td><strong>Press Conference for Press Only:</strong>&lt;br&gt;Shaping the Business of Wellness: Focus on Italy</td>
</tr>
<tr>
<td>12:30 pm – 2:00 pm</td>
<td><strong>Interactive Lunch: “Ask the Expert” Table Topic Discussions</strong>&lt;br&gt;Sponsored by Biologique Recherche&lt;br&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.</td>
</tr>
</tbody>
</table>
# TABLE TOPIC DISCUSSIONS

**Beauty**

1. *Differences in Beauty of Women Worldwide*
   **Frederique Morizot**, director, biology & beauty, Chanel PB, France

2. *What I Learned from Having My Team Trained in Wellness for Cancer*
   **Rupert Schmid**, co-president, Biologique Recherche, France

3. *Beauty and Social Media Trends*
   **Jessica Smith**, creative researcher, The Future Laboratory, UK

**Business**

4. *How to Maximize Cruise Ship Spa/Wellness Revenue*
   **Alessandra Rossi Derubels**, VP, board revenue management, Silversea, Monaco

5. *Growing to 30 Spas, 11 Restaurants and 2 Hotels Quite Quickly*
   **Chee Kwong Low**, managing director, Herbaline Wellness Group, Malaysia

**CBD/Cannabis**

6. *Understanding Cannabidiol (CBD)*
   **Melisse Gelula**, co-founder, Well+Good, US

7. *Investing and Bringing Brands to Life within the Cannabis Space*
   **Stephen Letourneau**, founder & partner, GLA, Cannuka, US

8. *My Personal Cancer and Cannabis Story*
   **Aryn Sieber**, founder & CEO, CannaCauses Foundation, US

**Design**

9. *My View of Why Italy Excels in Design*
   **Emilio Brusaferri**, president & founder, Lemi Group, Italy

10. *Advice to Students Studying Architecture and Design*
    **Antonio Citterio**, architect & designer, Italy

    **Clodagh**, CEO & principal, Clodagh Design, US

12. *How Transitional Style Defines Our Look*
    **Andreas Dornbracht**, managing director, Aloys F. Dornbracht GmbH & Co., KG, Germany

13. *How My Work in Art Has Contributed to Our Success*
    **Annabelle Countess von Oeynhausen-Sierstorpff**, owner, Gräflicher Park Health & Balance Resort, Germany
Education

Mariana Palmeiro, head of wellness to business executive education, Gilon Institute of Higher Education, Switzerland

15. How Do We Solve the Global Staff Shortage Dilemma?
Kenneth Ryan, VP, global spa, fitness & online retail operations, Marriott International, US

Fashion

16. Building a Brand at the Intersection of Wellness and Fashion
Noel Asmar, founder & creative director, Noel Asmar Uniforms & Accessories, Canada

Fitness

18. How the Health Club Industry Has Changed Over the Decades
Lynne Brick, president, Brick Bodies Fitness Services, Inc., US

19. Understanding the Consumer When It Comes to Exercise
Fabrizio Cecchinelli, product manager, Technogym, Italy

Food or Nutrition

20. Changing the World through Food
Neil Grimmer, founder & CEO, Habit, US

21. Let’s Talk about the Mediterranean Diet
Mary Tabacchi, PhD, RD, professor emerita, Cornell University, US

Happiness

22. How Happiness Science Is Influencing Public Policy
Jan-Emmanuel De Neve, PhD, professor of economics, University of Oxford, UK

Hospitality/Wellness/Clinic/Spa

23. Why Lanserhof Wins So Many Awards
Nils Behrens, chief marketing officer, Lanserhof Group, Germany

24. Secrets of Managing a Complex Hospitality Project
Robert Herr, general manager, The Bürgenstock Selection, Switzerland

Investment

25. Advice for Start-Ups with Cutting-Edge Technology
Amir Alroy, partner, SZ Ventures, Israel

26. How KPMG Is Assessing the Wellness Investment Landscape
Rick Chance, managing director, KPMG Corporate Finance LLC, US
27. Where the Wellness World Is Missing Opportunities
Mark Harms, partner, Bespoke Capital Partners, UK

28. What Are Some Areas of Caution for Investing in the Wellness or Wellbeing World?
Thierry Malleret, managing partner, Monthly Barometer, France

29. Hyatt’s Purchases of Miraval and Exhale—What’s Next for Them?
Mark Vondrasek, chief commercial officer, Hyatt Hotels Corporation, US

Marketing/Social Media

31. Navigating Brand Extension
Thomas Klein, president & COO, Canyon Ranch, US

32. Social Media Channels That Are Most Productive for Our Brand
Irene Forte, group project director, Rocco Forte Hotels, UK

33. Guiding Brands in the Luxury Travel Industry
Jennifer Hawkins, president, Hawkins International, US

34. Let’s Talk about GOOP

35. Achieving Remarkably High Return Visitor Rates
Roma Maxwell, director, sales & marketing, Rancho La Puerta, US

Millennials

36. What Do Millennials Want When It Comes to Fitness and Wellness?
Erica Alessandri, Technogym, Italy

Medical/Prevention

37. The Wellness Moonshot: A World Free of Preventable Disease
Dr. Richard H. Carmona, chief of health innovation, Canyon Ranch, 17th surgeon general of the United States, US

38. The State of Integrative Medicine
Dr. Karen Coates, medical adviser & company director, Cassia Wellness Clinic, Australia

39. How the WHO Views Prevention
Dr. Ranieri Guerra, assistant director general, strategic initiatives, World Health Organization, Switzerland

40. Why Wellness Evidence Is More Important than Ever
Clare Martorana, digital service expert, United States Digital Service, US
41. The Latest Data about the First 1,000 Days
Dr. Sergio Pecorelli, MD, PhD, professor, University of Brescia, Italy

42. Epigenetics Explained Easily
Kenneth R. Pelletier, MD, PhD, clinical professor of medicine, University of California School of Medicine, US

43. My Concern about Childhood Obesity in Italy
Giovanni Mario Pes, MD, PhD, senior researcher, University of Sassari, Italy, Italy

44. Success with Stem Cells in Mexico and What’s Next
Dr. Abraham Franklin Silverstein, president & CEO, Grupo Franklin, Mexico

**Mental Wellness**

45. TM and Enlightenment—An Empowering Tool for Women Globally
Rona Abramson, international director, Transcendental Meditation Program for Women, US

46. Micro Dosing and Mushrooms
Anna Bjurstam, partner, Raison d’Etre & wellness pioneer, Six Senses, Sweden

47. Mental Wellness Solutions That Are Cost Effective
Prof. Gerry Bodeker, PhD, chair, Mental Wellness Initiative, GWI, Green Templeton College, University of Oxford, UK

48. Let’s Discuss Beauty and Mental Wellness
Dr. Anjan Chatterjee, professor, University of Pennsylvania, US

49. Neuroenhancement
Dr. Lawrence Choy, co-founder & medical director, Elite Focus Clinic, US

50. Energy On Demand through Dance Meditation
Lisa Fasullo, director, Center for Transformative Movement, US

51. Dahlia Empower: Helping Women Own Their Power
Gina Diez Barroso de Franklin, president & CEO, Grupo Diarq, Mexico

52. Where’s the Fun?
Jean-Guy De Gabriac, CEO, TIP TOUCH International, France

53. Achieving Mental Wellness as a Couple
Sheila Josephson, PhD, psychotherapist, US

54. Research Findings Regarding Transcendental Meditation
Bob Roth, CEO, David Lynch Foundation, US

**Modalities**

55. The Latest with Sauna Aufgus!
Lasse Eriksen, development manager, Farris Bad Nordic Hotels & Resorts, Norway
56. How Our Industry Can Elevate the Importance of Manicures and Pedicures  
**Bastien Gonzalez**, president, BGA Pedi:Mani:Cure Studio by Bastien Gonzalez, France

57. The Difference between Natural and Synthetic Fragrances  
**Marc Massing**, CEO, Laboratoires Camylle, France

58. Unusual Requests in Sauna and Steam Design  
**Barry Smith**, director & co-founder, Drom UK Ltd., UK

59. Floatation Therapy: What the Research Says and How to Make It Profitable  
**Colin Stanwell-Smith**, chairman, Floataway, UK

