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<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>10:00 am – 5:30 pm</td>
<td>South Loggia East</td>
<td>Global Wellness Summit (GWS) Registration and Concierge Open</td>
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<tr>
<td>10:00 am – 5:00 pm</td>
<td>South Mezzanine 1-5</td>
<td>Modeling a Safe Summit Begins with All of Us! 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.</td>
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<td>1:30 pm – 5:00 pm</td>
<td>South Loggia East</td>
<td>Engage &amp; Energize Sponsored by Immunocologie</td>
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| 2:00 pm – 2:45 pm  | Mediterranean Ballroom | Knowledge Workshop: The Future of Cannabis Sponsored by Cannuka  
Stephen Letourneau, General Manager & Chief Brand Officer, Cannuka, US |
| 3:15 pm – 4:00 pm  | Mediterranean Ballroom | Knowledge Workshop: A Kaleidoscope View: Rapid Social Innovation in Cancer Wellness  
Sponsored by Biologique Recherche and Wellness for Cancer  
Julie Bach, Executive Director, Wellness for Cancer, US |
| 4:30 pm – 5:15 pm  | Mediterranean Ballroom | Knowledge Workshop: Unbreakable: Developing Super-Human Bone Strength  
Sponsored by Osteostrong  
Kyle Zagrodkzy, CEO, Osteostrong, US |
| 6:00 pm – 6:45 pm  | Magnolia Room        | VIP Cocktail Reception for Sponsors + Media  
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  | Ocean Lawn           | Welcome Party: Ice Breakers!  
Sponsored by The Breakers Palm Beach  
Attire: Casual Chic |
# MONDAY, NOVEMBER 9, 2020

## DAY ONE

### 6:00 am – 7:00 pm

**Ocean Fitness Center**

Enjoy a Workout with a View!

