



GLOBAL WELLNESS
SUMMIT 2024™

2024 AGENDA

A WATERSHED MOMENT
FOR WELLNESS

ST ANDREWS, SCOTLAND | NOVEMBER 4-7, 2024

With the theme **“A Watershed Moment for Wellness,”** the 18th annual Global Wellness Summit (GWS) invites delegates to recognize the opportunities and the responsibilities stemming from a robust wellness economy—one that has the power to shape healthier societies, drive sustainable growth and ensure long-term prosperity for all. More than just a theme, it urges a profound exploration of water’s role in wellness—from the surge in water-based wellness experiences to the pressing need for global leaders to unite in safeguarding and ensuring the sustainable use of this precious resource. This is a moment for decisive leadership and bold action, shaping the future of wellness and the planet.

The dynamic landscape of the wellness industry continues to generate significant growth across all 11 sectors of the wellness economy, as the booming longevity market creates opportunity at the intersection of wellness and medicine, the future of travel and hospitality evolves, and the concept of wellness undergoes a radical transformation.

The Agenda offers invaluable insights for business executives, policymakers and investors seeking to harness the full potential of this pivotal moment. Engaging keynotes and conversations span a wide array of topics, such as emerging technologies supporting sustainability, the future of hospitality, new paths to mental wellbeing, the future of biohacking, innovations in wellness architecture and design, insights from the world’s largest workplace wellbeing study and more.

This year’s GWS promises to be an unparalleled opportunity for attendees to network, share expertise, and learn from the most influential leaders in the wellness sector. We invite you to engage in the off-stage collaborative discussions that so often lead to relationships that shape the future of wellness, from the Table Topic Lunches to the After Dinner Conversations and social events. Forging meaningful connections is at the heart of our DNA.

The Agenda is your guide to this momentous Summit. The plenary sessions will be video recorded, and your delegate registration includes access to the recordings shortly after the Summit.

Join the conversation online throughout the Summit, using #globalwellnesssummit on your preferred social media platform, and utilize the Summit App to network with other delegates.

Thank you for being part of the Summit’s global community.



PRE-
SUMMIT

2024 AGENDA

All sessions are recorded for on-demand access for delegates.

MONDAY, NOVEMBER 4, 2024

PRE-SUMMIT ACTIVITIES

8:30AM - 12:00PM

Meet in the lobby of the Old Course Hotel

St Andrews Half-Day Walking Tour

Explore the historic town of St Andrews, Scotland, with **Val Eglinton**, an esteemed Scottish tour guide. As you embark on a walking tour of this charming gem nestled on the east coast of Scotland, prepare to step back in time and immerse yourself in the rich tapestry of its storied past. St Andrews, often referred to as the “birthplace of golf” and boasting the prestigious university that bears its name, is a town where ancient architecture, academic brilliance and coastal beauty converge.

Must be pre-registered to participate.

10:00AM - 12:30PM

Meet in the library of the Old Course Hotel

Sacred Healing Tour

Embark on a transformative journey through the historic and sacred sites of St Andrews with the “Sacred Healing Tour” guided by renowned historian Professor **Martin Palmer**. This immersive tour will take you on an enlightening exploration of the spiritual and healing heritage of this ancient town, providing historical insights on the relic of St Andrew, the healing shrine of St Andrew, the sacred geography of the town, the rise of the University, the impact of the Reformation and the role of St Andrews in the Scottish Enlightenment.

Must be pre-registered to participate.

12:30 - 6:00PM

Ballroom Foyer
(Lobby Level)

Registration Desk and Check-In Open

Check in for the Summit and receive your event agenda, delegate directory and name tag. Collect your *number pin* (acknowledging the number of Global Wellness Summits you've attended) and your beautiful gift bag.

Ensure the event's mobile app is installed to maximize your Summit experience.

1:00 - 4:45PM**KNOWLEDGE WORKSHOPS****1:00 - 1:45PM**

Ballroom

Knowledge Workshop

The Global Wellness Institute: A Watershed Moment for Empowering Wellness Worldwide

Learn how the nonprofit Global Wellness Institute (GWI) pillars have contributed to this watershed moment for the industry. Hear from those involved in Research, Initiatives, Wellness Evidence, Geography of Wellness, Wellness Moonshot: A World Free of Preventable Disease, Ambassadorships, BBC StoryWorks and more. The impact of this work could result in a watershed moment for your business.