60. Trends in Ayurveda for Westerners  
**Martha Wiedemann**, associate director, Badrutt’s Palace Hotel, Switzerland

**Personal Story**

61. What I Have learned from My Endurance Cycling Records  
**Dan Buettner**, founder, Blue Zones, LLC, US

62. My Recent Bike Tour in Italy  
**Kimberly Kovacs**, founder, Cormorant Wellness, US

63. How My Passion for Argentine Tango Inspires My Work  
**Charmaine Lang**, president, The Madison Collection, US

64. What I Have Learned from Working with the Wellness World  
**Louie Schwartzberg**, founder, Moving Art, US

65. My Life as a Monk  
**John Stewart**, founder & chairman, Kamalaya Koh Samui, Thailand

**Regional Insights**

66. Why the Italian Lifestyle is Key to Wellness  
**Nerio Alessandri**, CEO & founder, Technogym, Italy

67. Italian-Speaking Table: What’s New at Technogym?  
**Pierluigi Alessandri**, co-founder & VP, Technogym, Italy

68. What the Chinese Traveler Wants When It Comes to Spas and Wellness  
**Catherine Feliciano-Chon**, founder & managing director, CatchOn & Company Ltd., Hong Kong

69. Fitness in India  
**Deepak Dewan**, chairman & managing director, Cardio Fitness India Pvt. Ltd., India

70. My View of Health and Fitness in Asia  
**Simon Flint**, CEO, Evolution Wellness Holdings Pte Ltd., Malaysia
71. Dubai Health Development Update
Marwan Abdulaziz Janahi, managing director, Dubai Science Park, UAE

72. How Italians Look at Beauty and Wellness
Amy Goller Keller, president, Wellness & Beauty Consulting, Italy

73. How the Chinese View Wellness in China
Walter MacDonald, director, fitness & wellness operations, Shenzhen Catic Wellness Group, China

74. The Latest News from the Japanese Spa and Wellness Market
Yoriko Soma, president & CEO, Conceptasia Inc., Japan

75. Update on the Russian Spa and Wellness Market
Nina Tsymbal, spa consultant, Russian Federation

76. The Business Climate for Wellness in Croatia
Gregory Ugrin, director, Illyria Wellness, Croatia

**Sustainability**

77. Becoming a Certified-B Corporation
Davide Bollati, chairman, Davines, Italy

78. How a Sustainability Report Can Resonate
Alcide Leali, managing director, Lefay Resorts, Italy

79. Green Spa Network Accomplishments and Vision for the Future
Joanna Roche, executive director, Green Spa Network, US

**Technology/Digital**

81. The Future of Robotics
Dr. Ramesh Caussy, CEO & founder, Partnering Robotics, France

82. What I Have Learned about Digital Strategy
Tristan Lagarde, director, sales & digital development, PHYTOMER, France

83. How Artificial Intelligence Will Affect the Wellness World
Dave McCaughan, chief strategy officer, Ai.Agency, Thailand

84. Wearables Market: History and the Future
Michael Soule, global head of wellness, Bose Wellness, US

**Thermal Springs**

85. Italian Thermal Spas: Past, Present and Future
Dr. Nicola Angelo Fortunati, terme & spa general director, Italian Hospitality Collection, Italy

86. Thermal Springs in Hungary
Dr. Tamas Varhelyi, college professor, Eszterhazy Karoly University, Hungary
Travel/Wellness Tourism

87. Let’s Talk about Overtourism
Rafat Ali, CEO, Skift, US

88. Really Understanding Transformational Travel
Katherine Droga, founder, Droga & Co., Australia

89. How Important Is Wellness Tourism to Governments?
Christine Peter, spa & vitality expert, project manager accommodation, Switzerland Tourism, Switzerland

Wellness Communities or Real Estate

90. Wellness Communities in Asia
Joy Menzies, managing director, Destination Spa Management Ltd., Thailand

91. The Real Estate and Wellness Communities Climate in Mexico
Edgard Mercado, CEO, Greenwell Capital, Mexico

92. Changes in the Hotel Real Estate Investment Climate: Past, Present and Future
Mark VanStekelenburg, managing director, CBRE Hotels, US

Workplace Wellbeing

93. What’s Happening in Workplace Wellbeing at Google
Michelle Railton, health & performance innovation manager, Google, US
2:00 pm – 2:45 pm  
4 OPTIONS: MAIN STAGE; WELLNESS CENTER; AUDITORIUM 1; OR AUDITORIUM 2, 3, 4

ON THE MAIN STAGE

2:00 pm – 2:25 pm
Main Stage
Floor 3: T-Forum

Keynote
Algorithmic Beauty: Looking through the Lens of Technology and AI
Rhiannon McGregor, foresight writer, The Future Laboratory, UK
Jessica Smith, creative researcher, The Future Laboratory, UK

2:25 pm – 2:45 pm
Main Stage
Floor 3: T-Forum

Keynote
Italian Thermalism: From Roman Times to the Future
Dr. Nicola Angelo Fortunati, terme & spa general director, Italian Hospitality Collection, Italy

IN THE WELLNESS CENTER

2:00 pm – 3:20 pm
Wellness Center

Roundtable and Audience Q&A
Should Medicine and Wellness Get Married? Wellness Moonshot: Can a World Free of Preventable Disease Serve as a Matchmaker?

Moderated by Dr. Richard H. Carmona, chief of health innovation, Canyon Ranch & 17th surgeon general of the United States, US

Participants:
Dr. Thaisa Albanesi, medical doctor, Brazil
Dan Buettner, founder, Blue Zones, LLC, US
Gloria Caulfield, VP, strategic alliances, Tavistock Development Company, US
Dr. Marc Cohen, professor, RMIT University, Australia
Dr. Ranieri Guerra, assistant director general, strategic initiatives, World Health Organization, Switzerland
Jessica Jesse, CEO & creative director, BuDhaGirl LLC, US
Patricia Ladis, co-founder, KIMA Wellness, US
Sergio Pecorelli, MD, PhD, professor, University of Brescia, Italy
Ophelia Yeung, senior research fellow, GWI, US
Silvano Zanuso, communication & research manager, Technogym, Italy
IN AUDITORIUM 1

2:00 pm – 2:40 pm
Auditorium 1

Panel Discussion

Workplace Wellbeing: What We Know for Sure

Moderated by Kenneth R. Pelletier, MD, PhD, clinical professor of medicine, University of California School of Medicine, US

Panelists:
Denise Bober, VP, human resources, The Breakers Palm Beach, US
Jessica Grossmeier, VP, research, Health Enhancement Research Organization, US
Hannah Hoang, senior health & safety officer, University of Manchester, UK
Peppi Härme, wellbeing lead, VTT Technical Research Centre of Finland, Finland

IN AUDITORIUM 2, 3, 4

2:00 pm – 2:40 pm
Auditorium 2, 3, 4

Panel Discussion

Wellness Is No Longer a Cottage Industry: Time to Attract Investment, Scale and Make Serious Money

Moderated by Mark Harms, partner, Bespoke Capital Partners, UK

Panelists:
Omer K. Isvan, president, Servotel Corporation, Turkey
Neil Jacobs, CEO, Six Senses Hotels Resorts Spas, Thailand
Joe Magnacca, president & CEO, Massage Envy Franchising, LLC, US
Joshua McCarter, chief strategy officer, MINDBODY, US
Sue Thirlwall, co-founder & CEO, Priyana MD, US
Stephen Walker, principal, strategic operations, KSL Capital Partners, US
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<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>2:30 pm – 3:45 pm</td>
<td>Workshop Break Chair Massages and Hydrating Express Treatments for Eyes or Lips Sponsored by Zeel and The Hydrafacial Company</td>
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<tr>
<td>2:45 pm – 3:30 pm</td>
<td><strong>4 OPTIONS:</strong> MAIN STAGE; T-RESTAURANT; AUDITORIUM 1; OR AUDITORIUM 2,3,4</td>
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**ON THE MAIN STAGE**