### 6:30 am – 7:15 am

**Breakers Beach**

**Entrance adjacent to Active Pool**

**Morning Wellness Activity**

*Walking Qigong: Radiant Poetry in Motion*

**Dr. Phyllis Hubbard**, Founder & Chief Healing Officer, Radiant Health Strategies, US

### 6:30 am – 8:00 am

**Circle Dining Room or Beach Club**

**Breakfast**

*For delegates staying at The Breakers*

### 8:30 am – 8:35 am

**Main Stage**

**GWS 2020 Opening**

*The Triumph of Connection*

**Louie Schwartzberg**, Award-Winning Director, Producer, Cinematographer, Moving Art, US

### 8:37 am – 8:50 am

**Main Stage**

**Welcome**

**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
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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tr>
<td>8:37 am – 8:50 am</td>
<td>Main Stage</td>
<td>Andrew Gibson, Wellness Advisor, Sweden</td>
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<td>Sue Harmsworth, MBE, Owner, Sue Harmsworth Ltd, United Kingdom</td>
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<td>Omer K. Isvan, President, Servotel, Turkey</td>
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<td>Dr. Franz Linser, CEO, Linser Hospitality GmbH, Austria</td>
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<td>Yoriko Soma, CEO, Conceptasia, Japan</td>
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<td>Prof. Mary Tabacchi, PhD, RD, Professor Emerita, Cornell University School of Hotel Administration, US</td>
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<tr>
<td>8:50 am – 8:55 am</td>
<td>Special Presentation</td>
<td>Honoring 2020</td>
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<td>Nancy Davis, Chief Creative Officer &amp; Executive Director, Global Wellness Summit, US</td>
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<tr>
<td>9:00 am – 9:20 am</td>
<td>Keynote</td>
<td>Wellness: A Vaccine for Plagues, Pandemics, and Politics</td>
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<td>Dr. Richard Carmona, 17th US Surgeon General; Chief of Health Innovations, Canyon Ranch, US</td>
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<tr>
<td>9:22 am – 9:42 am</td>
<td>Keynote</td>
<td>Resetting the World with Wellness</td>
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<td>Susie Ellis, Chair &amp; CEO, Global Wellness Summit, US</td>
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<tr>
<td>9:44 am – 10:00 am</td>
<td>Keynote</td>
<td>Preparing to Dream</td>
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<td>Anna Bjurstam, Wellness Pioneer, Six Senses &amp; Raison d’Etre, Sweden</td>
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<td>10:02 am – 10:22 am</td>
<td>Keynote</td>
<td>Dreaming a New World into Being</td>
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<td>Alberto Villoldo, PhD, Psychologist, Medical Anthropologist and Author, Chile</td>
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<tr>
<td>10:23 am – 10:24 am</td>
<td>Announcing the inaugural tech innovation Pavilion!</td>
<td>Amir Alroy, Co-Founder, Welltech1, Israel</td>
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</table>
| 10:25 am – 11:10 am | Networking Energy Break  
Tech Innovation Pavilion & Outside on Promenade  
Tech Innovation Pavilion Ribbon-Cutting  
**Susie Ellis**, Chair & CEO, Global Wellness Summit, US |
| 11:12 am – 11:14 am | Wellness Moment  
*Radiant Health in Motion Stretch Break*  
**Dr. Phyllis Hubbard**, Founder & Chief Healing Officer, Radiant Health Strategies, US |
| 11:15 am – 11:45 am | Keynote  
*Defining the Global Economy of Mental Wellness*  
*The Bubble Chart has a New Addition!*  
**Katherine Johnston**, Senior Research Fellow, Global Wellness Institute, US  
**Ophelia Yeung**, Senior Research Fellow, Global Wellness Institute, US  
**Q&A** |
| 11:47 am – 12:07 pm | Keynote Panel  
*We Are Not OK: How Tech Is Creating a Future for Mental Wellness in a (Post) COVID World.*  
**Moderator: Melisse Gelula**, Strategic Advisor, Co-Founder, Well+Good (Exited), US  
**Amanda Eilian**, Partner & Co-Founder, able Partners, US  
**Dr. James Gordon**, Founder & Executive Director, The Center for Mind-Body Medicine, US  
**Simmone Taitt**, Founder, Poppy Seed Health, US |
| 12:09 pm – 12:14 pm | Passion Story  
*Turning Heartache into Action*  
**C. Victor Brick**, Founder, John W. Brick Mental Health Foundation |
<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 12:16 pm – 12:23 pm | **Global Wellness Award**  
Debra Simon Award for Leader in Furthering Mental Wellness  
**Presented by Susie Ellis**, Chair & CEO, Global Wellness Summit, US  
**Award Sponsor: Debra Simon Family Foundation** |
| 12:25 pm – 1:10 pm | **Press Conference for Media and Press Delegates**  
**Moderated by Cassandra Cavanah**, Owner, Cavanah Communications, US |
| 12:25 pm – 2:00 pm | **Interactive Lunch/Table Topics**  
**TABLE TOPIC DISCUSSIONS**  
1. *What Fitness will Look Like in the Future*  
**Lynne Brick**, Co-Founder, Planet Fitness Growth Partners, US  
2. *Let’s Talk about the Term Immunity*  
**Mark Faulkner**, Vireo Systems, US  
**Danna Pratte**, CEO, NB Pure, US  
3. *Hospitality, Real Estate and Wellness*  
**Helen Foster**, Consultant, Rancho Mission Viejo, US  
**Judy Mackey**, Co-Owner, STRATA Integrated Wellness and Spa at Garden of the Gods Resort and Club, US  
4. *How Things are Changing in the Beauty Arena*  
**Emma Froelich-Shea**, President, Naturopathica Holistic Health, Inc., US  
5. *My best Advice re Branding, Marketing & Digital Marketing*  
**Sara Hirsh Bordo**, Founder & CEO, Women Rising, US  
**David Stoup**, CEO, Healthy Lifestyle Brands, US  
6. *How to Put Your Creativity & Design on Steroids*  
**Jessica Jesse**, CEO & Creative Director, BuDhaGirl LLC, US  
**Grant Jones**, VP, Wellness, STRATA Integrated Wellness and Spa at Garden of the Gods Resort and Club, US  
8. *Landscape Architecture that Creates Emotional Connections*  
**Pablo Massari**, Associate Principal, EDSA, Inc., US |
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

**2:00 pm – 3:30 pm**  
**TWO OPTIONS**

2:00 pm – 3:30 pm  
**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!

2:00 pm – 3:30 pm  
**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!

