

# GLOBAL WELLNESS SUMMIT 2020



RESETTING THE WORLD WITH WELLNESS



YOU ARE CORDIALLY INVITED TO ATTEND THE

**2020 GLOBAL WELLNESS SUMMIT**  
**“RESETTING THE WORLD WITH WELLNESS”**

**THE BREAKERS PALM BEACH, FLORIDA, USA**  
**NOVEMBER 8-11**

Dear Esteemed Colleague,

It is our pleasure to invite you to the 2020 Global Wellness Summit (GWS), the foremost gathering of international leaders in the \$4.5 trillion global wellness economy. The Summit theme is **“Resetting the World with Wellness,” which is a call to action for the industry.** We are thrilled to be back at The Breakers Palm Beach—a pivot from Tel Aviv, where the Summit was originally scheduled, and where delegates will meet in 2021 instead. The GWS at The Breakers will take place November 8-11.

The Breakers is renowned for many things; one is abundant outdoor space, which is of particular importance this year. And what a year it has been. We witnessed unprecedented challenges due to the COVID-19 pandemic, and racial injustices reached epic proportions—bringing us all to the realization that we need to do more.

And so, we are. We will gather safely in Palm Beach, thanks to the guidance of Richard Carmona, MD, 17th Surgeon General of the United States, serving this year as our Summit’s Medical Advisor. Dr. Carmona is in a unique position to help us implement the most up-to-date protocols, ensuring the event exceeds all health and safety guidelines.

Make no mistake—this year, we have also seen tremendous growth in the wellness industry. The Wellness Real Estate & Communities sector is experiencing a banner year, as people everywhere seek spaces that put their wellbeing first. Wellness technology is booming, and the Summit’s first Tech Innovation Pavilion will showcase innovation, in partnership with Welltech1 from Tel Aviv. And mental wellness, often referred to as a “parallel pandemic,” is the subject of the Global Wellness Institute’s yearlong research study, which will be presented in Palm Beach.

Personal connections have long been the hallmark of the Summit. And while there may be a little more physical distance between us, what binds wellness leaders together will not change: a commitment to health and prevention, a passion for the future, a desire to make a difference.

Please join us in Palm Beach, as we chart a course, **“Resetting the World with Wellness.”**

*The Global Wellness Summit Advisory Board*

*Anna Bjurstam, Sweden; Dr. Marc Cohen, Australia; Cathy Feliciano-Chon, Hong Kong; Irene Forte, UK; Andrew Gibson, US; Susan Harmsworth, UK; Omer K. Isvan, Turkey; Tony de Leede, Australia; Susie & Pete Ellis, US; Dr. Franz Linser, Austria; Yoriko Soma, Japan; Mary Tabacchi, PhD, US*



# 2020 GLOBAL WELLNESS SUMMIT

## RESETTING THE WORLD WITH WELLNESS

### OVERVIEW

The **Global Wellness Summit (GWS)** is the most important conference on the business of wellness, an invitation-only international gathering bringing together leaders and visionaries to positively impact and shape the future of the \$4.5 trillion global wellness economy. The landmark 2020 Summit will take place November 8-11, at The Breakers Palm Beach, Florida, under the theme “Resetting the World with Wellness.”

### WELLNESS ECONOMY SECTORS

The GWS represents 10 unique sectors in the diverse and vibrant multitrillion-dollar wellness economy: Beauty & Anti-Aging; Healthy Eating, Nutrition & Weight Loss; Preventative & Personalized Medicine & Public Health; Wellness Tourism; Fitness & Mind-Body; Complementary & Alternative Medicine; Wellness Lifestyle Real Estate; Spa Industry; Thermal/Mineral Springs; and Workplace Wellness. Summit delegates will hear from the leading voices on the future of the wellness industry and participate in roundtables and discussion groups.

### DELEGATES

Formal invitations to attend the Summit are extended to a select list of top-level executives, medical and wellness professionals and academics, representing a cross section of the global wellness industry. All invitees have either applied to attend or have been nominated; they are approved based on their expertise, experience and leadership positions.

### FORMAT & AGENDA

During the three-day program, delegates will explore how wellness concepts could transform human life post-COVID-19. The agenda is a mix of informative and inspiring presentations, subject-specific panels and opportunities for open conversations, and many will take place in an outdoor setting. As invited delegates register, their expertise and interests are noted, and many are selected to be part of the program.



