

# 2020 AGENDA

SUNDAY, NOVEMBER 8, 2020

## PRE-SUMMIT ACTIVITIES

**10:00 am – 5:30 pm**

South Loggia East

**Global Wellness Summit (GWS) Registration and Concierge Open**

**10:00 am – 5:00 pm**

South Mezzanine 1-5  
Located on the Mezzanine Level, accessible from the South Lobby elevators

**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.*

**1:30 pm – 5:00 pm**

South Loggia East

**Engage & Energize**

Sponsored by **Immunocologie**

**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 Zagrodzky**, 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*



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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. MarcCohen**, 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

**10:25 am – 11:10 am**

Tech Innovation  
Pavilion & Outside on  
Promenade

**Networking Energy Break**

*Tech Innovation Pavilion Ribbon-Cutting*

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

**11:12 am – 11:14 am**

Main Stage

**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**

Main Stage

**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**

Main Stage

**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**

Main Stage

**Passion Story**

*Turning Heartache into Action*

**C. Victor Brick**, Founder, John W. Brick Mental Health  
Foundation

**12:16 pm – 12:23 pm**

**Global Wellness Award**

Main Stage

*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**

Main Stage

**Moderated by Cassandra Cavanah**, Owner, Cavanah Communications, US

**12:25 pm – 2:00 pm**

**Interactive Lunch/Table Topics**

Venetian Ballroom

**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

*7. Making Integrated Wellness Work: The Future of Medicine and Wellness*

**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**

(outside Main Stage)

**Break: Brain Food Bites**

4:00 pm	ALL BACK TO THE MAIN STAGE
4:02 pm – 4:14 pm Main Stage	<b>In Conversation with Cathy Chon</b> <i>Resetting the Tourism Industry with Wellness</i> <b>Catherine Feliciano-Chon</b> , Managing Partner, CatchOn, FINN Partners, Hong Kong <b>Amanda Ho</b> , Co-Founder, Regenerative Travel, Hong Kong
4:16 pm – 4:36 pm Main Stage	<b>Keyboard Keynote</b> <i>Wellness Is Ripe for Disruption</i> <b>John Kao</b> , Author, Strategist, Innovator, Transformer, US
4:38 pm – 4:58 pm Main Stage	<b>Keynote Panel</b> <i>Science &amp; Technology: Fueling the Future of Wellness</i> <b>Moderated by Nancy Davis</b> , Chief Creative Officer & Executive Director, Global Wellness Summit, US <b>Panelists:</b> <b>Karen Ballou</b> , Founder & CEO, Immunocologie, US <b>Dilip Barot</b> , Founder, Amrit Ocean Resort & Residences, India & US <b>Fred Maxik</b> , Founder & Chief Technology Officer, Healthē by Lighting Science, US <b>Jamie Vasquez</b> , General Manager, Americas Region, Natura Bissé International, Inc, US



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

**Elaine Glusac**, Travel Columnist, *The New York Times*, US

**Claire McCormack**, Content + Thought Leadership, Indie Beauty Media Group/Beauty Independent, US

**Sarah Miller**, Luxury Brand Ambassador, *Wall Street Journal*, UK

**Jessica Smith**, Freelance Wellness and Beauty Trends Consultant; LS:N Global, UK

5:30 pm – 6:30 pm

Tech Innovation Pavilion

Tech Innovation Pavilion Open!

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*



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DAY

2

TUESDAY, NOVEMBER 10, 2020

DAY TWO

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  
*5 Elements Qigong: Radiant Poetry in Breath*  
**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 Two Opening  
*An Intimate Reminder from Mother Nature*  
**Louie Schwartzberg**, Award-Winning Director,  
Producer, Cinematographer, Moving Art, US

8:32 am – 9:00 am  
Main Stage

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  
Main Stage

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

9:24 am – 9:44 am

Main Stage

**Keynote Panel**

*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

Main Stage

**Keynote Conversation**

*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

Ponce Ballroom

**2020 Summit Sponsors: A Moment of Gratitude**

**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

Foyer Outside of Tech Innovation Pavilion & Outside on Promenade

**Networking Energy Break**

**Sponsored by Biologique Recherche**

*Tech Innovation Pavilion Open!*

11:00 am – 11:02 am

Main Stage

**Wellness Moment**

*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



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**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

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**12:30 pm – 12:32 pm**

Main Stage

**GWJ 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

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*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...”