**3:30 pm – 4:00 pm**  
**Break: Brain Food Bites**
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<tr>
<th>Time</th>
<th>Activity</th>
<th>Speaker(s)</th>
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<tbody>
<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>Resetting the Tourism Industry with Wellness</td>
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<td>Main Stage</td>
<td>Catherine Feliciano-Chon, Managing Partner, CatchOn, FINN Partners, Hong Kong</td>
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<td>Amanda Ho, Co-Founder, Regenerative Travel, Hong Kong</td>
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<td>4:16 pm – 4:36 pm</td>
<td>Keyboard Keynote</td>
<td>Wellness Is Ripe for Disruption</td>
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<td>Main Stage</td>
<td>John Kao, Author, Strategist, Innovator, Transformer, US</td>
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<tr>
<td>4:38 pm – 4:58 pm</td>
<td>Keynote Panel</td>
<td>Science &amp; Technology: Fueling the Future of Wellness</td>
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<td>Main Stage</td>
<td>Moderated by Nancy Davis, Chief Creative Officer &amp; Executive Director, Global Wellness Summit, US</td>
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<td>Panelists:</td>
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<td>Karen Ballou, Founder &amp; CEO, Immunocologie, US</td>
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<td>Dilip Barot, Founder, Amrit Ocean Resort &amp; Residences, India &amp; US</td>
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<td>Fred Maxik, Founder &amp; Chief Technology Officer, Healthē by Lighting Science, US</td>
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<td>Jamie Vasquez, General Manager, Americas Region, Natura Bissé International, Inc, US</td>
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<td>Time</td>
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</table>
| 5:00 pm – 5:30 pm | **Keynote Panel**  
Main Stage |  
**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  
**Jessica Smith**, Freelance Wellness and Beauty Trends Consultant; LS:N Global, UK |
| 5:30 pm – 6:30 pm | **Tech Innovation Pavilion Open!**          |
| 7:30 pm – 9:30 pm | **Evening Event: Dine-Around at The Breakers**  
*Dine with friends, old and new!*  
**Attire:** Resort Chic  
**Shuttles depart from Ponce Porte Cochere**  
Flagler Steakhouse (shuttle)  
Henry’s Palm Beach (shuttle)  
Seafood Bar |
DAY 2
<table>
<thead>
<tr>
<th>Time</th>
<th>Location/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! Ocean Fitness Center</td>
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</tbody>
</table>
| **6:30 am – 7:15 am** | Morning Wellness Activity  
5 Elements Qigong: Radiant Poetry in Breath  
**Dr. Phyllis Hubbard**, Founder & Chief Healing Officer, Radiant Health Strategies, US |
| **6:30 am – 8:00 am** | Breakfast  
**For delegates staying at The Breakers** Circle Dining Room or Beach Club |
| **8:30 am – 8:32 am** | Day Two Opening  
**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  
**Groundbreaking Research Conducted During COVID**  
**Michael C. Bush**, CEO, Great Place to Work®, US  
**Q&A** |
| **9:02 am – 9:22 am** | Keynote Conversation  
**Keeping a Business Running During a Pandemic**  
**Paul Leone**, CEO, The Breakers Palm Beach, US  
**with Susie Ellis**, Chair & CEO, Global Wellness Summit, US |
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<tr>
<th>Time</th>
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<tr>
<td>9:24 am – 9:44 am</td>
<td><strong>Keynote Panel</strong></td>
<td>Main Stage</td>
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<td><em>Achieving Health Equity</em></td>
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<td><strong>Moderated by Nicola Finley, MD</strong>, Board Certified Internal Medicine Physician, Canyon Ranch, US</td>
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<td><strong>Pamela Garmon Johnson</strong>, National Vice-President for Health Equity Impact and Partnerships at the American Heart Association, US</td>
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<td><strong>Elizabeth Aquino, PhD</strong>, RN, Associate Professor, DePaul University, School of Nursing, US</td>
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<td>9:46 am – 10:15 am</td>
<td><strong>Keynote Conversation</strong></td>
<td>Main Stage</td>
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<td><em>Wellness in India: Research &amp; Results</em></td>
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<td><strong>Dr. M</strong>, Founder &amp; CEO, Wellness 2020, Singapore</td>
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<td><strong>with Susie Ellis</strong>, Chair &amp; CEO, Global Wellness Summit, US</td>
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<tr>
<td>10:17 am – 10:28 am</td>
<td><strong>2020 Summit Sponsors: A Moment of Gratitude</strong></td>
<td>Ponce Ballroom</td>
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<td><strong>Michelle Gamble</strong>, VP, Business Development, Global Wellness Summit, US</td>
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<td>10:29 am – 10:30 am</td>
<td><strong>Un Message Spécial de France</strong></td>
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<td><strong>Rupert Schmid &amp; Pierre-Louis Delapalme</strong>, Co-Chairmen, Biologique Recherche, France</td>
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<tr>
<td>10:30 am – 11:00 am</td>
<td><strong>Networking Energy Break</strong></td>
<td>Foyer Outside of Tech Innovation Pavilion &amp; Outside on Promenade</td>
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<td><em>Sponsored by Biologique Recherche</em></td>
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<td><em>Tech Innovation Pavilion Open!</em></td>
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<tr>
<td>11:00 am – 11:02 am</td>
<td><strong>Wellness Moment</strong></td>
<td>Main Stage</td>
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<td><em>Radiant Health in Motion Stretch Break</em></td>
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<td><strong>Dr. Phyllis Hubbard</strong>, Founder &amp; Chief Healing Officer, Radiant Health Strategies, US</td>
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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
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’Eté, 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
12:30 pm – 12:32 pm
Main Stage

