The theme of the 2020 Global Wellness Summit is “Resetting the World with Wellness,” heralding a shift toward reimagining a world where all people can experience wellness—regardless of race, gender identity or socio-economic status.

During this unique Summit, you will have the opportunity to learn from the world’s foremost wellness leaders and visionaries and explore all sectors of the multitrillion-dollar wellness industry. And as a delegate, you will be among the first to see the Global Wellness Institute’s important new report, “Defining the Global Economy of Mental Wellness.” You will also meet wellness innovators from around the globe at the Summit’s first Tech Innovation Pavilion.

This agenda is your guide to this groundbreaking event. In addition to the robust schedule of keynote speakers and panels, which take place each morning of the Summit, delegates will take part in creative “Resetting the World with Wellness” brainstorming sessions on the afternoons of Day One and Day Two of the Summit.

The 2020 Summit is a “hybrid” event (the in-person Summit for delegates and virtual access for those who cannot travel to The Breakers.) All sessions will be recorded, and you will be able to revisit the presentations at a later time.

You will also find fun and safe social activities, all designed to help you relax and reset your personal world with wellness!

Thank you for being part of the Summit’s global community.
PRE-SUMMIT ACTIVITIES

10:00 am – 5:30 pm
Global Wellness Summit (GWS) Registration and Concierge Open
South Loggia East

10:00 am – 5:00 pm
Modeling a Safe Summit Begins with All of Us!
Located on the Mezzanine Level, accessible from the South Lobby elevators
Thanks to our partners at Premier Family Health, all GWS delegates will receive COVID testing; this helps mitigate risk and provides a level of comfort for us all. Thank you for participating.

1:30 pm – 5:00 pm
Engage & Energize
Sponsored by Immunocologie
South Loggia East

2:00 pm – 2:45 pm
Knowledge Workshop: The Future of Cannabis
Mediterranean Ballroom
Sponsored by Cannuka
Stephen Letourneau, General Manager & Chief Brand Officer, Cannuka, US

3:15 pm – 4:00 pm
Knowledge Workshop: A Kaleidoscope View: Rapid Social Innovation in Cancer Wellness
Mediterranean Ballroom
Sponsored by Biologique Recherche and Wellness for Cancer
Julie Bach, Executive Director, Wellness for Cancer, US

4:30 pm – 5:15 pm
Knowledge Workshop: Unbreakable: Developing Super-Human Bone Strength
Mediterranean Ballroom
Sponsored by Osteostrong
Kyle Zagrodzky, CEO, Osteostrong, US

6:00 pm – 6:45 pm
VIP Cocktail Reception for Sponsors + Media
Magnolia Room
Hosted by GWS Board of Advisors & GWI Board of Directors and Advisors
*See the entire list of press at the end of this agenda.

7:00 pm – 9:00 pm
Welcome Party: Ice Breakers!
Ocean Lawn
Sponsored by The Breakers Palm Beach
Attire: Casual Chic
### DAY ONE

**MONDAY, NOVEMBER 9, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td><strong>6:00 am - 7:00 pm</strong></td>
<td>Enjoy a Workout with a View!</td>
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<tr>
<td>Ocean Fitness Center</td>
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<tr>
<td><strong>6:30 am - 7:15 am</strong></td>
<td>Morning Wellness Activity</td>
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</table>
| Breakers Beach Entrance adjacent to Active Pool | *Walking Qigong: Radiant Poetry in Motion*  
*Dr. Phyllis Hubbard,* Founder & Chief Healing Officer, Radiant Health Strategies, US |
| **6:30 am - 8:00 am** | Breakfast                                                                |
| Circle Dining Room or Beach Club | *For delegates staying at The Breakers*                                  |
| **8:30 am - 8:35 am** | GWS 2020 Opening                                                         |
| Main Stage | *The Triumph of Connection*  
*Louie Schwartzberg,* Award-Winning Director, Producer, Cinematographer, Moving Art, US |
| **8:37 am - 8:50 am** | Welcome                                                                  |
| Main Stage | *Susie Ellis,* Chair & CEO, Global Wellness Summit, US  
*GWS Board of Advisors*  
*Anna Bjurstam,* Wellness Pioneer, Six Senses, Sweden  
*C. Victor Brick,* CEO, PF Growth Partners, LLC  
Founder, John W. Brick Mental Health Foundation, US  
*Dr. Marc Cohen,* Founder, Extreme Wellness Institute, Australia  
*Tony de Leede,* Founder, Gwinganna Lifestyle Retreat, Australia  
*Pete Ellis,* Co-Founder & Chairman Emeritus, Global Wellness Summit, US  
*Catherine Feliciano-Chon,* Managing Partner, CatchOn – A Finn Partners Company, Hong Kong  
*Irene Forte,* Wellness Director, Rocco Forte Hotels United Kingdom |
8:37 am – 8:50 am
Main Stage
Andrew Gibson, Wellness Advisor, Sweden
Sue Harmsworth, MBE, Owner, Sue Harmsworth Ltd
United Kingdom
Omer K. Isvan, President, Servotel, Turkey
Dr. Franz Linser, CEO, Linser Hospitality GmbH,
Austria
Yoriko Soma, CEO, Conceptasia, Japan
Prof. Mary Tabacchi, PhD, RD, Professor Emerita,
Cornell University School of Hotel Administration, US

8:50 am – 8:55 am
Main Stage
Special Presentation
Honoring 2020
Nancy Davis, Chief Creative Officer & Executive
Director, Global Wellness Summit, US

9:00 am – 9:20 am
Main Stage
Keynote
Wellness: A Vaccine for Plagues, Pandemics, and Politics
Dr. Richard Carmona, 17th US Surgeon General; Chief
of Health Innovations, Canyon Ranch, US