**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 [globalwellnessinstitute.org/get-involved/become-an-ambassador](http://globalwellnessinstitute.org/get-involved/become-an-ambassador).)*

**12:40 pm – 2:00 pm**

Venetian Ballroom

**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, PNOE 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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**2:00 pm – 4:00 pm**

**TWO OPTIONS**

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**2:00 pm – 3:30 pm**

Mediterranean  
Courtyard

**Resetting the World with Wellness**

*Interactive Brainstorming Session: How Will We Live and Work in the Future?*

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

and **Pat Ciavola**, Director, Team Member Development, The Breakers Palm Beach, US

*Put your thinking cap on again, as we imagine what our lives will be like in the future. Remember to bring your Creativity Kit!*

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**2:00 pm – 3:30 pm**

Front Lawn

**Resetting the World with Wellness**

*Interactive Brainstorming Session: How Will We Live and Work in the Future?*

Led by **Stephen Letourneau**, Founder Chief & Brand Officer, Ideation Lab, LLC, US

*Put your thinking cap on again, as we imagine what our lives will be like in the future. Remember to bring your Creativity Kit!*

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**3:30 pm – 4:00 pm**

Outside Main Stage

**Break: Brain Food Bites**

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**4:00 pm**

**ALL BACK TO MAIN STAGE**

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**4:02 pm – 4:07 pm**

Main Stage

**Passion Story**

*My Unexpected Journey from Ignorance to Advocacy*

**Stephen Letourneau**, General Manager & Chief Brand Officer, Cannuka, US

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**4:09 pm – 4:29 pm**

Main Stage

**Keynote**

*Dancing Into Wellness: The Power of Unbridled Joy*

**Nicola Finley, MD**, Health & Healing, Canyon Ranch, US

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**4:31 pm – 4:51 pm**

Main Stage

**Keynote***Breath: The New Science of a Lost Art***James Nestor**, Best-Selling Author, *Breath: The New Science of a Lost Art*, US**Q&A****4:53 pm – 5:13 pm**

Main Stage

**Keynote Conversation***The Healing Power of Human Connection***Vivek Murthy**, 19th US Surgeon General, Best-Selling Author of *Together: The Healing Power of Human Connection in a Sometimes Lonely World***And Dr. Richard Carmona**, 17th US Surgeon General; Chief of Health Innovations, Canyon Ranch, US**5:15 pm – 5:30 pm**

Main Stage

**In Conversation with Cathy Chon***Resetting Hospitality Development with Wellness***Catherine Feliciano-Chon**, Managing Partner, CatchOn - A Finn Partners Company, Hong Kong**Rakesh Patel**, CEO & Founder, Alta Capital Real Estate, Hong Kong**5:32 pm – 5:42 pm****Special Presentation***Leaving You Breathless!***Dr. Marc Cohen**, Founder, Extreme Wellness Institute, Australia**Wim Hof**, The Iceman, The Netherlands**James Nestor**, Best-Selling Author, *Breath: The New Science of a Lost Art*, US**8:00 pm – 10:00 pm**

Venetian Ballroom

**Evening Event***The Mask-erade!**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!*



DAILY



WEDNESDAY, NOVEMBER 11, 2020

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!*

12:24 pm – 12:36 pm

Main Stage

### In Conversation with Cathy Chon

*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

Main Stage

### Keynote

*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

Venetian Ballroom

### Relaxed Lunch

2:02 pm – 2:22 pm

Main Stage

### Keynote

*What Is Spiritual Wellness in the Time of Crisis?*

**Prof. Martin Palmer**, President, FaithInvest, UK

2:24pm – 2:50 pm

Main Stage

### Keynote

*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

Main Stage

### Keynote

*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**

Main Stage

**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

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**3:36 pm – 3:42 pm**

Main Stage

**Global Wellness Award***Leading Woman in Wellness***Presented by: Susan Santiago**, Head of Lifestyle & Miraval Operations, US

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**3:44 pm – 4:04 pm**

Main Stage

**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

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**4:06 pm – 4:10 pm**

Main Stage

**Announcement of GWS 2021 Location!****Susie Ellis**, Chair & CEO, Global Wellness Summit, US

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**4:12 pm**

Main Stage

**Champagne Toast: Here's to the Future!**

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# POST-SUMMIT



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](mailto: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 Eppe**, 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'Neil**, Contributor, *Euro Cosmetics Magazine*, *Skin, Inc.*, etc., US