Moderated by

Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Institute, United States

Panelists

Susie Ellis, Chair & CEO, Global Wellness Institute, United States

Jessi Brandt, Director of Programs & Operations, Global Wellness Institute, United States

Kristiana Tarnuzzer, Director of Development, Global Wellness Institute, United States

Global Wellness Institute Board of Advisors

Alexia Brue, Co-Founder, Well+Good, United States

Richard Carmona, MD, Chief of Health Innovation, Canyon Ranch; 17th Surgeon General of the US, United States

Anjan Chatterjee, MD, Professor of Neurology, Psychology & Architecture, University of Pennsylvania; Founding Director, Penn Center for Neuroaesthetics, United States

Pierre-Louis Delapalme, Co-President & Co-Chairman, Biologique Recherche, France

Michelle Floh, CEO, R&J Abramson Foundation, United States

Sue Harmsworth, MBE, Founder, SATCC and ESPA, United Kingdom

Aradhana Khowala, CEO, Aptamind Partners; Chair, Red Sea Global Advisory Board, United Kingdom

Victor Koo, Co-Founder, Tianren Culture, Hong Kong (SAR China)

Mia Kyricos, President & Chief Wellness Officer, Kyricos & Associates LLC, United States

Renee Moorefield, PhD, CEO, Wisdom Works Group, United States

Freddie Moross, Founder & CEO, Myndstream, United Kingdom

Laurie Racine, President, Racine Strategy, United States

Michael Roizen, MD, Chief Visionary, Great Age Reboot, United States

Rupert Schmid, Co-President & Co-Chairman, Biologique Recherche, France

Jean Sung, Head of The Philanthropy Centre, J.P. Morgan Private Bank, Hong Kong (SAR China)

GWI Research Team

Tonia Callender, Research Fellow, Global Wellness Institute, United States

Joanne Hopkins, Research Fellow, Global Wellness Institute, United States

Katherine Johnston, Senior Research Fellow, Global Wellness Institute, United States

Ophelia Yeung, Senior Research Fellow, Global Wellness Institute, United States

Global Wellness Institute Advisory Board Members, Initiative Members, Geography of Wellness Country Partners and Ambassadors who are present will be introduced.

2:00 - 2:45PM

Ballroom

Knowledge Workshop***NADclinic: Optimizing Human Performance & Brain Health***

Unlock the potential of longevity in the hospitality and wellness industries with this targeted workshop. Innovative strategies and therapeutics will be presented that can enhance guest experiences and boost business growth—from a deep dive into the NAD+, known as the “miracle molecule,” to advanced diagnostics and hyper-personalized programs aimed at ultimate human performance.

Iain DeHavilland, Founder & CEO, NADclinic,
United Kingdom

3:00 - 3:45PM

Ballroom

Knowledge Workshop***Red Sea Global: Interactive Workshop with Renowned Industry Leaders***

Bringing together renowned wellness operators from Clinique La Prairie, Jayasom, Ananda, Equinox, Six Senses, as well as Sue Harmsworth, Red Sea Global will host an interactive workshop to delve into the evolution of wellness brands and emerging industry trends. The workshop will feature live polling, small group breakouts and case study challenges, providing attendees a unique opportunity to engage with industry visionaries offering key insights for navigating the global wellness landscape and shaping future-forward wellness experiences.

Lindsay Madden-Nadeau, Senior Director
Development - Wellness Strategy, Red Sea Global,
Saudi Arabia

4:00 – 4:45PM

Ballroom

Knowledge Workshop

Cred International: *Japan Innovates a New Approach to Postpartum Care*

Presenting AMATERASU, a postpartum care hotel brand originating from Japan and designed to help new mothers recover both physically and mentally after childbirth. In partnership with renowned hotels across the country, AMATERASU provides a comfortable and comprehensive stay where new mothers can focus on their recovery. The service includes professional postpartum care provided by specialists.