9:22 am – 9:42 am
Main Stage
Keynote
Resetting the World with Wellness
Susie Ellis, Chair & CEO, Global Wellness Summit, US

9:44 am – 10:00 am
Main Stage
Keynote
Preparing to Dream
Anna Bjurstam, Wellness Pioneer, Six Senses & Raison
d’Etre, Sweden

10:02 am – 10:22 am
Main Stage
Keynote
Dreaming a New World into Being
Alberto Villoldo, PhD, Psychologist, Medical
Anthropologist and Author, Chile

10:23 am – 10:24 am
Main Stage
Announcing the inaugural tech innovation Pavilion!
Amir Alroy, Co-Founder, Welltech1, Israel
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<tr>
<th>Time</th>
<th>Activity</th>
<th>Details</th>
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<tbody>
<tr>
<td>10:25 am – 11:10 am</td>
<td>Networking Energy Break</td>
<td>Tech Innovation Pavilion Ribbon-Cutting</td>
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<td></td>
<td>Susie Ellis, Chair &amp; CEO, Global Wellness Summit, US</td>
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<tr>
<td>11:12 am – 11:14 am</td>
<td>Wellness Moment</td>
<td>Radiant Health in Motion Stretch Break</td>
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<td>Dr. Phyllis Hubbard, Founder &amp; Chief Healing Officer, Radiant Health Strategies, US</td>
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<tr>
<td>11:15 am – 11:45 am</td>
<td>Keynote</td>
<td>Defining the Global Economy of Mental Wellness</td>
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<td>The Bubble Chart has a New Addition!</td>
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<td>Katherine Johnston, Senior Research Fellow, Global Wellness Institute, US</td>
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<td>Ophelia Yeung, Senior Research Fellow, Global Wellness Institute, US</td>
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<td>Q&amp;A</td>
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<tr>
<td>11:47 am – 12:07 pm</td>
<td>Keynote Panel</td>
<td>We Are Not OK: How Tech Is Creating a Future for Mental Wellness in a (Post) COVID World.</td>
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<td>Moderator: Melisse Gelula, Strategic Advisor, Co-Founder, Well+Good (Exited), US</td>
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<td>Amanda Eilian, Partner &amp; Co-Founder, able Partners, US</td>
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<td>Dr. James Gordon, Founder &amp; Executive Director, The Center for Mind-Body Medicine, US</td>
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<td>Simmone Taitt, Founder, Poppy Seed Health, US</td>
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<tr>
<td>12:09 pm – 12:14 pm</td>
<td>Passion Story</td>
<td>Turning Heartache into Action</td>
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<td>C. Victor Brick, Founder, John W. Brick Mental Health Foundation</td>
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<td>Time</td>
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<tr>
<td>12:16 pm – 12:23 pm</td>
<td><strong>Global Wellness Award</strong>&lt;br&gt;&lt;br&gt;Debra Simon Award for Leader in Furthering Mental Wellness&lt;br&gt;&lt;br&gt;Presented by Susie Ellis, Chair &amp; CEO, Global Wellness Summit, US&lt;br&gt;&lt;br&gt;Award Sponsor: Debra Simon Foundation</td>
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<tr>
<td>12:25 pm – 1:10 pm</td>
<td><strong>Press Conference for Media and Press Delegates</strong>&lt;br&gt;&lt;br&gt;Moderated by Cassandra Cavanah, Owner, Cavanah Communications, US</td>
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</table>
9. Lighting Science: Sanitization, Circadian and Biological Issues  
**Fred Maxik**, Chief Scientific Officer, Healthe Inc., US

10. The Latest Sleep Research from Harvard Medical School  
**Dr. Rebecca Robbins**, Harvard Medical School, US

11. Solving Today’s Staffing Challenges  
**Michael Tompkins**, Partner, Hutchinson Consulting, US

12. What I Have Learned Investing in Biotechnology and Medical Companies  
**David Weinstein**, CEO, LifeForce IQ, US

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<th>Time</th>
<th>Session</th>
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<tr>
<td>2:00 pm – 3:30 pm</td>
<td><strong>TWO OPTIONS</strong></td>
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</table>
| Mediterranean Courtyard | Resetting the World with Wellness  
*Interactive Brainstorming Session: What Will Wellness Look Like Five Years from Now?*  
**Led by Denise E. Bober**, SVP, Human Resources, The Breakers Palm Beach, US  
and **Pat Ciavola**, Director, Team Member Development, The Breakers Palm Beach, US  
*Come and discover your inner creativity, contribute your thoughts and ideas, and help shape the future of the wellness industry. Creativity Kits will be provided!* |
| Front Lawn    | Resetting the World with Wellness  
*Interactive Brainstorming Session: What Will Wellness Look Like Five Years from Now?*  
**Led by Stephen Letourneau**, Founder & Chief Brand Officer, Ideation Lab, LLC, US  
*Come and discover your inner creativity, contribute your thoughts and ideas, and help shape the future of the wellness industry. Creativity Kits will be provided!* |
<p>| 3:30 pm – 4:00 pm | <strong>Break: Brain Food Bites</strong>                                              |</p>
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<tr>
<th>Time</th>
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<tr>
<td>4:00 pm</td>
<td>ALL BACK TO THE MAIN STAGE</td>
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<tr>
<td>4:02 pm – 4:14 pm</td>
<td>In Conversation with Cathy Chon</td>
<td><em>Resetting the Tourism Industry with Wellness</em></td>
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<td>Main Stage</td>
<td><strong>Catherine Feliciano-Chon</strong>, Managing Partner, CatchOn, FINN Partners, Hong Kong</td>
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<td><strong>Amanda Ho</strong>, Co-Founder, Regenerative Travel, Hong Kong</td>
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<tr>
<td>4:16 pm – 4:36 pm</td>
<td>Keyboard Keynote</td>
<td><em>Wellness Is Ripe for Disruption</em></td>
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<td>Main Stage</td>
<td><strong>John Kao</strong>, Author, Strategist, Innovator, Transformer, US</td>
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<tr>
<td>4:38 pm – 4:58 pm</td>
<td>Keynote Panel</td>
<td><em>Science &amp; Technology: Fueling the Future of Wellness</em></td>
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<td>Main Stage</td>
<td><strong>Moderated by Nancy Davis</strong>, Chief Creative Officer &amp; Executive Director, Global Wellness Summit, US</td>
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<td><strong>Panelists:</strong></td>
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<td><strong>Karen Ballou</strong>, Founder &amp; CEO, Immunocologie, US</td>
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<td><strong>Dilip Barot</strong>, Founder, Amrit Ocean Resort &amp; Residences, India &amp; US</td>
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<td><strong>Fred Maxik</strong>, Founder &amp; Chief Technology Officer, Healthē by Lighting Science, US</td>
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<td><strong>Jamie Vasquez</strong>, General Manager, Americas Region, Natura Bissé International, Inc, US</td>
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</tbody>
</table>
**5:00 pm – 5:30 pm**
Main Stage