**Laura Powell**, Wellness Correspondent, Daily Suitcase, US

**Leah Prinziwalli**, 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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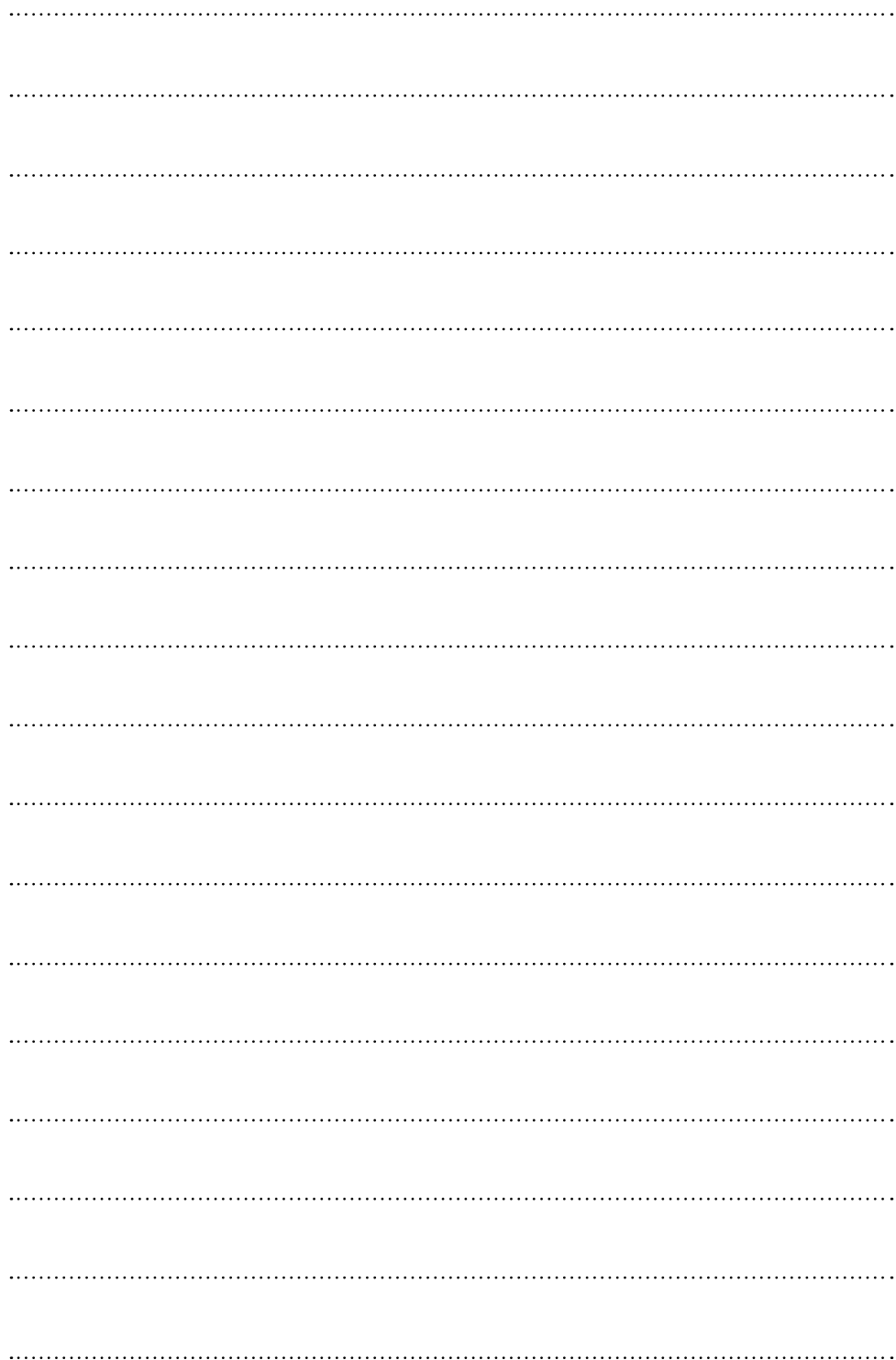
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