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<th>Event</th>
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<tr>
<td>3:00 pm – 3:15 pm</td>
<td><strong>Keynote</strong>&lt;br&gt;Mental Wellness: Pathways, Evidence and Horizons; Many Roads to the Mountaintop&lt;br&gt;Prof. Gerry Bodeker, PhD, chair, Mental Wellness Initiative, GWI &amp; Green Templeton College, University of Oxford, UK</td>
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<tr>
<td>3:15 pm – 3:30 pm</td>
<td><strong>Keynote</strong>&lt;br&gt;The First 1,000 Days 2.0: Matrix for Our Lifespan&lt;br&gt;Sergio Pecorelli, MD, PhD, professor, University of Brescia, Italy</td>
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**IN T-RESTAURANT**

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<th>Event</th>
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<tr>
<td>2:45 pm – 3:30 pm</td>
<td><strong>Presentation:</strong> Knowledge Workshop&lt;br&gt;Sponsored by iGetBetter Inc.&lt;br&gt;Online Coaching Services Generating Revenue: Bridging the Gap between Sport, Health and Wellness&lt;br&gt;Join iGetBetter Wellness as the company explores the history and evolution of coaching and discuss its value in sport, health and wellness in building stronger relationships and businesses.&lt;br&gt;Stephan Habermeyer, chairman of the board, iGetBetter Inc., US&lt;br&gt;Christian Marten, COO, iGetBetter Inc., US</td>
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### IN AUDITORIUM 1

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<tr>
<th>Time</th>
<th>Event</th>
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| 2:45 pm - 3:30 pm | Presentation: Knowledge Workshop  
Sponsored by Wellness for Cancer  
Wellness Travel Heals: For All Who Wish to Experience Adventure, Vitality, Joy and Deep Meaning  
Engage with leading wellness, medical and cancer wellness advocate panel discussion members on how as an industry we can provide a better guest and staff experience for individuals touched by cancer. Let go of your limiting beliefs on what an individual can and cannot do. Discover what is truly possible through evidence.  
Moderated by Julie Bach, executive director, Wellness for Cancer, US  
Panelists:  
Dr. Elke Benedetto-Reisch, medical director, Lanserhof Tegernsee, Germany  
Anna Bjurstam, partner, Raison d’Etre & Wellness Pioneer, Six Senses, Sweden  
Caylei Vogelzang, editor-in-chief, Cancer Wellness magazine, US |

### IN AUDITORIUM 2, 3, 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 2:45 pm - 3:30 pm | Presentation: Knowledge Workshop  
Sponsored by Delos  
The Internet of Wellness Has Come Home: Introducing DARWIN  
DARWIN, The Home Wellness Intelligence platform—a first-of-its-kind system that brings together solutions across air filtration, water purification, circadian lighting and comfort features.  
Alfredo Carvajal, president, Delos Signature, Delos Living LLC, US |
| 3:30 pm - 4:00 pm | Networking Energy Break  
Sponsored by Vinoble |
**ON THE MAIN STAGE**

**4:00 pm – 4:30 pm**
Main Stage  
Floor 3: T-Forum

**Keynote**
*The Power of TM: Strength in Stillness*

**Bob Roth**, CEO, David Lynch Foundation, US

*Introduced by Tony de Leede*, founder, Gwinganna Lifestyle Retreat, Australia, **Hugh Jackman**, actor, Australia (via video) and **Rona Abramson**, international director, Transcendental Meditation Program for Women, US

**4:35 pm – 5:20 pm**
Main Stage  
Floor 3: T-Forum

**Panel Discussion**
*The Luxe Life: Hospitality, Spa & Wellness; What’s Working and What’s Not*

**Moderated by Susan Harmsworth**, MBE, UK

**Panelists:**
**Alcide Leali**, managing director, Lefay Resorts, Italy  
**Sheila McCann**, general manager, Lanserhof UK, UK  
**Aldo Melpignano**, managing director, San Domenico Hotels, Borgo Egnazia, Italy  
**Robert Herr**, general manager, The Bürgenstock Selection, Switzerland

**5:25 pm – 5:45 pm**
Main Stage  
Floor 3: T-Forum

**Final Keynote**
*Wellness as a Way of Life*

**Alberta Ferretti**, creative director, Alberta Ferretti, Italy

*Introduced by Nerio Alessandri*, president & founder, Technogym, Italy

**IN AUDITORIUM 2, 3, 4**

**4:00 pm – 4:45 pm**
Auditorium 2, 3, 4

**Presentation and Q&A**
*Creating an Ecosystem for Longevity: Blue Zone Communities*

**Dan Buettner**, founder, Blue Zones, LLC, US

**4:45 pm - 5:45 pm**
ALL BACK TO THE MAIN STAGE
5:45 pm
Buses from Technogym to:
Grand Hotel da Vinci
Palace Hotel
MarePineta Resort
Perla Verde Hotel

8:00 pm – 10:00 pm
Various Restaurants

Cesenatico:
La Spiaggia

Milano Marittima:
MarePineta Resort
Al Caminetto

Transportation from Technogym to Partner Hotels

Evening Event—Dine around at a Casual Restaurant within Walking Distance of Your Hotel
(You will find out the restaurant in a surprising way!)

Attire: Casual
**SUNDAY, OCTOBER 7, 2018**

**DAY TWO**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td><strong>6:30 am</strong></td>
<td><strong>Transportation from Partner Hotels to Technogym</strong></td>
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<tr>
<td></td>
<td>for a Morning Workout and Breakfast</td>
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<td><strong>Sponsored by Technogym</strong></td>
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<td>Optional opportunity to experience Technogym’s outstanding facilities and trainers.</td>
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<td>A locker room is available onsite, so feel free to arrive in workout attire.</td>
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<th>Time</th>
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<tr>
<td><strong>7:00 am – 9:00 am</strong></td>
<td><strong>Workout and Breakfast at Technogym</strong></td>
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<th>Time</th>
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<tr>
<td><strong>6:15 am – 7:00 am</strong></td>
<td><strong>Wake with a Wellness Walk on the Beach</strong></td>
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<td><strong>Sponsored by WW and led by Jennifer Walsh</strong></td>
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<td>Start your day with a mindful walk along the Adriatic Sea while being present in nature to benefit your overall health.</td>
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<th>Time</th>
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<tr>
<td><strong>6:00 am – 8:00 am</strong></td>
<td><strong>Breakfast at Your Hotel</strong></td>
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<td>If you are staying at one of the Summit partner hotels.</td>
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<tr>
<td><strong>7:45 am</strong></td>
<td><strong>Transportation from Partner Hotels to Technogym</strong></td>
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<td>for Summit Sessions Day Two</td>
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<tr>
<td><strong>8:00 am</strong></td>
<td><strong>Buses depart on time from:</strong></td>
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<td>Grand Hotel da Vinci</td>
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<td>Palace Hotel</td>
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<td>MarePineta Resort</td>
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<tr>
<td><strong>8:30 am – 6:00 pm</strong></td>
<td><strong>Summit Concierge and Registration Open</strong></td>
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<td>Foyer</td>
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<td>Main Stage</td>
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<td>Floor 3: T-Forum</td>
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<td>Technogym</td>
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9:00 am – 9:30 am
Main Stage
Floor 3: T-Forum

Keynote
*Coffee & Happiness—The Virtuous Circle We Nurture*

Andrea Illy, chairman, Illycaffè S.p.A., Italy

*Introduced by Nerio Alessandri, president & founder, Technogym, Italy*

9:30 am – 10:00 am
Main Stage
Floor 3: T-Forum

Keynote “Shark Tank of Wellness” Global Student Competition
*Global student competition to birth a fresh wellness concept with $10,000 in total prize money!*

Meet the final three concepts selected by the judges (Sharks) after reviewing videos from over 100 submissions. Finalists will present and compete for the top prize.