**Keynote Panel**

*The Media Talks 2021 Wellness Trends!*

**Moderated by Beth McGroarty**, VP, Research & Forecasting, Global Wellness Summit, US

**Panelists:**

- **Sandra Ballentine**, Editor, *W* magazine, US
- **Cecelia Girr**, Co-Author, ED\GE, by Backslash, the cultural intelligence unit powered by TBWA Worldwide, US
- **Claire McCormack**, Content + Thought Leadership, Indie Beauty Media Group/Beauty Independent, US
- **Claire Sanderson**, Editor in Chief, *Women’s Health*, UK
- **Jessica Smith**, Freelance Wellness and Beauty Trends Consultant; LS:N Global, UK
- **Abbey Stone**, Executive Editor, *Well+Good*, US

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**5:30 pm – 6:30 pm**
Tech Innovation Pavilion

**Tech Innovation Pavilion Open!**

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**7:30 pm – 9:30 pm**
Flagler Steakhouse (shuttle)
Henry’s Palm Beach (shuttle)
Seafood Bar

**Evening Event: Dine-Around at The Breakers**

*Dine with friends, old and new!*

Attire: Resort Chic

*Shuttles depart from Ponce Porte Cochere*
TUESDAY, NOVEMBER 10, 2020

DAY TWO

6:00 am – 7:00 pm
Enjoy a Workout with a View!
Ocean Fitness Center

6:30 am – 7:15 am
Morning Wellness Activity
Breakers Beach
5 Elements Qigong: Radiant Poetry in Breath
Entrance adjacent to
Dr. Phyllis Hubbard, Founder & Chief Healing
Active Pool
Officer, Radiant Health Strategies, US

6:30 am – 8:00 am
Breakfast
Circle Dining Room or
For delegates staying at The Breakers
Beach Club

8:30 am – 8:32 am
Day Two Opening
Main Stage
An Intimate Reminder from Mother Nature
Louie Schwartzberg, Award-Winning Director,
Producer, Cinematographer, Moving Art, US

8:32 am – 9:00 am
The Changing Paradigm of Work
Main Stage
Groundbreaking Research Conducted During COVID
Michael C. Bush, CEO, Great Place to Work®, US
Q&A

9:02 am – 9:22 am
Keynote Conversation
Main Stage
Keeping a Business Running During a Pandemic
Paul Leone, CEO, The Breakers Palm Beach, US
with Susie Ellis, Chair & CEO, Global Wellness
Summit, US
<table>
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<tr>
<th>Time</th>
<th>Event Description</th>
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| **9:24 am – 9:44 am**  | **Keynote Panel**  
Main Stage  
*Achieving Health Equity*  
**Moderated by Nicola Finley, MD**, Board Certified Internal Medicine Physician, Canyon Ranch, US  
**Pamela Garmon Johnson**, National Vice-President for Health Equity Impact and Partnerships at the American Heart Association, US  
**Elizabeth Aquino, PhD**, RN, Associate Professor, DePaul University, School of Nursing, US |
| **9:46 am – 10:15 am**  | **Keynote Conversation**  
Main Stage  
*Wellness in India: Research & Results*  
**Dr. M**, Founder & CEO, Wellness 2020, Singapore  
*with Susie Ellis*, Chair & CEO, Global Wellness Summit, US |
| **10:17 am – 10:28 am**  | **2020 Summit Sponsors: A Moment of Gratitude**  
Ponce Ballroom  
**Michelle Gamble**, VP, Business Development, Global Wellness Summit, US |
| **10:29 am – 10:30 am**  | **Un Message Spécial de France**  
Rupert Schmid & Pierre-Louis Delapalme, Co-Chairmen, Biologique Recherche, France |
| **10:30 am – 11:00 am**  | **Networking Energy Break**  
Foyer Outside of Tech Innovation Pavilion & Outside on Promenade  
*Sponsored by Biologique Recherche*  
**Tech Innovation Pavilion Open!** |
| **11:00 am – 11:02 am**  | **Wellness Moment**  
Main Stage  
*Radiant Health in Motion Stretch Break*  
**Dr. Phyllis Hubbard**, Founder & Chief Healing Officer, Radiant Health Strategies, US |
11:02 am – 11:17 am
Main Stage

The Wellness Moonshot Goes Global!

