

**GLOBAL WELLNESS SUMMIT 2021 | BOSTON**



***A NEW NEW ERA IN HEALTH & WELLNESS***



YOU ARE CORDIALLY INVITED TO ATTEND THE

# 2021 GLOBAL WELLNESS SUMMIT

*“A New New Era in Health & Wellness”*

**NOVEMBER 30-DECEMBER 3, 2021 | ENCORE BOSTON HARBOR**  
**IN PERSON + VIRTUAL**

Dear Esteemed Colleague,

It is our pleasure to invite you to the 2021 Global Wellness Summit (GWS), the foremost gathering of international leaders in the multitrillion-dollar global wellness economy. The 15th annual Summit theme is **“A New New Era in Health & Wellness,”** and it will take place November 30-December 3 at the Forbes Five-Star awarded Encore Boston Harbor.

We have all been hearing about the advent of a new era for some time, but COVID changed everything...seemingly overnight. Now, even the “new era” is *new* again. Delegates to the Summit will be the first to explore the unprecedented intersection of medicine and evidence-based wellness—and the dramatic impact this convergence will have on people everywhere.

All delegates will experience four days of keynotes, panels and presentations by top experts, from a Tech Innovation Pavilion that showcases the latest advancements in the industry, to an astronaut who launches us into reinventing time, to a Gen X entrepreneur from a music dynasty who takes us on a journey toward mental wellness, to medical doctors who share the science of aging well.

Plus, we will examine this *new new* era in a cultural center famous for American history and renowned for innovation and investment in science, biotech, health and wellness. Home to Harvard, MIT, Tufts, and many other top universities, Boston is an unrivaled academic hub.

In addition, as we explore the impact COVID-19 has had on the global wellness economy, the Global Wellness Institute research team will present their new, yearlong research study, “The Global Wellness Economy: Looking Beyond COVID.”

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

Please join us in Boston as we embrace and empower, **“A New New Era in Health & Wellness.”**

*The Global Wellness Summit Advisory Board*

*Anna Bjurstam, Sweden; Victor Brick, US; Cathy Feliciano-Chon, Hong Kong; Tony de Leede, Australia; Susie Ellis, US; Nicola Finley, MD, US; Irene Forte, UK; Maggie Hsu, US; Omer K. Isvan, Turkey; Franz Linser, PhD, Austria; Hannah Messerli, PhD, US; Yoriko Soma, Japan; Mary Tabacchi, PhD, US*

**Your health and safety are paramount; all delegates will be required to show proof of vaccination.**



Photo: Boston Harbor

# 2021 GLOBAL WELLNESS SUMMIT

*“A NEW NEW ERA IN HEALTH & 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 multitrillion-dollar global wellness economy. The landmark 2021 Summit will take place Nov. 30 – Dec. 3, at the Encore Boston Harbor, US, under the theme “A New New Era in Health & Wellness.”

## **FORMAT & AGENDA**

During the four-day program, delegates will explore how the health and wellness industries will embrace innovative wellness concepts that will transform human life in the future. The agenda is a mix of informative and inspiring presentations, subject-specific panels, and opportunities for open conversations. As invited delegates register, their expertise and interests are noted, and many are selected to be part of the program.

## **IN-PERSON DELEGATES**

To attend the Summit as an in-person, given the limited space we ask all potential delegates to first apply or be nominated to ensure a vibrant and impactful gathering of leaders. Approvals and invitations are made based on the applicant's position within their organizations, their backgrounds, and/or their stature as a business or thought leader in the wellness arena or complementary industry.

## **VIRTUAL ATTENDEES**

Given the widespread impact and opportunity that our topic this year presents, we sincerely hope to see the majority of our Global Wellness Summit community joining us virtually if unable to join us in person. There is no application process for virtual attendees, you may go directly to registration. Once again Anna Bjurstam, Wellness Pioneer and beloved member of the GWS community, will be the host for our online participants to create an engaging and dynamic virtual experience.





Photo: Encore Boston Harbor Hotel

# ENCORE BOSTON HARBOR & BEYOND

## **LOCATION**

A five-star waterfront property accessible by land and sea, the \$2.6 billion Encore Boston Harbor is conveniently located just minutes from Logan International Airport and famed Boston neighborhoods: Back Bay, North End, Seaport and the Theater District, as well as Cambridge, Harvard University and MIT.