Yoriko Soma, CEO, Conceptasia Inc., Japan

5:00 – 5:30PM

Ballroom

New Delegate Orientation: Making the Most of Your First Summit

An informal meeting for first-time delegates to learn about the Summit and connect with key leadership.

Moderated by

Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, United States

Panelists

Susie Ellis, Chair & CEO, Global Wellness Summit, United States

Michelle Gamble, VP, Global Business Development, Global Wellness Summit, United States

Beatrice Hohegger, Director of Events, Global Wellness Summit, United States

Jessi Brandt, Director of Programs & Operations, Global Wellness Summit, United States

Global Wellness Summit Advisory Board

Amir Alroy, Co-Founder, Welltech Ventures, Israel

Anna Bjurstam, Wellness Pioneer, Six Senses, Sweden

C. Victor Brick, CEO, Ohana Growth Partners, LLC; Co-Founder, John W. Brick Mental Health Foundation, United States

5:00 – 5:30PM

Ballroom

New Delegate Orientation: Making the Most of Your First Summit Continued

Tony de Leede, Founder, Gwinganna Lifestyle Retreat, Australia

Cathy Feliciano-Chon, Managing Partner, FINN Partners Company Limited, Hong Kong (SAR China)

Nicola Finley, MD, Physician and Founder, Dr. Nicola PLLC, United States

Irene Forte, Founder & CEO, Irene Forte Skincare, United Kingdom

Maggie Hsu, Partner, Andreessen Horowitz, United States

Ömer İsvan, President, Servotel Corporation, United Kingdom

Jessica Jesse, CEO, Founder & Creative Director, BUDHAGIRL®, United States

Hannah Messerli, PhD, Economic Development Specialist, George Washington University, United States

Veronica Schreibeis Smith, CEO & Founding Principal, Vera Iconica Architecture & Developments, United States

Yoriko Soma, CEO, Conceptasia Inc., Japan

Prof. Mary Tabacchi, PhD, RD, Professor Emerita, Cornell University, United States

6:00 – 6:45PM

Conservatory

Private VIP Cocktail Reception for Sponsors, GWI Ambassadors, Susie Ellis Scholarship Recipients, Geography of Wellness Country Partners + Media

Hosted by the GWS Advisory Board and the GWI Board of Advisors

**Please see full list of media at the end of the agenda.*

7:00 – 9:00PM

4th Floor of the Old Course Hotel

Welcome Party*Welcome to Scotland!*

Embrace the spirit of Scottish hospitality with delicious local cuisine and the iconic sound of the bagpipes, as we set the stage for an unforgettable Summit at the Old Course Hotel, Golf Resort & Spa.

Sponsored and Hosted by Kohler and the Old Course Hotel—the 2024 GWS Host Sponsors*Attire: Kilts welcome!***9:15 – 10:00PM****AFTER DINNER CONVERSATIONS**

Old Course Hotel

The Scottish hospitality continues as we invite delegates to gather informally at the Old Course Hotel. Have a hot tea, make new friends, reconnect with old friends and feel even more a part of the Global Wellness Summit clan. Select from two cozy locations with various hosts.

9:15 – 10:00PM

Old Course Hotel Sands (Lobby Level)

Welcoming Hosts**Alexia Brue**, Co-Founder, Well+Good, United States**Ömer İsvan**, President, Servotel Corporation, United Kingdom**Anna Bjurstam**, Wellness Pioneer, Six Senses, Sweden**9:15 – 10:00PM**

Old Course Hotel Library (Lobby Level)

Welcoming Hosts**Amir Alroy**, Co-Founder, Welltech Ventures, Israel**Richard Carmona, MD**, Chief of Health Innovation, Canyon Ranch; 17th Surgeon General of the US, United States**Yoriko Soma**, CEO, Conceptasia Inc., Japan

WORDLY TRANSLATION

Scan here for real-time
AI-powered translation
during each session in
the Hall of Champions



DAY
ONE

DAY ONE

CHOICE OF FOUR CONCURRENT MORNING WELLNESS ACTIVITIES

6:30 – 7:10AM

Meet in the lobby of the Old Course Hotel

A Walkshop: The Redemptive Power of Nature

This walkshop will explore the science underpinning the positive effects of walking on mental and physical wellbeing.