*Sponsored by Chiva Som, Circadia by Dr. Pugliese, Hyatt Hotels, ResortSuite, Weight Watchers*

*Moderators:*
Nancy Davis, chief creative officer & executive director, GWS, US
Kate Sornson, associate manager, marketing & communications, GWS, US

*Finalists:*
Student: Maria Mu, Cornell University, US
Professor: Denise Ramzy, Cornell University, US

Student: Niccolo Saltarelli, Les Roches Global Hospitality Education, Switzerland
Professor: Bilal Hassan, Les Roches Global Hospitality Education, Switzerland

Student: Ece Nur Temel, Istanbul Technical University, Turkey
Professor: Sebnem Timur Öğüt, Istanbul Technical University, Turkey

*Judging Panel:*
Karen Campbell, business development consultant, Chiva Som, Thailand
Mindy Grossman, CEO, Weight Watchers, US
Frank Pitsikalis, founder & CEO, ResortSuite, Canada
Michael Pugliese, owner & CEO, Circadia by Dr. Pugliese, US
Mark Vondrasek, chief commercial officer, Hyatt Hotels, US
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<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00 am – 10:35 am</td>
<td>Main Stage</td>
<td>Sponsor Jam!</td>
<td><em>What’s New That You Do?</em></td>
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<td>Floor 3: T-Forum</td>
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<tr>
<td>10:35 am – 11:15 am</td>
<td>Technogym Wellness Center</td>
<td>Networking Energy Break</td>
<td><em>Sponsored by Immunocologie</em></td>
</tr>
<tr>
<td>11:15 am – 11:35 am</td>
<td>Main Stage</td>
<td>Keynote</td>
<td><em>Wellness in Design: From the Cradle to the Departure Lounge</em></td>
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<td></td>
<td>Floor 3: T-Forum</td>
<td></td>
<td><em>Clodagh, CEO &amp; principal, Clodagh Design, US</em></td>
</tr>
<tr>
<td>11:35 am – 11:40 am</td>
<td>Main Stage</td>
<td>New Property Showcase: Places You Need to Know!</td>
<td><em>Susie Ellis, chairman &amp; CEO, GWS, US</em></td>
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<td></td>
<td>Floor 3: T-Forum</td>
<td></td>
<td><em>Participants:</em></td>
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<td></td>
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<td></td>
<td><em>Ray Blatt, founder, Skylonda Lodge, US</em></td>
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<td><em>Kevin Kelly, chairman &amp; CEO, CIVANA, US</em></td>
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<td><em>Robert Herrr, general manager, The Bürgenstock Selection, Switzerland</em></td>
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<tr>
<td>11:40 am – 12:05 pm</td>
<td>Main Stage</td>
<td>Keynote</td>
<td><em>In Search of the Perfect Health System</em></td>
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<td>Floor 3: T-Forum</td>
<td></td>
<td>*Mark Britnell, global chairman &amp; senior partner, infrastructure, KPMG International, UK</td>
</tr>
<tr>
<td>12:05 pm – 12:20 pm</td>
<td>Main Stage</td>
<td>Keynote</td>
<td><em>Good Life—Healthy Living: Matteo Thun’s Experience and Vision</em></td>
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<td>Floor 3: T-Forum</td>
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<td><em>Matteo Thun, principal, Matteo Thun &amp; Partners, Italy</em></td>
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<td><em>Introduced by Davide Bollati, chairman, Davines, Italy</em></td>
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<tr>
<td>12:20 pm – 12:30 pm</td>
<td>Main Stage</td>
<td>Meet the Initiative Chairs!</td>
<td><em>GWI Initiatives That Power the Industry</em></td>
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<td>Floor 3: T-Forum</td>
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<td><em>Africa Wellness Initiative</em></td>
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<td></td>
<td><em>Elaine Okeke-Martin, president, Spa &amp; Wellness Association of Africa, Mauritius</em></td>
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<td></td>
<td><em>Beauty Meets Wellness Initiative</em></td>
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<td></td>
<td><em>Tristan Lagarde, director, sales &amp; digital development, Phytomer, France</em></td>
</tr>
</tbody>
</table>
Consulting Best Practices Initiative
Lisa Starr, consultant, Wynne Business, US

Digital Wellness Initiative
Jeremy McCarthy, group director, spa & wellness, Mandarin Oriental Hotel Group, Hong Kong

Eastern European Initiative
Alla Sokolova, founder & CEO, Inbalans, Latvia

Exploring Salt & Halotherapy Initiative
Steve Spiro, CEO & founder, Global Halotherapy Solutions, US

First 1,000 Days Initiative
Patricia Ladis, co-founder, KIMA Wellness, US

Global Mentorship Program Initiative
Jean-Guy de Gabriac, founder & CEO, TIP TOUCH International, Belgium

Healthy Aging Initiative
Amy McDonald, owner, Under a Tree, US

Hot Springs Initiative
Charles Davidson, co-founder & CEO, Peninsula Hot Springs, Australia

Hydrothermal Initiative
Don Genders, managing director, Design for Leisure, UK

Immersion Initiative
Tracey Vincel, co-founder, KIMA Wellness, US

Massage Makes Me Happy
Brian Paris, EVP, Living Earth Crafts, Earthlite, Continuum, US

Mental Wellness Initiative
Prof. Gerry Bodeker, PhD, chair, Mental Wellness Initiative, GWI & Green Templeton College, University of Oxford, UK

Social Impact Initiative
Wendy Bosalavage, president, LIVunLtd, US

Sound Healing Initiative
Suzannah Long, CEO, So Sound Solutions, US

Sustainability Initiative
Dafne Berlanga, VP, international business development, Oakworks, Inc., US
Wellness Architecture Initiative  
**Veronica Schreibeis Smith**, CEO & founding principal, Vera Iconica Design, US

Wellness at Work Initiative  
**Renee Moorefield, PhD**, CEO, Wisdom Works, US

Wellness Communities Initiative  
**Mia Kyricos**, SVP & global head of wellbeing, Hyatt Hotels Corporation, US

Wellness for Cancer Initiative  
**Julie Bach**, executive director, Wellness for Cancer, US

Wellness for Children Initiative  
**Christine Clinton**, president, International Spa & Salon Services, US

Wellness Tourism Initiative  
**Katherine Droga**, founder, Droga & Co., Australia

Women in Leadership Initiative  
**Sara Jones**, managing director, Spa & Wellness MexiCaribe, Mexico

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**12:30 pm – 2:00 pm  **  
T-Restaurant

VIP Lunch for Ambassadors Only  
*Investment Experts Share “I Am Bullish On ……”*


**Participants:**
- **Mark Britnell**, global chairman & senior partner, infrastructure, KPMG International, UK
- **Sue Harmsworth, MBE**, UK
- **Mark Harms**, partner, Bespoke Capital Partners, UK
- **Omer K. Isvan**, president, Servotel Corporation, Turkey
- **Joshua McCarter**, chief strategy officer, MINDBODY, US
- **Stephen Walker**, principal, strategic operations, KSL Capital Partners, UK

*(Invitation-only for Ambassadors of the nonprofit GWI. See registration desk for information about becoming an Ambassador or learn more at globalwellnessinstitute.org/get-involved/become-an-ambassador.)*
Interactive Lunch: Table Topic Discussions with GWI Initiative Chairs or Press

Join a discussion topic hosted by a leader from one of the nonprofit GWI’s Initiatives.

Or join a trend-focused discussion with designated press as hosts. Each press person will share trends they are seeing, and ask each person at the table to share trends they are seeing.

Or join one of the tables without a designated topic.

1. Africa Wellness
   **Elaine Okeke-Martin**, president, Spa & Wellness Association of Africa, Mauritius

2. Beauty Meets Wellness
   **Pierre-Louis Delapalme**, co-president, Biologique Recherche, France

3. Beauty Meets Wellness
   **Laurie Nicoll Nord**, president & CEO, Luxury Wellness International, LLC, US

4. Beauty Meets Wellness
   **Susan O’Connor**, principal, PranaHealth Strategies, US

5. Digital Wellness
   **Jeremy McCarthy**, group director, spa & wellness, Mandarin Oriental Hotel Group, Hong Kong

   **Joshua Luckow**, CEO, SolaVieve, Germany

6. Eastern European: Sauna, a Finnish Temple
   **Mare Kuruson**, CEO, Wellmonde, Finland

7. Eastern European: Spa & Wellbeing Culture
   **Alla Sokolova**, CEO, Inbalans, Latvia

8. Exploring Salt & Halotherapy
   **Ann Brown**, CEO & founder, Saltability, US

9. Exploring Salt & Halotherapy
   **Steve Spiro**, CEO, Global Halotherapy Solutions, US

10. First 1,000 Days: Bringing It into Practice
    **Alina Hernandez**, co-founder, The PECOS Program, US

11. First 1,000 Days: Optimal Health for Future Generations
    **Patricia Ladis**, co-founder, KIMA Wellness, US

12. Healthy Aging: Why Your Business Should be Getting into Health Aging
    **Amy McDonald**, owner, Under a Tree, US
13. Healthy Aging: The Next Frontier for Spa
   **Liz Terry**, CEO, CLADglobal, UK