GWl 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

**TWO OPTIONS**

**12:40 pm – 2:00 pm**
South Mezzanine 8 Level, accessible from the South Lobby elevators

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

*Moderaed 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 globalwellnessinstitute.org/get-involved/become-an-ambassador.)*
12:40 pm – 2:00 pm
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 Turbulant 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, PNOĒ 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
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<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Speaker Details</th>
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<tr>
<td>2:00 pm – 4:00 pm</td>
<td>TWO OPTIONS</td>
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<tr>
<td>2:00 pm – 3:30 pm</td>
<td>Resetting the World with Wellness</td>
<td>Mediterranean Courtyard</td>
<td>Interactive Brainstorming Session: How Will We Live and Work in the Future?</td>
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<td>Led by <strong>Denise E. Bober</strong>, Senior Vice President – Human Resources, The Breakers Palm Beach, US</td>
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<td>Put your thinking cap on again, as we imagine what our lives will be like in the future. Remember to bring your Creativity Kit!</td>
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<tr>
<td>2:00 pm – 3:30 pm</td>
<td>Resetting the World with Wellness</td>
<td>Front Lawn</td>
<td>Interactive Brainstorming Session: How Will We Live and Work in the Future?</td>
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<td>Led by <strong>Stephen Letourneau</strong>, Founder Chief &amp; Brand Officer, Ideation Lab, LLC, US</td>
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<td>Put your thinking cap on again, as we imagine what our lives will be like in the future. Remember to bring your Creativity Kit!</td>
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<td>3:30 pm – 4:00 pm</td>
<td>Break: Brain Food Bites</td>
<td>Outside Main Stage</td>
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<td>4:00 pm</td>
<td>ALL BACK TO MAIN STAGE</td>
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<td>4:02 pm – 4:07 pm</td>
<td>Passion Story</td>
<td>Main Stage</td>
<td>My Unexpected Journey from Ignorance to Advocacy</td>
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<td><strong>Stephen Letourneau</strong>, General Manager &amp; Chief Brand Officer, Cannuka, US</td>
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<tr>
<td>4:09 pm – 4:29 pm</td>
<td>Keynote</td>
<td>Main Stage</td>
<td>Dancing Into Wellness: The Power of Unbridled Joy</td>
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<td><strong>Nicola Finley, MD</strong>, Health &amp; Healing, Canyon Ranch, US</td>
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<td>4:31 pm - 4:51 pm</td>
<td><strong>Keynote</strong></td>
<td>Main Stage</td>
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<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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<td>4:53 pm - 5:13 pm</td>
<td><strong>Keynote Conversation</strong></td>
<td>Main Stage</td>
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<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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<td>5:15 pm - 5:30 pm</td>
<td><strong>In Conversation with Cathy Chon</strong></td>
<td>Main Stage</td>
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<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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<td>5:32 pm - 5:42 pm</td>
<td><strong>Special Presentation</strong></td>
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<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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<td>8:00 pm - 10:00 pm</td>
<td><strong>Evening Event</strong></td>
<td>Venetian Ballroom</td>
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<td><em>The Mask-erade!</em></td>
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<td><em>Attire: Wear your best dress-up face mask and have a ball! Dinner, drinks, Distanced Disco Dancing! Global Wellness Institute Live Auction to Benefit Industry Research and to make you long for a little wellness tourism!</em></td>
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### DAY THREE