Unveiling the 2021 Calendar Design

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

Susie Ellis, Chairman & CEO, Global Wellness Summit, US

Jessica Jesse, CEO & Creative Director, BuDhaGirl LLC, US

Sarah Smith, Editor, Prevention Magazine, US

Dr. M, Founder & CEO, Wellness 2020, Singapore

Victor Koo, Chairman, Heyi Holdings, Co-Founder, Tianren Culture, China

Amir Alroy, Co-Founder, Welltech1, Israel

11:19 am – 11:49 am
Main Stage

Keynote “Shark Tank of Wellness” Global Student Competition

Global student competition to birth a fresh wellness concept with $10,000 in prize money! Meet the final three concepts selected by the judges (Sharks) after reviewing videos from over 150 submissions. Finalists will present and compete for the top prize.

Sponsored by Chiva-Som, Hyatt Hotels Corporation, ResortSuite

Moderated by: Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, US

Angelina Sienkiewicz, Creative Associate, Global Wellness Summit, US
11:19 am – 11:49 am
Main Stage

Finalists:
Liam Campbell: Savannah College of Art and Design, US
Professor: Gauri Misra-Deshpande, Professor, Savannah College of Art & Design, US
Wellness Innovation: Melo, a multifunctional pregnancy pillow to enhance sleep/rest

Balázs Csatlós: University of Pannonia, Hungary
Professor: Dr. Judit Sulyok, University of Pannonia, Hungary
Wellness Innovation: Sleeping Beauty sleep mask, a new high-tech solution for getting a good night’s sleep

Krysta Silva: Savannah College of Art and Design, US
Professor: Gauri Misra-Deshpande, Professor, Savannah College of Art & Design, US
Wellness Innovation: Samii, a set of utensils that detects and alerts users to allergenic proteins in food

Wellness Sharks | Judging Panel:
Karen Campbell, Business Development Consultant, Chiva-Som, Thailand
Frank Pitsikalis, Founder & CEO, ResortSuite, Canada
Julia Sutton, COO of Exhale, a division of Hyatt Corporation, US
11:51 am – 12:21 pm
Main Stage

Special Presentation

Wellness Technology: Start-Ups from the Start-Up Nation: Including the one that walked away with a $400K investment!

Presentation co-moderated by

Amir Alroy, Co-Founder, Welltech1, Israel
and Galit Horovitz, Co-Founder, Welltech1, Israel

Presenters:

Gal Bortman, Co-Founder & CEO, Fitv, Israel
Ari Friedrich, Co-Founder & CEO and Yaniv Lavi, Co-Founder & COO, Fitto, Israel
Gil Kerbs, Founder & CEO, Newt, Israel
Or Lustig, Co-Founder & CEO, Seatback, Israel
Michal Metzger, Co-Founder & CEO, Tolive Smoothies, Israel
Ido Polack, CEO, Amkiri, Israel
Lihi Segal, Co-Founder & CEO, Day2, Israel
Adi Wallach, Co-Founder & CEO, Calmigo, US, Israel
Lisa Wong, Co-Founder & CEO and Amit Tishler, Co-Founder & CCO, Popbase, US, Israel
12:23 pm – 12:30 pm
Main Stage

Global Wellness Award

*Inaugural Global Wellness Summit Prize*

*Winner chosen from over 80 companies submitting ideas to the “Call for Wellness Innovations” competition*

**Judges:**

*Amir Alroy*, Co-Founder, Welltech1, Israel

*Anna Bjurstam*, Wellness Pioneer, Six Senses & Raison d’Etre, Sweden

*Craig Cogut*, Founder, Chairman & CEO, Pegasus Capital Advisors, L.P., US

*Galit Horovitz*, Co-Founder, Welltech1, Israel

*Ian James*, Founder & CEO, The Ideation Lab, LLC, US

*Victor Koo*, Chairman, Heyi Holdings, Co-Founder, Tianren Culture, China

*Ivo Facianof*, Managing Partner, MindSpring Capital, Israel

*Ofir Frank*, CTO, Maccabi, Israel

*Stephen Letourneau*, Chief Brand Officer, Cannuka, US

*Laurie Racine*, Founder, Racine Strategy, US

*Paul Scialla*, Founder & CEO, Delos, US

*Hadas Spektor*, Head of Lifestyle and Wellness Vertical, Facebook, Israel

*Josh Todd*, Chief Marketing Officer, Mindbody, US

**Finalists:**

*Amai Proteins*, Israel

*Amkiri, Ltd.*, Israel

*Bryte*, US

*FitV*, Israel

*Kai.ai*, Israel

*Metalco Workplaces*, Italy

*Ognomy, The Sleep Apnea App*, US

*RunGo*, Canada
Virtuleap, Israel
VISION LIVFIT FZE, United Arab Emirates
Well World TV, LLC, US
WOW Wellness Group, United Arab Emirates

Award Sponsor: Welltech1
Presented by Amir Alroy, Co-Founder, Welltech1, Israel

12:30 pm – 12:32 pm
Main Stage

GWI Initiative Chairs: A Moment of Gratitude

Global Wellness Institute (GWI) Initiatives further the international conversation about wellness in its many and varied forms. Each GWI Initiative is led by an Initiative Chair, a renowned thought-leader who volunteers their time to help empower wellness worldwide.