Join us for a transformative 40-minute walkshop led by renowned economist **Thierry Malleret** and his wife and business partner, **Mary Anne Malleret**, exploring the redemptive and healing power of nature. This unique experience will take place in the scenic setting of St Andrews, perfect for immersing yourself in the beauty and tranquility of the outdoors.

Attire: Comfortable walking shoes and weather-appropriate outerwear.

Must be pre-registered to participate.

6:30 – 7:10AM

Meet in the lobby of the Old Course Hotel

The Sanctum Outdoor Immersion—A Global Phenomenon

Join **Luuk Melisse**, founder of Sanctum, for a powerful morning energizer that will ignite your mind and body. Sanctum is a transformative movement experience that blends the best of Eastern wisdom and modern fitness, including HIIT, Kundalini yoga, positive psychology, mind conditioning and martial arts, all woven into the unique Sanctum sequence.

Attire: Comfortable workout clothes and weather-appropriate outerwear.

Must be pre-registered to participate.

6:30 – 7:15AM

Old Course Hotel
Conservatory

Gentle Yoga with Ashley Kohler

This is a slow-flow class with a focus on breath and alignment. We will find both relaxation and strength in our practice together as we slowly move through different asanas (postures) to open the body and calm the mind.

Must be pre-registered to participate.

6:30 – 7:45AM

Check in at the Old
Course Hotel spa
reception desk

Ice Bath by Kohler x Remedy Place

Experience a new dimension in self-care and innovative design with the Ice Bath by Remedy Place. Through a guided session, you will submerge in 4°C /39°F water for up to six minutes.

Must be pre-registered to participate.

6:30 – 8:00AM**Breakfast at Your Hotel****THE 18TH ANNUAL GWS PLENARY SESSIONS BEGIN****8:30 – 8:50AM**

Hall of Champions

Majesty in Motion

Water in Every Form

Louie Schwartzberg, Filmmaker & CEO, Moving Art,
United States

8:55 – 9:05AM

Hall of Champions

Welcome

The Power of Collaboration

Nancy Davis, Chief Creative Officer & Executive
Director, Global Wellness Summit, United States

9:10 – 9:20AM

Hall of Champions

Welcome & Keynote

A Watershed Moment

Susie Ellis, Chair & CEO, Global Wellness Summit,
United States

9:25 – 9:35AM

Hall of Champions

Welcome & Keynote

Welcome to Our Home

Nina Kohler, Strategy & Design Consultant, Kohler
Co.; 2024 GWS Co-Chair, United States

9:40 - 10:00AM

Hall of Champions

Keynote*The Challenge of the Century: Water***J. Carl Ganter**, Founder, Circle of Blue, United States**10:05 - 10:15AM**

Hall of Champions

Welcome & Keynote*Widening the Tentpoles***Freddie Moross**, Founder & CEO, Myndstream; 2024 GWS Co-Chair, United Kingdom**10:20 - 10:40AM**

Hall of Champions

Keynote*You Are Your Brand: Strategies for Companies & CEOs***Jeremy Jauncey**, Founder, Beautiful Destinations, United Arab Emirates**10:45 - 11:15AM**Hall of Champions,
Tom Kidd &
Hotel Lobby**Networking Energy Break | Innovation Lab****11:20 - 11:30AM**

Hall of Champions

Welcome & Keynote*Impact: We Can Do More Together...Now***Aradhana Khowala**, CEO, Aptamind Partners; 2024 GWS Co-Chair, United Kingdom**11:35 - 11:55AM**

Hall of Champions

Keynote*Groundbreaking Technology: Turning Waste Into Water***Sarah Livia Brightwood**, President, Rancho La Puerta, Mexico**12:00 - 12:20PM**

Hall of Champions

Keynote: Research*Wellness Is Serious Business: Let's Get Serious About Wellness***Katherine Johnston**, Senior Research Fellow, Global Wellness Institute, United States
Ophelia Yeung, Senior Research Fellow, Global Wellness Institute, United States