**6:00 am – 7:00 pm**
Ocean Fitness Center

**Enjoy a Workout with a View!**

**6:30 am – 7:15 am**
Ocean Lawn

**Morning Wellness Activity**

*Protective Qigong: Radiant Poetry in Inner Stillness*

**Dr. Phyllis Hubbard,** Founder & Chief Healing Officer, Radiant Health Strategies, US

**6:30 am – 8:00 am**
Circle Dining Room or Beach Club

**Breakfast**

*For delegates staying at The Breakers*

**8:30 am – 8:32 am**
Main Stage

**Day Three Opening**

*Protect What We Share: The Majestic Grace of the Planet*

**Louie Schwartzberg,** Award-Winning Director, Producer, Cinematographer, Moving Art, US

**8:34 am – 9:04 am**
Main Stage

**Keynote**

*Building a Wellness Business that Lasts*

**Rick Stollmeyer,** Founder, Mindbody, US

**Q&A**

**9:06 am – 9:36 am**
Main Stage

**Keynote**

*Resetting Fitness*

**Chris Rondeau,** CEO, Planet Fitness, US

**Q&A**

**9:38 am – 10:08 am**
Main Stage

**Keynote**

*You Don’t Have to Have Balls to Be a Leader!*

**Marisa Peer,** Best-Selling Author, renowned therapist, UK

**Q&A**
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!
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<th>Time</th>
<th>Event</th>
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| 12:24 pm – 12:36 pm | In Conversation with Cathy Chon | **Main Stage**  
**Resetting and Future-Proofing Tourism**  
**Catherine Feliciano-Chon**, Managing Partner, CatchOn - A Finn Partners Company, Hong Kong  
**Anna Pollock**, Founder, Conscious Travel, UK |
| 12:38 pm – 12:58 pm | Keynote | **Main Stage**  
**How to Surf the Mental Health Tsunami: Outcomes & Insights from Top Employers Practicing Live, Virtual Mindfulness Programs**  
**Zev Suissa**, Chief Innovation Officer, Strategic Partnerships, eMindful, US |
| 1:00 pm – 2:00 pm | Relaxed Lunch | **Venetian Ballroom** |
| 2:02 pm – 2:22 pm | Keynote | **Main Stage**  
**What Is Spiritual Wellness in the Time of Crisis?**  
**Prof. Martin Palmer**, President, FaithInvest, UK |
| 2:24 pm – 2:50 pm | Keynote | **Main Stage**  
**Traditional Healthcare Disrupted: Taking Matters into Your Own Home**  
**Raphael Rakowski**, Co-Founder, Medically Home, US  
**Bill Wing**, President, Adventist Health, US  
**Q&A** |
| 2:52 pm – 3:12 pm | Keynote | **Main Stage**  
**How to Be Better in Bed: Sleeping Through the Pandemic**  
**Dr. Michael Breus**, The Sleep Doctor High Performance Sleep Coach, US  
**Q&A** |
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| 3:14 pm – 3:34 pm | **Keynote Panel**  
*Sleep: The Foundation of Health and Hospitality*  
**Moderated by Allison Howard,** Founder & CEO, Nollapelli, US  
**Panelists:**  
*Francisco Levine,* Chief Business Officer, Bryte, US  
*Tammy Pahel,* VP, Spa and Wellness, Carillon Miami, US  
*Dr. Rebecca Robbins, PhD,* Sleep Researcher and Fellow, Brigham and Women’s Hospital and Harvard Medical School, US |
| 3:36 pm – 3:42 pm | **Global Wellness Award**  
*Leading Woman in Wellness*  
**Presented by:** Susan Santiago, Head of Lifestyle & Miraval Operations, US |
| 3:44 pm – 4:04 pm | **Keynote Interview**  
*Living Well until the Very End*  
**Shoshana Ungerleider,** Physician, Journalist, Founder, End Well Project, US  
**with B.J. Miller,** Physician, Educator, Author, Co-Founder, Mettle Health, US |
| 4:06 pm – 4:10 pm | **Announcement of GWS 2021 Location!**  
**Susie Ellis,** Chair & CEO, Global Wellness Summit, US |
| 4:12 pm        | **Champagne Toast: Here’s to the Future!** |
POST-SUMMIT
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@global-wellnesssummit.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


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’Neil, 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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