Susie Ellis, Chair & CEO, Global Wellness Summit, US

Africa Wellness Initiative
Elaine Okeke Martin, President, Spa & Wellness Association of Africa, Mauritius

Beyond GDP, World Happiness and Wellbeing Initiative
Davide Bollati, Chairman, Davines, Italy

Clean Water Initiative
Dr. Abhishek Jain, VP, International Operations, WTS International LLC, India

Padma Venkat, Dean, School of Public Health, SRM Institute of Science & Technology, India

Consulting Best Practices Initiative
Lisa Starr, Principal, Wynne Business, US

Digital Wellness Initiative
Joshua Luckow, Founder & CEO, SolaVieve, Germany

Dying Well Initiative
Amy McDonald, CEO, Under a Tree, US

Diane Doster, CRO, Project Relevance, US
Exploring Frequency Wellness Initiative
Sallie Fraenkel, President, Mind Body Spirit Network, US

Sheri Kennedy, Founder, Wholetone Wellness, US

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

First 1000 Days Initiative
Patricia Ladis, Founder, WiseBody, US

Hormonal Wellness Initiative
Jennifer Young, Founder, Jennifer Young & Beauty Despite Cancer, UK

Hot Springs Initiative
Charles Davidson, Chairman, Peninsula Hot Springs, Australia

Hydrothermal Initiative
Don Genders, CEO, Design for Leisure, US

Immersion Initiative
Tracey Vincel, Founder, KNOSIS Center for Physiotherapy & Wellness, US

Massage Makes Me Happy Initiative
Lynda Solien-Wolfe, President, Solwolfe Resource Group, Inc., US

Mental Wellness Initiative
Gerry Bodeker, PhD, Public Health Academic & Clinical Psychologist, Green Templeton College, University of Oxford, Malaysia

Nutrition for Healing Initiative
Joy Menzies, Managing Director, Destination Spa Management, Thailand

Peer to Peer Leadership Training Initiative
Julie Pankey, Managing Partner, Jmpankey Partners, US

Sleep Care Initiative
Allison Howard, Founder & CEO, Nollapelli, US

Social Impact Initiative
Wendy Bosalavage, President, Liv UnLtd, US

Sallie Fraenkel, President, Mind Body Spirit Network, US
Sound Wellness Initiative
Suzannah Long, Co-Founder & CEO, So Sound Solutions, US

Supporting UN 17 SDG’s Initiative
Jean-Guy De Gabriac, CEO, TIP TOUCH International, Belgium

Sustainability Initiative
Dafne Berlanga, Senior Director of Sales, Universal Companies, US

Wellness Architecture Initiative
Veronica Schreibeis Smith, CEO & Founding Principal, Vera Iconica Architecture, US

Wellness at Work Initiative
John Toomey, CEO, Wide Awake Wellness Pty Ltd, Australia

Wellness Coaching Initiative
Susan O’Connor, Principal, PranaHealth Strategies, US

Wellness for Cancer Initiative
Julie Bach, Executive Director, Wellness for Cancer, US

Wellness for Children Initiative
Christine Clinton, President, Global Wellness for Children, US

Wellness Retail Initiative
Whitney Austin Gray, PhD, SVP, Research, International WELL Building Institute, US

Wellness Tourism Initiative
Katherine Droga, Founder, Droga & Co, Australia

Women in Leadership Initiative
Sara Jones, Managing Director & Editor, Spa & Wellness MexiCaribe, Mexico

Yoga Therapy Initiative
Bija Bennett, President, BijaB, US
12:40 pm – 2:00 pm

VIP Lunch for Ambassadors Only
Investment Experts Share “I am Bullish On…and Bearish On…”

Moderated by Nancy Davis, Chief Creative Officer, Executive Director, Global Wellness Summit, US

Special Opening Insights from Thierry Malleret: The Reset Economy

Participants:

Jeffrey Abramson, Partner, The Tower Companies, United States

Victor Brick, CEO, PF Growth Partners, LLC, US

Craig Cogut, Founder & CEO, Pegasus Capital Advisors, US

Barry Dorfman, President & CEO, BLD Holdings, Inc., US

Katrine Formby, VP, Sable Investments, US

Mark Harms, Managing Partner, Bespoke Capital Partners, US

Paul Leone, CEO, The Breakers Palm Beach, US

Thierry Malleret, Co-Founder & Principal Author, The Monthly Barometer, France

Dr. BK Modi, Founder & CEO, Wellness 2020, Singapore

Yoriko Soma, President, Conceptasia, Japan

Rick Stollmeyer, Co-Founder, MINDBODY, US

David Stoup, Chairman of Healthy Lifestyle Brands, LLC, and Trilogy Spa Holdings, LLC, US

David Weinstein, CEO, LifeForce IQ, US

Richard Woltman, Chair Emeritus, Girard Securities Inc., Rancho Santa Fe Foundation, US

(Invitation-only for Ambassadors of the nonprofit Global Wellness Institute. See the registration desk to become an Ambassador or learn more at globalwellness-institute.org/get-involved/become-an-ambassador.)
**Interactive Lunch: Table Topic Discussions with Select Table Topic Hosts**

*Roundtable discussions with designated experts.*

**TABLE TOPIC DISCUSSIONS**

1. *The Role of Tech in Cancer Wellness*
   **Julie Bach**, Executive Director, Wellness for Cancer, US

2. *How Social Impact is Changing*
   **Brian Brazeau**, Managing Director, [comfort zone], US

3. *The New Frontier of Hormonal Wellness*
   **Dr. Nicola Finley**, Board Certified Internal Medicine Physician, Canyon Ranch, US

4. *Leadership During Turbulent Times*
   **Glenn Fusfield**, President & CEO, OneSpaWorld, US
   **Kyle Zagrodzky**, CEO, OsteoStrong, US

5. *Understanding New Arenas such as Energy Devices and Metabolic Testing*
   **Toni Goren**, Founder & CEO, PureWaveNow, US
   **Panos Papadiamantis**, Co-Founder, PNOÉ Analytics, US

6. *Various Revenue Opportunities in Sleep Health*
   **Allison Howard**, Founder & CEO, Nollapelli, US