14. Hydrothermal
   **Thorsten Bichler**, managing director, Klafs Asia Pacific Ltd. & director, international sales, Klafs GmbH & Co. KG, Germany

15. Hydrothermal
   **Don Genders**, CEO, Design for Leisure, US

16. Hydrothermal
   **Lorne Kennedy**, operations director, Barr + Wray Group, UK

17. Hydrothermal
   **Rolf Longrée**, managing director, Lux Elements GmbH & Co. KG, Germany

18. Hot Springs
   **Charles Davidson**, CEO, Peninsula Hot Springs, Australia

19. Immersion Experience: What Are the Elements?
   **Tracey Vincel**, co-founder, KIMA Wellness, US

20. Massage Makes Me Happy
   **Brian Paris**, EVP, Living Earth Crafts, Earthlite, Continuum, US

21. Mental Wellness
   **Prof. Gerry Bodeker, PhD**, chair, Mental Wellness Initiative, GWI, Green Templeton College, University of Oxford, UK

22. Social Impact
   **Denise Bober**, VP, human resources, The Breakers Palm Beach, US
   **Brian Brazeau**, general manager, [ comfort zone ], Italy

23. Social Impact
   **Wendy Bosalavage**, president, LIVunLtd, US
   **Gilad Saul Lang**, VP, The Madison Collection, US

24. Sound Healing
   **Suzannah Long**, co-founder & CEO, So Sound Solutions, US

   **Dafne Berlanga**, VP, international business development, Oakworks, Inc., US

26. Wellness Architecture: Why Can’t Every Building be Life-Enhancing?
   **Veronica Schreibeis Smith**, CEO & founding principal, Vera Iconica Architecture, US

27. Wellness At Work: What Does the Radical Transformation of Work Mean?
   **Renee Moorefield, PhD**, CEO, Wisdom Works Group, US

28. Wellness at Work: User Experience Techniques from Google, IDEO and More
   **Michelle Railton**, health & performance innovation manager, Google, US
29. **Wellness Communities**  
*Gloria Caulfield*, VP, strategic alliances, Tavistock Development Company, US

30. **Wellness Communities**  
*Joy Menzies*, managing director, Destination Spa Management Ltd., Thailand

31. **Women in Leadership: Build Your Own Coalition of Professional Allies—Lean In**  
*Joanne Berry*, founder, Wellness Education Hub, US

32. **Women in Leadership: Learning from Those Who Shattered the Ceiling**  
*Sara Jones*, managing director & editor, *Spa & Wellness MexiCaribe*, Mexico

33. **Wellness for Cancer**  
*Julie Bach*, executive director, Wellness for Cancer, US  
*Dr. Lisa Corbin*, medical director, professor of clinical practice, University of Colorado, US

34. **Wellness for Children: From a Local, National and International Perspective**  
*Christine Clinton*, chair, Global Wellness for Children, US

35. **Wellness Tourism**  
*Katherine Droga*, founder, Droga & Co., Australia

36. **Wellness Tourism**  
*Adam Glickman*, principal, Parallax Hospitality, US

37. **Let’s Talk Trends**  
*Rafat Ali*, CEO, Skift, US

38. **Let’s Talk Trends**  
*Katie Anderson*, senior managing editor, *Skin Inc.*, US

39. **Let’s Talk Trends**  
*Lauren Armes*, founder, Welltodo, UK

40. **Let’s Talk Trends**  
*Sandra Ballentine*, editor-at-large, beauty & health, Conde Nast/W magazine, US

41. **Let’s Talk Trends**  
*Katie Barnes*, editor, *Spa Business* magazine, Leisure Media, UK

42. **Let’s Talk Trends**  
*Fiorella Baserga*, director, *Suite* magazine, Italy

43. **Let’s Talk Trends**  
*Claudia Bette-Wenngatz*, journalist, *Travellers World & Connoisseur Circle*, Germany

44. **Let’s Talk Trends**  
*Sara Camilleri*, publisher & founding editor, *European Spa* magazine, UK
Let’s Talk Trends

Isabelle Charrier, CEO & editor, *Sense of Wellness* magazine, France

Anne Dimon, editor, *Travel to Wellness*, Canada

Hildegard Dorn-Petersen, CEO, *Hotel Consult*, Germany

Suzanne Duckett, creative director & journalist, *The Antidote Agency*, UK

Madelyn Fernstrom PhD, senior health & wellness advisor, Comcast-NBCUniversal, US

Melisse Gelula, co-founder, *Well+Good*, US

Franka Haenig, general manager, *Redspa media GmbH*, Germany

Laura Hill, senior editor, *Welltodo*, UK


Jane Kitchen, writer & editor, *Jane Kitchen Communications*, UK

Amy Larocca, author, Knopf, US

Rhiannon McGregor, foresight writer, *The Future Laboratory*, UK

Beth McGroarty, director, research & public relations, GWS, US

Sarah Miller, luxury brand ambassador, *Wall Street Journal*, UK

Go Minami, photographer, *Hotel and Restaurant*, Japan

Ian Parkes, assistant editor, *European Spa* magazine, UK
63. Let’s Talk Trends
Amanda Pauley, deputy editor, World Spa & Wellness, UK

64. Let’s Talk Trends
Clarissa Pharr, editor, WorldPost & Washington Post, US

65. Let’s Talk Trends
Rina Raphael, writer & editor, Fast Company magazine, US

66. Let’s Talk Trends
Meredith Rollins, SVP, global content strategy, Weight Watchers International, Inc., US

67. Let’s Talk Trends
Astrid Ros, publisher, Spa Business & Spa Opportunities, UK

68. Let’s Talk Trends
Claire Sanderson, editor-in-chief, Women’s Health UK & Hearst UK, UK

69. Let’s Talk Trends
Jessica Smith, creative researcher, The Future Laboratory, UK

70. Let’s Talk Trends
Lisa Starr, editor, Spa China & DaySpa Magazine, US

71. Let’s Talk Trends
Stephen Walker, principal, strategic operations, KSL Capital Partners, UK

72. Let’s Talk Trends
Jennifer Walsh, journalist (advisor, Women’s Health magazine; contributor, Good Housekeeping magazine), US

2:00 pm – 2:45 pm 4 OPTIONS: MAIN STAGE; WELLNESS CENTER; AUDITORIUM 1; OR AUDITORIUM 2, 3, 4

**ON THE MAIN STAGE**

2:00 pm – 2:15 pm
Keynote
Creativity Drives Business…and Results
**Gina Diez Barroso de Franklin**, president & CEO, Grupo Diarq, Mexico

2:15 pm – 2:30 pm
Keynote
The Spirit of Wellness and Creating Kamalaya
**John Stewart**, founder & chairman, Kamalaya Koh Samui, Thailand
2:30 pm – 2:45 pm
Main Stage
Floor 3: T-Forum

Keynote
Understanding the American Wellness Obsession with CBD: Why the Cannabis- and Hemp-Derived Ingredient Has Taken Off

Melisse Gelula, co-founder, Well+Good, US

IN THE WELLNESS CENTER

2:00 pm – 3:20 pm
Wellness Center

Roundtable Discussion and Audience Q&A
Shaping the Future Business of Wellness and Well-being in Hospitality and Travel

Moderated by Mia Kyricos, SVP & global head of wellbeing, Hyatt Hotels Corporation, US

Participants:
Sarah Bader, managing director & principal, Gensler, US
Annbeth Eschbach, president & CEO, Exhale Enterprises, Inc., US
Teresa Flyger, director, global brand wellness, Hilton Wellness, US
Andrew Gibson, Sensei, US
Neil Jacobs, CEO, Six Senses Hotels Resorts Spas, Thailand
Thomas Klein, president & COO, Canyon Ranch, US
Jeremy McCarthy, group director, spa & wellness, Mandarin Oriental Hotel Group, Hong Kong
Lindsay Madden-Nadeau, global director, wellbeing, AccorHotels, UAE
Trent Munday, SVP, international, Mandara Spa, Malaysia
Brian Povinelli, SVP, global brand leader, Marriott International, US

IN AUDITORIUM 1
2:00 pm – 2:40 pm
Auditorium 1

Panel Discussion
*Wellness Lifestyle Real Estate: Navigating the $130+ Billion Frontier of Building Well to Live Well*