## **ACCOMMODATIONS**

The GWS is pleased to offer registered delegates special, negotiated room rates during their stay at the Encore Boston Harbor. When booking a room, please identify yourself as a 2021 delegate. This will ensure you receive the preferred group rate and all room-drop gifts organized by the GWS.

## **WHAT TO WEAR**

Boston's weather in December is brisk, with temperatures ranging from 28°F to 42°F/-2°C to 6°C. Delegates are invited to dress in smart, casual clothing for Summit sessions (no jackets or ties required).

## **EXCLUSIVE PRE- & POST-SUMMIT EXPERIENCES FOR 2021 DELEGATES**

The Global Wellness Summit is known for pre- and post-Summit travel experiences organized exclusively for delegates. We will post information about trips and excursions on the Summit website in advance of the conference.

## **DISCOVERING BOSTON**

Boston is a gorgeous city with a mix of fine restaurants and eclectic shops; a vibrant music scene; famous historical sites; and a wide range of unique museums, galleries and theaters. The 2021 Summit will take place at the start of Boston's festive holiday season, and delegates will enjoy shopping, beautiful lights, special shows and exhibits—and even ice skating!



Photos: New England Clam Chowder, Baked Beans & Boston Cream Pie



# 2021 SUMMIT AGENDA

**The 15th annual GWS will take place Tuesday, November 30–Friday, December 3, 2021, at the Encore Boston Harbor | In Person + Virtual**

## **2021 THEME: “A NEW NEW ERA IN HEALTH & WELLNESS”**

This year’s Summit is a deep dive into the intersection of health and wellness and what is driving interest, investment and impact in these burgeoning industries. With science and evidence as drivers for change, Boston is a remarkably rich and fertile ground for companies making a difference in research, bio-tech, life sciences, academia and wellness innovation in nearly every area of economy.

## **AGENDA OVERVIEW**

Each day’s agenda includes Summit sessions and keynote addresses, along with expert panels, interviews and smaller discussion groups. Special events, wellness and social breaks are a key part of the agenda. 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 the wellness economy, post-COVID.

## **TECH INNOVATION PAVILION**

Holding the Summit in Boston gives delegates a rare opportunity to experience the very latest in wellness innovation powered by ground-breaking science and technology. The Tech Innovation Pavilion will feature companies that lead the industry, bringing health and wellness into the home, the workplace and the world.

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

The GWS will host its sixth 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.



Photo: Historic Boston Skyline

# REGISTRATION

## THE 2021 GWS IN-PERSON REGISTRATION FEE INCLUDES:

- All general conference sessions, roundtables, forums and any scheduled activities
- Breakfasts (for delegates staying at the Encore Boston Harbor), lunches and breaks
- Welcome party, Tuesday, November 30
- Dine-around evening, Wednesday, December 1
- Evening celebration, Thursday, December 2
- A printed 2021 Delegate Directory (spouses do not receive a copy of the directory)
- In-person access to the Technology Pavilion
- Sponsor tote bag and collection of sponsor gifts
- Exclusive access to online videos and presentations, post Summit

## THE 2021 GWS VIRTUAL FEE INCLUDES:

- Virtual access to all sessions that take place on the main stage of the 2021 GWS at the Encore Boston Harbor, including keynotes, presentations, panels and more
- Access to online videos and presentations after the Summit
- Access to the Global Wellness Institute's research that will be released at the Summit
- Opportunity to engage with other virtual attendees and the virtual host throughout the Summit; with questions and input periodically brought center stage

## 2021 DELEGATE RATES:

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

	<b>August 1 – October 31</b>	<b>November 1 – Summit</b>
In-Person Delegate	USD \$4,395	USD \$4,550
Spouse	USD \$2,185	USD \$2,185
Virtual	USD \$650	USD \$750

Your health and safety are paramount; all delegates will be required to show proof of vaccination.

**To register, visit [www.globalwellnesssummit.com/register](http://www.globalwellnesssummit.com/register)**





Photo: USS Constitution, the world's oldest commissioned naval vessel still afloat



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Photo: Boston Night Skyline

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