7. *Women in Leadership*
   **Sara Jones**, Managing Director & Editor, *Spa & Wellness MexiCaribe*, Mexico

8. *Understanding the Intersection of Real Estate & Wellness*
   **Jordan Kavana**, CEO, Clean Living Health & Wellness, US

9. *Wellness Architecture and The Future*
   **Veronica Schreibeis-Smith**, Founder, Vera Iconica Architecture, US

10. *Increasing Profitability and Wellness ROI*
    **Lisa Starr**, Principal Wynne Business, US

11. *Immersion Experiences and Lasting Change*
    **Tracey Vincel**, Founder, KNOSIS Center for Physiotherapy & Wellness, US

12. *Answers to Hydrothermal Hygiene Concerns in the Age of COVID*
    **Matthew Williamson**, COO, Design for Leisure, US
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Speaker(s)</th>
<th>Description</th>
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</table>
| 2:00 pm – 3:30 pm | Resetting the World with Wellness         | Mediterranean Courtyard  | Denise E. Bober, Pat Ciavola                                               | Interactive Brainstorming Session: How Will We Live and Work in the Future?  
Put your thinking cap on again, as we imagine what our lives will be like in the future. Remember to bring your Creativity Kit! |
| 2:00 pm – 3:30 pm | Resetting the World with Wellness         | Front Lawn                | Stephen Letourneau                                                        | Interactive Brainstorming Session: How Will We Live and Work in the Future?  
Put your thinking cap on again, as we imagine what our lives will be like in the future. Remember to bring your Creativity Kit! |
| 3:30 pm – 4:00 pm | Break: Brain Food Bites                    | Outside Main Stage        |                                                                            |                                                                                                                                         |
| 4:00 pm      | ALL BACK TO MAIN STAGE                     |                           |                                                                            |                                                                                                                                         |
| 4:02 pm – 4:07 pm | Passion Story                              | Main Stage                | Stephen Letourneau                                                        | My Unexpected Journey from Ignorance to Advocacy  
Stephen Letourneau, General Manager & Chief Brand Officer, Cannuka, US |
| 4:09 pm – 4:29 pm | Keynote                                    | Main Stage                | Nicola Finley, MD                                                         | Dancing Into Wellness: The Power of Unbridled Joy  
Nicola Finley, MD, Health & Healing, Canyon Ranch, US |
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>4:31 pm – 4:51 pm</td>
<td>Keynote</td>
<td><em>Breath: The New Science of a Lost Art</em></td>
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<td><strong>Q&amp;A</strong></td>
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<tr>
<td>4:53 pm – 5:13 pm</td>
<td>Keynote Conversation</td>
<td><em>The Healing Power of Human Connection</em></td>
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<td><strong>Vivek Murthy</strong>, 19th US Surgeon General, Best-Selling Author of <em>Together: The Healing Power of Human Connection in a Sometimes Lonely World</em></td>
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<td><strong>And Dr. Richard Carmona</strong>, 17th US Surgeon General; Chief of Health Innovations, Canyon Ranch, US</td>
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<tr>
<td>5:15 pm – 5:30 pm</td>
<td>In Conversation with Cathy Chon</td>
<td><em>Resetting Hospitality Development with Wellness</em></td>
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<td><strong>Catherine Feliciano-Chon</strong>, Managing Partner, CatchOn - A Finn Partners Company, Hong Kong</td>
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<td><strong>Rakesh Patel</strong>, CEO &amp; Founder, Alta Capital Real Estate, Hong Kong</td>
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<tr>
<td>5:32 pm – 5:42 pm</td>
<td>Special Presentation</td>
<td><em>Leaving You Breathless!</em></td>
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<td><strong>Dr. Marc Cohen</strong>, Founder, Extreme Wellness Institute, Australia</td>
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<td><strong>Wim Hof</strong>, The Iceman, The Netherlands</td>
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<tr>
<td>8:00 pm – 10:00 pm</td>
<td>Evening Event</td>
<td><em>The Mask-erade!</em></td>
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<td><strong>Attire</strong>: Wear your best dress-up face mask and have a ball! Dinner, drinks, Distanced Disco Dancing! <strong>Global Wellness Institute Live Auction to Benefit Industry Research and to make you long for a little wellness tourism!</strong></td>
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**DAY 2/Tuesday**
DAY 3
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<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
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<tr>
<td>6:00 am – 7:00 pm</td>
<td>Enjoy a Workout with a View!</td>
<td>Ocean Fitness Center</td>
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<tr>
<td>6:30 am – 7:15 am</td>
<td><strong>Morning Wellness Activity</strong>&lt;br&gt;<em>Protective Qigong: Radiant Poetry in Inner Stillness</em>&lt;br&gt;<strong>Dr. Phyllis Hubbard</strong>, Founder &amp; Chief Healing Officer, Radiant Health Strategies, US</td>
<td>Ocean Lawn</td>
</tr>
<tr>
<td>6:30 am – 8:00 am</td>
<td><strong>Breakfast</strong>&lt;br&gt;<em>For delegates staying at The Breakers</em></td>
<td>Circle Dining Room or Beach Club</td>
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<tr>
<td>8:30 am – 8:32 am</td>
<td><strong>Day Three Opening</strong>&lt;br&gt;<em>Protect What We Share: The Majestic Grace of the Planet</em>&lt;br&gt;<strong>Louie Schwartzberg</strong>, Award-Winning Director, Producer, Cinematographer, Moving Art, US</td>
<td>Main Stage</td>
</tr>
<tr>
<td>8:34 am – 9:04 am</td>
<td><strong>Keynote</strong>&lt;br&gt;<em>Building a Wellness Business that Lasts</em>&lt;br&gt;<strong>Rick Stollmeyer</strong>, Founder, Mindbody, US</td>
<td>Main Stage</td>
</tr>
<tr>
<td>9:06 am – 9:36 am</td>
<td><strong>Keynote</strong>&lt;br&gt;<em>Resetting Fitness</em>&lt;br&gt;<strong>Chris Rondeau</strong>, CEO, Planet Fitness, US</td>
<td>Main Stage</td>
</tr>
<tr>
<td>9:38 am – 10:08 am</td>
<td><strong>Keynote</strong>&lt;br&gt;<em>You Don’t Have to Have Balls to Be a Leader!</em>&lt;br&gt;<strong>Marisa Peer</strong>, Best-Selling Author, renowned therapist, UK</td>
<td>Main Stage</td>
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10:10 am – 10:40 am
Main Stage