*Moderated by Anna Bjurstam*, partner, Raison d’Etre & wellness pioneer, Six Senses Hotels Resorts Spas, Sweden

*Panelists:*
Jeffrey Abramson, partner, The Tower Companies, US
Alfredo Carvajal, president, Delos Signature, Delos Living, LLC, US
Katherine Johnston, senior research fellow, GWI, US
Jalil Mekouar, CEO, hotels, Majid Al Futtaim Properties, UAE

**IN AUDITORIUM 2, 3, 4**

2:00 pm – 2:40 pm
Auditorium 2, 3, 4

Presentation and Q&A
*Future of Travel and the Risks of Overtourism*

*Rafat Ali*, CEO, Skift, US

2:30 pm – 3:45 pm
Innovation Gallery
Outside of Auditoriums

Workshop Break: Chair Massages and Hydrating Express Treatments for Eyes or Lips
*Sponsored by Zeel and The Hydrafacial Company*

2:45 pm – 3:30 pm

4 OPTIONS: MAIN STAGE; T-RESTAURANT; AUDITORIUM 1; OR AUDITORIUM 2, 3, 4

**ON THE MAIN STAGE**

2:45 pm – 3:30 pm
Main Stage
Floor 3: T-Forum

Panel Discussion
*Wellness Architecture: Placemaking for Wellness*

*Moderated by Liz Terry*, CEO, CLADglobal, UK

*Panelists:*
Dr. Anjan Chatterjee, professor, University of Pennsylvania, US
Clodagh, CEO & principal, Clodagh Design, US
Veronica Schreibeis Smith, CEO & founding principal, Vera Iconica Architecture, US
Matteo Thun, principal, Matteo Thun & Partners, Italy

**IN T-RESTAURANT**
<table>
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<tr>
<th>Time</th>
<th>Session</th>
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| 2:45 pm – 3:30 pm | **Presentation: Knowledge Workshop**  
**Sponsored by STARPOOL**  
*Science Meets Personalization: A New Way to Experience Wellness*  
Learn about this pathway to optimum health based on ancient traditions and leading research. Followed by a tour of the Zero Body area in the wellness center.  
**Francesco Rinaldini**, export manager, STARPOOL SRL, Italy |
| IN AUDITORIUM 1 | **Presentation**  
*Connected Wellness Creates Community: Exercise is Sport*  
**Fabrizio Cecchinelli**, product manager, Technogym, Italy  
**Nicola de Cesare**, commercial & business development director, digital solutions, Technogym, Italy |
| 2:45 – 3:30 pm | **Presentation: Knowledge Workshop**  
**Sponsored by LightStim**  
*The Latest Innovation in Light-Based Technology, Which Significantly Increases Human Potential.*  
Join the LightStim team and discover how a time-tested and non-invasive technology inspired by nature works synergistically with the body to help prevent disease, ease pain and promote optimal physical performance.  
**Steve Marchese**, CEO, LightStim, US  
**Joniann Marchese**, president, LightStim, US  
**Amy Gardner**, director, education, LightStim, US  
**Dr. Nathan Bryan**, founder, Nitric Oxide Innovations, LLC, US |
3:30 pm – 4:00 pm  
Wellness Center  
Agora: Terrace Outside  

Networking Energy Break  
Dance Experience Ecstatic Dance Movement  
Sponsored by the Center for Transformative Movement  

4:00 pm – 5:00 pm  

4 OPTIONS: MAIN STAGE; WELLNESS CENTER; AUDITORIUM 1; OR AUDITORIUM 2, 3, 4  

ON THE MAIN STAGE  

4:00 pm – 4:15 pm  
Main Stage  
Floor 3: T-Forum  

Keynote  
Buildings, Beauty and the Brain: A Neuroscience of Architectural Experience  
Dr. Anjan Chatterjee, professor, University of Pennsylvania, US  

4:15 pm – 4:45 pm  
Main Stage  
Floor 3: T-Forum  

Keynote and Q&A  
The Economics of Happiness for Businesses  
Prof. Jan-Emmanuel De Neve, PhD, professor of economics, University of Oxford, UK  

4:45 pm – 5:00 pm  
Main Stage  
Floor 3: T-Forum  

Keynote  
Epigenetics  
Kenneth R. Pelletier, MD, PhD, clinical professor of medicine, University of California School of Medicine, US  

IN THE WELLNESS CENTER  

4:00 pm – 5:20 pm  
Wellness Center  

Roundtable Discussion and Audience Q&A  

Moderated by Madelyn Fernstrom, PhD, senior health & wellness advisor, Comcast-NBCUniversal, US  

Participants:  
Lauren Armes, founder, Welltodo, UK  
Sandra Ballentine, editor-at-large, beauty and health, Conde Nast/W magazine, US  
Suzanne Duckett, creative director & journalist, The Antidote Agency, UK  
Melisse Gelula, co-founder, Well+Good, US
Amy Larocca, author, Knopf, US
Sarah Miller, luxury brand ambassador, Wall Street Journal, UK
Clarissa Pharr, editor, WorldPost, Washington Post, US
Claire Sanderson, editor-in-chief, Women’s Health UK Hearst UK, UK

IN AUDITORIUM 1

4:00 – 4:45 pm  
Auditorium 1

Panel Discussion
Health and Wellness Technologies Abound: How Do We Keep Up?

Moderated by Joshua McCarter, chief strategy officer, MINDBODY, US

Panelists:
Sammy Gharieni, founder & CEO, Gharieni Group, Germany
Kimberly Kovacs, founder, Cormorant Wellness, US
Clare Martorana, digital service expert, United States Digital Service, US
Rina Raphael, writer & editor, Fast Company magazine, US
Sue Thirlwall, co-founder & CEO, Priyana MD, US
**Panel Discussion**

Where Fitness Meets Wellness

 Moderated by Tony de Leede, founder, Gwinganna Lifestyle Retreat, Australia

Panelists:

Nicola de Cesare, commercial & business development director, digital solutions, Technogym, Italy

Simon Flint, CEO, Evolution Wellness Holdings Pte. Ltd., Malaysia

Kimberly Fowler, founder & CEO, WellFit Global Consulting, US

Karen Golden, group general manager, destination wellness & spa, Belgravia Leisure - Hepburn Wellness Management, Australia

Kenneth Ryan, VP, global spa, fitness & online retail operations, Marriott International, US

**Panel Discussion**

Taking the Mental Wellness Message to the Wider Public

Moderated by Prof. Gerry Bodeker, PhD, chair, Mental Wellness Initiative, GWI & Green Templeton College, University of Oxford, UK

Panelists:

Debra Benovitz, SVP, global consumer insights, Weight Watchers International, Inc., US

Niamh O’Connell, VP, guest experience & wellness, Rosewood Hotel Group, Hong Kong

Sergio Pecorelli, MD, PhD, professor, University of Brescia, Italy

Bob Roth, CEO, David Lynch Foundation, US
IN T-RESTAURANT

5:00 pm - 5:45 pm
In T-Restaurant

Panel Discussion
Business Expansion with Multiple Operations: Sharing Successes and Failures

Moderated by Annbeth Eschbach, president & CEO, Exhale Enterprises, Inc., US

Panelists:
C. Victor Brick, CEO, Brick Bodies Fitness Services, Inc., US
Tae Kawaskaki, founder & president, The Day Spa Col, Ltd., Japan
Chee Kwong Long, managing director, Herbaline Wellness Group, Malaysia
Terri Smith, owner, The Woodhouse Day Spa, US
Beth Stiller, chief commercial officer, Massage Envy Franchising, LLC, US

IN AUDITORIUM 1

5:00 pm - 5:45 pm
Auditorium 1

Panel Discussion
Tapping into the Business of Wellness Travel for Countries and Operators