THREE CONCURRENT OPTIONS

12:25 - 1:45PM

Hotel Lobby

Innovation Lab Open

12:25 - 12:55PM

Hall of Champions

Press Conference for Media Only

12:25 - 1:45PM

Lobby Level
Sands: Topics 1-11

Interactive Lunch | Table Topics | “Ask the Experts”

Sponsored by Biologique Recherche

Architecture & Design

1. Ecosystems in Architecture: Energy, Water, Air Quality

Anna Dyson, Hines Professor of Architecture, Yale School of Architecture, United States

2. Wellness Architecture: The Future

Veronica Schreibeis Smith, CEO & Founding Principal, Vera Iconica, United States

Art & Wellness

3. Design, Neuroscience and Water

Ari Peralta, Chief Innovation Officer, COCUN, United States

4. Where I See Art & Wellness Coming Together

Louie Schwartzberg, Filmmaker & CEO, Moving Art, United States

Bathing/Hydrothermal Practices

5. Why Sauna Is Suddenly So Hot

Thorsten Bichler, Director International Sales, Klafs GmbH, Germany

Raleigh Duncan, Founder & CEO, Sauna Works Inc., United States

6. Popularity of Contrast Therapy and Ice Baths

Jonathan Leary, DC, Founder & CEO, Remedy Place, United States

Lobby Level
Sands: Topics 1-11

Beauty

7. Mistakes to Avoid in the Beauty Industry

Pierre Louis Delapalme, Vice-Chairman, Biologique Recherche, France

8. A Watershed Moment: Professionally & Personally

Rupert Schmid, Head of Global Sales, Biologique Recherche, France

Biohacking

9. Biohacking

Dave Asprey, CEO, Upgrade Labs, 40 Years of Zen, United States

10. How to Add Biohacking to Wellness

Anna Bjurstam, Wellness Pioneer, Six Senses, Sweden

Blue Zones

11. The Future for Blue Zones

Shelly Trumbo, Chief Transformations Officer, Blue Zones LLC, United States

Lobby Level
Conservatory:
Topics 12-20

Business

12. Membership Models That Work Well

Wendy Nierel Bosolovage, Chief Wellness Officer, LIVunLtd, United States

13. Emerging Entrepreneurial Opportunities

Tony de Leede, Founder, Gwinganna Lifestyle Retreat, Australia

14. Adding Curated Programs That Work

Marina Efraimoglou, Owner & Founder, Euphoria Retreat, Greece

15. Let's Talk About Licensing and Franchising

David Stoup, Chairman & CEO, Trilogy Spa Holdings/ Healthy Lifestyle Brands, United States

Lobby Level
Conservatory:
Topics 12-20

Design/Philanthropy

16. *Kohler Values of Design and Philanthropy*

Nina Kohler, Strategy & Design Consultant, Kohler Co., United States

Economic Outlook

17. *What HNW Individuals Are Investing in Now*

Thierry Malleret, Founder and Managing Partner, Monthly Barometer, France

18. *Returns From Investing in Environment and Sustainable Development*

Martin Palmer, President, Faithinvest; Chair, WWF Beliefs and Values, United Kingdom

Government & Wellness

19. *Government's Role in Incorporating Wellness*

Yasuhiro Nagano, Mayor, Beppu City, Japan

Hospitality/Spa/Wellness

20. *Accor: Spa and Wellness Vision*

Emlyn Brown, Global SVP Wellness, Accor, France

Lobby Level
Ballroom:
Topics 21-50

21. *Carillon Miami: Future Plans*

Patrick Fernandes, Executive Managing Director, Carillon Miami Wellness Resort, United States

22. *Let's Talk Bottom Line Numbers*

Patrick Huey, Director of Operations, Global Wellbeing, Hyatt, United States

Trent Munday, SVP, Mandara Spa, Thailand

Investment/Development

23. *The Global Development & Investment Picture*

Ömer Isvan, President, Servotel, United Kingdom

24. *Getting Ahead and Staying Ahead in Business*

Neil Jacobs, CEO, Six Senses, Singapore

Lobby Level
Ballroom:
Topics 21-50

Longevity

25. *Longevity and Hospitality: What Works, What Doesn't*

Iain De Havilland, Founder & CEO, NADclinic, United Kingdom

26. *How a Storied Brand Stays on the Cutting Edge*

Simone Gibertoni, CEO, Clinique La Prairie SA, Switzerland

27. *Promising Investment Opportunities in Healthcare*

Emma Hague, Founder, g squared, United Kingdom

28. *Global Longevity Expansion*

Isaac Jones, DC, Founder, Health Experts Alliance; Founder & CEO, Centagio, United States