Keynote

*Building Asia’s First Green Foods Unicorn: The Green Monday Story*

**John Wood,** Founder, Room to Read, Senior Advisor & Investor, Green Monday Holdings, Hong Kong

**David Yeung,** Founder & CEO, Green Monday Holdings, Hong Kong

Q&A

10:40 am – 10:45 am
Main Stage

Shark Tank of Wellness Award Winners

*$10,000 in Prize Money*

**Representing the Judging Panel:**

**Karen Campbell,** Business Development Consultant, Chiva-Som, Thailand

**Frank Pitsikalis,** Founder & CEO, ResortSuite, Canada

**Julia Sutton,** COO, Exhale, a division of Hyatt Corporation, US

10:46 am – 11:16 am
Foyer Outside of Tech Innovation Pavilion & Outside on Promenade

Networking Energy Break

*TECH INNOVATION PAVILION OPEN!*

11:18 am – 11:25 am
Main Stage

Wellness Moment

*Global Soaking Event*

*The Global Wellness Institute Hot Springs Initiative presents a music video invitation to join hot springs in eight countries throughout the world on November 13 (US) and November 14 (rest of world) for a live-streamed journey into their bathing cultures and soaking rituals.*

**Charles Davidson,** Chairman & Creative Director, Peninsula Hot Springs, Australia
11:27 am – 12:00 pm
Main Stage

Panel Discussion
Building the Future: Wellness Real Estate & Communities

Moderated by Nancy Davis, Chief Creative Officer, Executive Director, Global Wellness Summit, US

Dilip Barot, Founder, Amrit Ocean Resort & Residences, India & US

Alfredo A. Carvajal, Executive Vice President, Delos Living, LLC, US

Craig Collin, Chief Operating Officer, Tavistock Development Company, US

Judy Mackey, Co-Owner, STRATA Integrated Wellness and Spa at Garden of the Gods Resort and Club, US

Dr. BK Modi, Founder & CEO, Wellness 2020, Singapore

Steve Nygren, Founder, Serenbe, US

Veronica Schreibeis-Smith, Founder, Vera Iconica Architecture, US

Q&A
Panel made possible by the generous support of Wellness 2020

12:02 pm – 12:22 pm
Main Stage

Keynote Interview
Transforming Healthcare During COVID

Denise E. Bober, Senior Vice President – Human Resources, The Breakers Palm Beach, US

Dr. Vincent Apicella, Founder & CEO, Premier Family Health, US

Dr. Mariaclara E. Bago, Founder & Wellness Director, Premier Family Health, US

Special guest!
<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:24 pm – 12:36 pm</td>
<td>In Conversation with Cathy Chon</td>
<td>Catherine Feliciano-Chon, Managing Partner, CatchOn - A Finn Partners Company, Hong Kong; Anna Pollock, Founder, Conscious. Travel, UK</td>
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<tr>
<td>12:38 pm – 12:58 pm</td>
<td>Keynote</td>
<td>Zev Suissa, Chief Innovation Officer, Strategic Partnerships, eMindful, US</td>
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<tr>
<td>1:00 pm – 2:00 pm</td>
<td>Relaxed Lunch</td>
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<tr>
<td>2:02 pm – 2:22 pm</td>
<td>Keynote</td>
<td>Prof. Martin Palmer, President, FaithInvest, UK</td>
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<tr>
<td>2:24 pm – 2:50 pm</td>
<td>Keynote</td>
<td>Raphael Rakowski, Co-Founder, Medically Home, US; Bill Wing, President, Adventist Health, US</td>
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<tr>
<td>2:52 pm – 3:12 pm</td>
<td>Keynote</td>
<td>Dr. Michael Breus, The Sleep Doctor High Performance Sleep Coach, US</td>
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<td>Time</td>
<td>Event Description</td>
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<tr>
<td>3:14 pm – 3:34 pm</td>
<td>Keynote Panel</td>
<td><em>Sleep: The Science, The Technology, The Results</em></td>
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<td>Moderate by Allison Howard, Founder &amp; CEO, Nollapelli, US</td>
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<td>Panelists:</td>
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<td>Francisco Levine, Chief Business Officer, Bryte, US</td>
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<td>Tammy Pahel, VP, Spa and Wellness, Carillon Miami, US</td>
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<td>Dr. Rebecca Robbins, PhD, Sleep Researcher and Fellow, Brigham and Women’s Hospital and Harvard Medical School, US</td>
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<td>3:36 pm – 3:42 pm</td>
<td>Global Wellness Award</td>
<td><em>Leading Woman in Wellness</em></td>
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<td>Presented by: Susan Santiago, Head of Lifestyle &amp; Miraval Operations, US</td>
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<td>3:44 pm – 4:04 pm</td>
<td>Keynote Interview</td>
<td><em>Living Well until the Very End</em></td>
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<td>Shoshana Ungerleider, Physician, Journalist, Founder, End Well Project, US</td>
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<td>with B.J. Miller, Physician, Educator, Author, Co-Founder, Mettle Health, US</td>
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<tr>
<td>4:06 pm – 4:10 pm</td>
<td>Announcement of GWS 2021 Location!</td>
<td><em>Susie Ellis, Chair &amp; CEO, Global Wellness Summit, US</em></td>
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<tr>
<td>4:12 pm</td>
<td>Champagne Toast: Here’s to the Future!</td>
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</tbody>
</table>
Friday, November 12, 2020

Post-Summit Activities

9:00 am - 12:00 pm
Outdoors at Ocean House

Host a Future Summit

Opportunity to speak with Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, US, and Michelle Gamble, VP, Global Business Development, Global Wellness Summit, US, regarding what’s involved in hosting a future Summit.