# THE BREAKERS PALM BEACH & BEYOND

## LOCATION

Set on 140 acres, the iconic seaside resort The Breakers Palm Beach will be the site of the historic 2020 Summit. Known for its stunning private beach, four oceanfront pools, two legendary golf courses, acclaimed dining and countless amenities and luxuries, The Breakers Palm Beach is an ideal location for outdoor meetings and events. **Plan your Summit trip at The Breakers.**

## ACCOMMODATIONS

The GWS is pleased to offer registered delegates special, negotiated room rates during their stay at this renowned beachfront resort. When booking a room, please identify yourself as a *2020 Summit delegate*. This will ensure you receive the preferred group rate and all room-drop gifts organized by the GWS.

## NEW STANDARDS FOR A SAFE CONFERENCE

Former US Surgeon General Richard Carmona, MD, will serve as Medical Advisor to the 2020 Summit. Dr. Carmona will work closely with the GWS and The Breakers teams to ensure the latest health and safety protocols keep delegates, guests, staff and the community safe at all times.

## WHAT TO WEAR

Florida's weather in November is warm, with temperatures ranging from 65°F to 81°F/18°C to 27°C and low humidity. Evenings are pleasant, with cool ocean breezes. Because many of the 2020 Summit meetings and events will take place outdoors, delegates are invited to dress in smart, casual clothing (no jackets or ties required).

## EXCLUSIVE POST-SUMMIT EXPERIENCE FOR 2020 DELEGATES

**November 11-13:** The GWS invites delegates to experience a post-Summit immersion experience on wellness real estate and communities at pioneering, award-winning Serenbe, just outside Atlanta. Space is limited, and this exclusive two-day retreat is only available to registered delegates. **Learn more about Serenbe.**



# AGENDA

**The 14th annual GWS will take place Sunday, November 8, through Wednesday, November 11, at The Breakers Palm Beach, Florida, USA.**

## **2020 THEME: “RESETTING THE WORLD WITH WELLNESS”**

The 2020 Summit theme, “Resetting the World with Wellness,” is a global call to action, asking wellness businesses and academic institutions, government agencies, and medical and technology companies to join together and further advance comprehensive and inclusive wellness concepts that will remake the world post-pandemic.

## **AGENDA OVERVIEW**

Each day’s agenda includes Summit sessions and keynote addresses, along with roundtables, panels and smaller discussion groups, many of which will take place outdoors. Special events and wellness and social breaks are a key part of the agenda.

This year, the program will include an unprecedented focus on wellness technology, including the Summit’s first Tech Innovation Pavilion in partnership with Welltech1, a Tel Aviv-based wellness innovation hub. Delegates will also explore new concepts that bring wellness into the home; wellness real estate and community projects; and new research from the Global Wellness Institute on mental wellness.

## **“SHARK TANK OF WELLNESS” STUDENT COMPETITION**

The GWS will host its fifth annual “Shark Tank of Wellness” student competition, an annual global challenge that rewards students for innovative ideas that impact the wellness industry. The top three finalists will be flown to the Summit, along with their professors, to present their ideas in front of sponsor-judges (“Wellness Sharks”) and Summit delegates.



# REGISTRATION & TRAVEL

## THE 2020 GWS REGISTRATION FEE INCLUDES:

- All general conference sessions, roundtables, forums and any scheduled activities
- Breakfasts (for delegates staying at The Breakers Palm Beach), lunches and breaks
- Welcome party hosted by The Breakers Palm Beach, Sunday, November 8
- Dine-around evening, Monday, November 9
- “Resetting the World” evening celebration, Tuesday, November 10
- A printed 2020 Delegate Directory (spouses do not receive a copy of the directory)

## DELEGATE RATES:

Summit registration does not include costs related to accommodations or travel.

Registration Categories	Sept. 1 – Oct. 15, 2020	Oct. 16, 2020 – Summit
Delegate	USD \$4,420	USD \$4,560
Spouse	USD \$2,185	USD \$2,185

## TRAVELING TO PALM BEACH, FLORIDA

Flights to the Palm Beach region are available at these airports:

**Palm Beach International Airport (PBI)** (approx. 5 mi or 8 km from The Breakers)

**Fort Lauderdale International Airport (FLL)** (approx. 56 mi or 91 km from The Breakers)

**Miami International Airport (MIA)** (approx. 81 mi or 130 km from The Breakers)

## VISA AND PASSPORT REQUIREMENTS

International travelers coming to the United States to conduct temporary business (such as attending a conference) need visitor visas unless they qualify for entry under the Visa Waiver Program (VWP). The VWP permits citizens of 38 countries to travel to the United States for business or tourism for stays of up to 90 days without a visa. It's recommended that visitors check current regulations with the US Embassy.

**To register, visit [www.globalwellnesssummit.com/register](http://www.globalwellnesssummit.com/register) or email Beatrice Hochegger at [beatrice.hochegger@globalwellnesssummit.com](mailto:beatrice.hochegger@globalwellnesssummit.com)**



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