Moderated by Katherine Droga, founder, Droga & Co., Australia

Panelists:
Dr. Jean-Claude Baumgarten, chairman & CEO, CREWE Associates, France
Anne Dimon, editor, Travel to Wellness, Canada
Manuela Irsara, ecosystem coordinator, health & wellness, IDM Südtirol, Italy
Dr. Layla AlMarzouqi, director, Medical Tourism Council, Dubai Health Authority, UAE
Christine Peter, spa & vitality expert, project manager accommodation, Switzerland Tourism, Switzerland
Stewart Roxburgh, senior specialist, wellness opportunity, Scottish Enterprise, UK
<table>
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<th>Time</th>
<th>Event</th>
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</table>
| **5:00 pm - 5:45 pm** | **Panel Discussion**  
*Beauty and Wellness. What Do We Know? What Would We Like to Know?*  
**Moderated by Dr. Anjan Chatterjee**, professor, University of Pennsylvania, US  
**Panelists:**  
*Davide Bollati*, chairman, Davines, Italy  
*Laurie Nicoll Nord*, president & CEO, Luxury Wellness International, LLC, US  
*Ronit Raphael*, president, L.Raphael, Switzerland  
*Nikki Somerset*, general manager, BLC Cosmetics, Australia  
*Jennifer Walsh*, journalist (advisor, Women’s Health magazine; contributor, Good Housekeeping magazine), US |
| **6:00 pm**  | **Transportation from Technogym to Partner Hotels**  
**Buses from Technogym to:**  
Grand Hotel da Vinci  
Palace Hotel  
MarePineta Resort  
Perla Verde Hotel |
| **7:45 pm**  | **Transportation from Partner Hotels to Grand Hotel Rimini for Fashion Show and Gala Dinner Event**  
**Buses to Grand Hotel Rimini leaving from:**  
Grand Hotel da Vinci  
Palace Hotel  
MarePineta Resort  
Perla Verde Hotel |
| **8:30 pm - 11:00 pm** | **La Dolce Vita Evening: Wellness Meets Fashion Runway Show, Gala Dinner, Auction and Dancing!**  
**Fashion Runway Show sponsored by BuDhaGirl**  
*Attire: Evening Wear* |
### MONDAY, OCTOBER 8, 2018

**DAY THREE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td><strong>6:00 am – 8:00 am</strong></td>
<td><strong>Breakfast at Your Hotel</strong>&lt;br&gt; <em>If you are staying at one of the Summit partner hotels.</em></td>
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<tr>
<td></td>
<td>Grand Hotel da Vinci&lt;br&gt; Palace Hotel&lt;br&gt; MarePineta Resort&lt;br&gt; Perla Verde Hotel</td>
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<tr>
<td><strong>7:45 am</strong></td>
<td><strong>Transportation from Partner Hotels to Technogym for Summit Sessions Day Three</strong>&lt;br&gt;(Those joining either post-Summit trip should bring their luggage to drop off at Technogym coat check.)</td>
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<td>Gather in front of hotels&lt;br&gt; Grand Hotel da Vinci&lt;br&gt; Palace Hotel&lt;br&gt; MarePineta Resort&lt;br&gt; Perla Verde Hotel</td>
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<tr>
<td><strong>8:00 am</strong></td>
<td><strong>Buses depart on time from:</strong>&lt;br&gt; Grand Hotel da Vinci&lt;br&gt; Palace Hotel&lt;br&gt; MarePineta Resort&lt;br&gt; Perla Verde Hotel</td>
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<tr>
<td><strong>8:30 am - 4:00 pm</strong></td>
<td><strong>Summit Concierge and Registration Open</strong></td>
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<td>Foyer&lt;br&gt; Main Stage&lt;br&gt; Floor 3: T-Forum&lt;br&gt; Technogym</td>
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<tr>
<td><strong>9:00 am – 9:20 am</strong></td>
<td><strong>Keynote</strong>&lt;br&gt; <em>Food. It Just Got Personal.</em>&lt;br&gt; <strong>Neil Grimmer,</strong> founder &amp; CEO, Habit, US</td>
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<td>Main Stage&lt;br&gt; Floor 3: T-Forum</td>
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<tr>
<td><strong>9:20 am – 9:40 am</strong></td>
<td><strong>Keynote</strong>&lt;br&gt; <em>Forget Wellness! The Future Is Food</em>&lt;br&gt; <strong>David Bosshart, PhD,</strong> CEO, Gottlieb Duttweiler Institute, Switzerland</td>
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<td>Main Stage&lt;br&gt; Floor 3: T-Forum</td>
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<tr>
<td><strong>9:40 am – 10:00 am</strong></td>
<td><strong>Keynote</strong>&lt;br&gt; <em>Transforming an Iconic Brand into a Wellness Powerhouse</em>&lt;br&gt; <strong>Mindy Grossman,</strong> president &amp; CEO, Weight Watchers International, Inc., US&lt;br&gt; <strong>Interviewed by Mia Kyricos,</strong> SVP &amp; global head of wellbeing, Hyatt Hotels Corporation, US</td>
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<td></td>
<td>Main Stage&lt;br&gt; Floor 3: T-Forum</td>
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10:00 am – 10:30 am
Main Stage
Floor 3: T-Forum
Panel Discussion
You Are What You Eat…But Also What You Do
Moderated by Mary Tabacchi, PhD, RD, professor emerita, Cornell University, US
Panelists:
Gary Foster, PhD, chief science officer, Weight Watchers International, Inc., US
Neil Grimmer, founder & CEO, Habit, US
Dr. Brunilda Nazario, lead medical director, WebMD, US
Giovanni Mario Pes, PhD, MD, senior researcher, University of Sassari, Italy

10:30 am – 11:00 am
Wellness Center
Agora: Terrace Outside
Networking Energy Break
Sponsored by Aromatherapy Associates
Dance Experience Ecstatic Dance Movement
Sponsored by the Center for Transformative Movement

11:00 am – 11:30 am
Main Stage
Floor 3: T-Forum
Keynote
The Impact of China on Wellness…and Everything Else
Catherine Feliciano-Chon, founder & managing director, CatchOn & Company Ltd., Hong Kong

11:30 am – 11:45 am
Main Stage
Floor 3: T-Forum
Keynote
The Concept of Wellness in Fashion
Jessica Jesse, CEO & creative director, BuDhaGirl LLC, US

11:45 am – 12:00 pm
Main Stage
Floor 3: T-Forum
Global Wellness Awards I
Leader in Innovation:
Presenting GWS Advisory Board Member: Sue Harmsworth, MBE, UK
Award Sponsor: Sammy Gharieni, founder & CEO, Gharieni Group, Germany
Leader in Sustainability:
Presenting GWS Advisory Board Member: Anna Bjurstam, partner, Raison d’Etre & wellness pioneer, Six Senses, Sweden
Leading Woman in Wellness:
Presenting GWS Advisory Board Member: Catherine Feliciano-Chon, founder & managing director, CatchOn & Company Ltd., Hong Kong
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:00 pm – 12:20 pm</td>
<td>Presentations</td>
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<td><strong>Generational Collaboration: Successfully Mixing Business and Family</strong></td>
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<td><strong>Sir Rocco Forte</strong>, chairman &amp; founder, Rocco Forte Hotels, UK</td>
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<td><strong>Irene Forte</strong>, group project director, Rocco Forte Hotels, UK</td>
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<tr>
<td>12:20 pm – 12:40 pm</td>
<td>Presentations Continued</td>
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<td><strong>Nerio Alessandri</strong>, president &amp; founder, Technogym, Italy</td>
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<td><strong>Erica Alessandri</strong>, Technogym, Italy</td>
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<tr>
<td>12:45 pm – 2:00 pm</td>
<td>Relaxed Lunch</td>
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<td><strong>Sponsored by Canyon Ranch</strong></td>
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<td>2:00 pm – 2:10 pm</td>
<td>Contribution to Local Need</td>
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<td><strong>The Walking School Bus Program</strong></td>
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<td>2:10 pm – 2:25 pm</td>
<td>Global Wellness Awards II</td>
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<td><strong>Leader in Workplace Wellness:</strong></td>
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<td><strong>Presenting GWS Advisory Board Member: Mary Tabacchi, PhD, RD</strong>, professor emerita, Cornell University, US</td>
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<td><strong>Award Sponsor: Joshua McCarter</strong>, chief strategy officer, MINDBODY, US</td>
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<td><strong>Debra Simon Award for Leader in Furthering Mental Wellness:</strong></td>
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<td><strong>Presenting GWS Advisory Board Member: Andrew Gibson</strong>, Sensei, US</td>
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<td><strong>Award Sponsor: DEBRA SIMON FOUNDATION</strong></td>
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<td><strong>Leader in Social Impact:</strong></td>
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<td><strong>Presenting GWS Advisory Board Member: Omer K. Isvan</strong>, president, Servotel Corporation, Turkey</td>
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<tr>
<td>Time</td>
<td>Session</td>
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<tr>
<td>2:30 pm – 3:15 pm</td>
<td><strong>Keynote</strong>&lt;br&gt;Wellness X Retail X AI: So Many Things to Think About!&lt;br&gt;Dave McCaughan, chief strategy officer, Ai.Agency, Thailand</td>
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<tr>
<td>3:15 pm – 3:25 pm</td>
<td><strong>Audience Shares</strong>&lt;br&gt;What Will You Do Differently Going Forward?</td>
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<tr>
<td>3:25 pm – 3:40 pm</td>
<td><strong>Flag Tease: Announcement of GWS 2019 Location!</strong>&lt;br&gt;Susie Ellis, chairman &amp; CEO, GWS, US</td>
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<td>3:40 pm – 3:45 pm</td>
<td><strong>Hearing from the 2019 Summit Hosts</strong></td>
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<td>3:45 pm</td>
<td><strong>Champagne Toast</strong>&lt;br&gt;with Board Members and GWS Team on Stage&lt;br&gt;Sponsored by Aloys F. Dornbracht GmbH &amp; Co. KG</td>
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<tr>
<td>4:15 pm</td>
<td><strong>Transportation from Technogym to Partner Hotels</strong></td>
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**Transportation from Technogym to Partner Hotels**