Please email Michelle Gamble, VP, Global Business Development, Global Wellness Summit, US, at michelle.gamble@globalwellnesssummit.com, to request a time to meet.

Depart at your leisure

Serenbe

Hosted by Serenbe

Join GWS Chair and CEO Susie Ellis for this wellness experience at Serenbe, a renowned wellness community nestled in the rolling countryside outside of Atlanta. Serenbe’s architectural planning sets a new standard for community living, and your post-Summit retreat agenda includes special presentations from host and founder, Steve Nygren as well as arts and events programming; fabulous farm to table meals and other activities.
2020 PRESS DELEGATES AND OTHER MEDIA:

Kris Abbey, Publishing Editor, *Spa & Wellness International*, Australia
Jo Allen, Editor, *Cosmetics Business*, UK
James Andrew, Media Editor, *Style Music TV*, US
Shirley Archer, Freelance Health Journalist, Switzerland
Karen Asp, Freelance Journalist, US
Sandra Ballentine, Editor at Large, *W Magazine*, US
Katie Barnes, Editor, *Spa Business*, UK
Adriane Berg, Host, Generation Bold Radio, US
Rona Berg, Editorial Director, Organic Spa Media, US
Fiona Bugler, Editorial Director, i-wellbeing.com, UK
Bernard Burt, Contributing Editor, insidersguidetospas.com, US
Chelsie Butler, Executive Editor, *Kitchen & Bath Business Magazine*, US
Maggie Connelly, Associate Editor, *DaySpa Magazine*, US
Catherine DiBenedetto, Features Director, *Health Magazine*, US
Nadine Dilong, Editor, *SPA+CLINIC*, Australia
Gabriele Epple, Editor, *SPAworld Magazine*, Germany
Britt Fallon, Beauty Director, *NewBeauty Magazine*, US
Madelyn Fernstrom, Health Editor, NBC News, US
Daisy Finer, Freelance Journalist, *Conde Nast Traveler*, UK
Danielle Friedman, Freelance Journalist, *Glamour, Health, InStyle, The Cut*, etc., US
Heidi Fuller-Love, Freelance Journalist, UK
Cecilia Girr, Senior Strategist, Backslash, US
Elaine GIUSc, Travel Columnist, *New York Times*, US
Mary Gostelow, Publisher-Editor, girlahead.com, UK
Sara Jones, Managing Director & Editor, *Spa & Wellness MexiCaribe*, Mexico
Cindy Kerberova, Beauty Editor, *Vogue CS*, Czech Republic
Sheryl Kraft, Freelance Health Journalist, *Parade*, CNBC, Everyday Health, etc., US
Diane Kronstad, Editor, Fashionsdigest.com, US
Julie Keller-Callaghan, Co-Founder, Well Defined, US
Jane Kitchen, Freelance Writer & Editor, UK
Kristen LeFevre, Senior Editor, Palm Beach Illustrated, US
Lauren May Malis, Founder, The Luxe Group, US
Daniel McCarthy, Editor in Chief, Travel Market Report, US
Karen Menehan, Editor in Chief, Massage Magazine, US
Claire MacCormack, Editor, Indie Beauty Media Group, US
Heather Mikesell, Co-Founder, Well Defined, US
Sarah Miller, Luxury Brand Ambassador, Wall Street Journal, UK
Emilia Morano-Williams, US Assistant Editor, Stylus, US
Kate O’Brien, Freelance Journalist, Traveller UK, Tatler UK, The Gloss, etc., Ireland
Alison O’Neill, Contributor, Euro Cosmetics Magazine, Skin, Inc., etc., US
Laura Powell, Wellness Correspondent, Daily Suitcase, US
Leah Prinzivalli, Contributing Editor, Allure, Glamour, Marie Clare, Self, etc., US
Stacy Rauen, Editor in Chief, Hospitality Design, US
Astrid Ros, Publisher, Spa Business, United Kingdom
Karen Rubin, Editor & Publisher, Going Places Far and Near, US
Chris Ryall, Freelance Journalist, Spa Inc., Travel Life, Dreamscapes, etc., US
Stefani Sassos, Registered Dietitian, Good Housekeeping, US
Claire Sanderson, Editor in Chief, Women’s Health, United Kingdom
Sophie Scott, Medical Reporter, ABC News (Australia Broadcasting Corporation), Australia
Jessica Smith, Editor, The Future Laboratory at LS:N Global
Lisa Starr, Principal, Wynne Business, US
Abbey Stone, Executive Editor, Well+Good, US
Vivienne Tang, Founder, Destination Deluxe, Hong Kong
Carla Trivino, Reporter, Palm Beach Daily News, US
Claire Turrell, Freelance Journalist, BBC, Business Insider, The Independent, Singapore
Becci Vallis, Freelance Journalist, Harper’s BAZAAR, United Kingdom
Laura Waldon, Managing Editor, DaySpa Magazine, US
Megan Whitby, Journalist, Leisure Media, United Kingdom
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