- Grand Hotel da Vinci
- Palace Hotel
- MarePineta Resort
- Perla Verde Hotel
4:45 pm  ELECTIVE: DEPART FOR POST-SUMMIT TRIPS

Both trips leave from Technogym.

**Note:** Please bring your luggage to drop off at Technogym coat check in the morning,

For questions, contact Chris Torgerson at chris@stonearchtravel.com.

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**Borgo Egnazia: The Food and Culture of Wellbeing**
Located in the heel of the Italian boot, the Puglia region is home to the renowned Borgo Egnazia. Inspired by the ancient local architecture, the property is immersed within the millennial olive groves in the beautiful landscape of the Itria Valley.

**Lefay Resort & SPA: Sustainability Meets Wellness and Italian Luxury**
Located on stunning Lake Garda in Riveria dei Limone, Lefay Resort & SPA Lago di Garda has received international accolades for its wellness philosophy and commitment to sustainability. Lefay was the first Italian company in the tourism industry to sign an agreement with the Italian Ministry of the Environment for projects aimed at neutralization of CO2 emissions.

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**TUESDAY, OCTOBER 9, 2018**

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**POST-SUMMIT ACTIVITIES**

**9:00 am – 12:00 pm**
In Milano Marittima: MarePineta Resort

**Host a Future Summit**
*Opportunity to speak with Nancy Davis, chief creative officer & executive director, GWS, US, regarding what’s involved in hosting a future Summit.*

Please email **Michelle Gamble**, VP, global business development, GWS, US, at michelle.gamble@globalwellnesssummit.com, to request a time to meet with Nancy on Tuesday morning in Milano Marittima at the MarePienta Resort. There will be RFPs available for those interested in learning more.
2018 PRESS DELEGATES AND OTHER ATTENDING MEDIA:

Rafat Ali, founder, Skift, US
Katie Anderson, senior managing editor, Skin Inc., US
Lauren Armes, founder, WelltoDo, UK
Sandra Ballentine, editor, W magazine & Departures, US
Katie Barnes, editor, Spa Business, UK
Fiorella Baserga, editor-in-chief, Suite, Italy
Claudia Bette-Wenngatz, journalist, Travellers World & Connoisseur Circle, Germany
Sarah Camilleri, publisher & founding editor, European Spa, UK
Isabelle Charrier, editor, Sense of WELLNESS magazine, France
Anne Dimon, editor, Travel to Wellness, US
Hildegard Dorn-Petersen, journalist, Top Hotel & Spa Camp, Germany
Suzanne Ducket, journalist, Wall Street Journal & Tatler, UK
Madelyn Fernstrom, PhD, senior health & wellness advisor, Comcast-NBCUniversal, US
Melisse Gelula, co-founder, Well+Good, US
Franka Haenig, editor-in-chief, Red Spa, Germany
Laura Hill, senior editor, WelltoDo, UK
Laure Jeandemange, editor-in-chief, Spa de Beaute & Nouvelles-Esthetiques, France
Sara Jones, editor, Spa & Wellness MexiCaribe, Mexico
Julie Keller Callaghan, editor-in-chief, American Spa, US
Jane Kitchen, writer & editor, Jane Kitchen Communications, UK
Abbie Kozolchyk, freelancer, Bloomberg Pursuits & Travel & Leisure, US
Amy Larocca, writer, New York Magazine, US
Rhiannon McGregor, foresight writer, The Future Laboratory, UK
Sarah Miller, luxury brand ambassador, Wall Street Journal, UK
Go Minami, photographer, Hotel and Restaurant, Japan
Ian Parkes, assistant editor, European Spa, UK
Amanda Pauley, editor, World Spa & Wellness, UK
Clarissa Pharr, journalist, Washington Post & World Post, US
Susana Plascencia, journalist, Annenberg Media, US
Laura Powell, correspondent, Skift, US
Rina Raphael, writer & editor, Fast Company, US
Meredith Rollins, content director, Weight Watchers International, Inc., US
Astrid Ros, publisher, Spa Business, UK
Claire Sanderson, editor-in-chief, Women’s Health UK, UK
Jessica Smith, creative researcher, The Future Laboratory, UK
Yoriko Soma, journalist, Hotel and Restaurant, Japan
Lisa Starr, editor, Spa China & DaySpa Magazine, US
Liz Terry, editor-in-chief, CLADglobal, UK
Jennifer Walsh, journalist (advisor, Women’s Health magazine; contributor, Good Housekeeping magazine), US
WE GRATEFULLY ACKNOWLEDGE THE 2018 SUMMIT SPONSORS

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The Wellness Company

DIAMOND SPONSOR

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booker by MINDBODY

CENTER for TRANSFORMATIVE MOVEMENT

GHARLENI

hydrafacial
SILVER SPONSORS
2018 SUMMIT LOCATION, HOTELS & VENUES

**GWS 2018 EVENT VENUE:**
**Technogym**, Via Calcinaro, 2861, 47521 Cesena FC

**GWS PARTNER HOTELS:**
**MILANO MARITTIMA**
**Perla Verde Hotel**
Viale 2 Giugno, 144, 48015 Milano Marittima
+39 0544 994014

**Palace Hotel**
Viale 2 Giugno, 60, 48015 Milano Marittima
+39 0544 993618

**MarePineta Resort**
Viale Dante, 40, 48015 Milano Marittima
+39 0544 992263

**CESENATICO**
**Grand Hotel Da Vinci**
Viale G. Carducci, 7, 47042 Cesenatico
+39 0547 83388

**DINE AROUND LOCATIONS:**
**MILANO MARITTIMA**
**MarePineta Resort Restaurant**
Viale Dante, 40, 48015 Milano Marittima
+39 0544 992263

**Al Caminetto Restaurant**
Viale Matteotti, 46, 48015 Milano Marittima RA
+39 0544 994479

**CESENATICO**
**Grand Hotel Da Vinci, La Spiaggia Beach & Restaurant**
Via Piave, 47042 Cesenatico FC
+39 0547 82208

**GALA LOCATION:**
**Grand Hotel Rimini**
Parco Federico Fellini, 1, 47921 Rimini
+39 0541 56000

**TAXI SERVICES**

**FROM HOTELS TO TECHNOGYM:**
For travel from Milano Marittima/Cesenatico to Cesena

**Company name: Cervia TaxiMinibus**
Contact numbers:
+39 0544 973 737
+39 347 638 6646

Standard prices (day & night):
Car €40,00/ride
Minivan €60,00/ride

**FROM TECHNOGYM TO HOTELS:**
For travel from Cesena to Milano Marittima/Cesenatico

**Company name: Cesena Taxi**
Contact numbers:
+39 0547 610 710
+39 0547 21995
+39 331 241 9855

Standard prices (day & night):
Car €40,00/ride
Minivan €60,00/ride