Luxury

29. *Luxury Differences Between 85 Countries*

Riadh Bouaziz, Owner & CEO, RKF Luxury Linen, France

30. *How High Value Art Affects the Guest*

Alexandra Walterspiel, President & COO, Sensei, United States

Marketing

31. *Let's Talk About China*

Cathy Feliciano-Chon, Managing Partner, FINN Partners Company Limited, Hong Kong (SAR China)

32. *How to Get Millions of Followers on Social Media*

Jeremy Jauncey, Founder & CEO, Beautiful Destinations, United States

Lobby Level
Ballroom:
Topics 21-50

Medical

33. Understanding the Salutogenesis Model of Health

Marian Alonzo, MD, Medical Chief, The Farm at San Benito, Philippines

34. My Prediction Regarding Semiglutide Use

Elke Benedetto-Reisch, MD, Medical Director Marienstein Privatklinik GmbH, Germany

35. The Wellness Moonshot: A World Free of Preventable Disease

Richard Carmona, MD, Chief of Health Innovation, Canyon Ranch, United States

36. Getting Integrative Wellness and Hospitality Right

Susan Harmsworth, MBE, Founder, ESPA & SATCC, United Kingdom

37. Understanding Opportunities with Photobiomodulation (PBM)

James Carroll, CEO & Chief Scientific Officer, NovoTHOR, United Kingdom

Middle East

38. Adding a Wellness Brand to Saudi and Qatar

Karen Campbell, Business Development Director, Chiva-Som, Thailand

39. Saudi Happenings: Red Sea Global, Neom, AMAALA

Lindsay Madden-Nadeau, Senior Director, Development- Wellness Strategy, Red Sea Global, Saudi Arabia

Nutrition

40. Nutrition Education in the Wellness World

Mary Tabacchi, PhD, RD, Professor Emerita, Cornell University, United States

Lobby Level
Ballroom:
Topics 21-50

41. Nutrition for Mental Wellness and Running Ultra Marathons

Shawn Talbott, MD, Chief Science Officer, Amare Global, United States

Sleep

42. Everything You Should Know About Sleep, but Are Too Tired to Ask

Rebecca Robbins, MD, Assistant Professor, Harvard Medical School; Sleep Scientist, Brigham and Women's Hospital, United States

44. Fitness & Recovery in Hospitality: First Year Learnings

Zoe Wall, VP, SIRO & Wellness, Kerzner International, United Arab Emirates

Technology & AI

45. Wellness and Health Technology Update

Amir Alroy, Co-Founder, Welltech Ventures, Israel

46. Should We Welcome Robotic Massage?

Sammy Gharieni, Founder & CEO, Gharieni Group, Germany

47. Crypto, AI and the Wellness Industry

Maggie Hsu, Partner, Andreessen Horowitz, United States

48. Compassionate AI - Opportunity for Our Industry?

Victor Koo, Co-Founder, Tianren Culture, Hong Kong (SAR China)

49. Using AI at Cleveland Clinic

Michael Roizen, MD, Chief Visionary, Great Age Reboot, United States

Lobby Level
Ballroom:
Topics 21-50

Water

50. A Water Focused Business: The Way Forward?

Christopher Barrett, Chief Executive Officer,
WorldSprings, United States

4th Floor
Road Hole Restaurant:
Topics 51-68

51. Wellness and Hotsprings: Opportunities and Challenges

Olimpia Caputi, Sales Manager, Terme di Saturnia,
Italy

52. Our Industry's Responsibility Regarding Water

Marc Cohen, MD, PhD, Medical, Science, Research
and Education Director, Peninsula Hot Springs,
United States

53. Wild Swimming's History in Scotland

Anna Deacon, Photographer and Author, United
Kingdom

54. Water, Our Industry and the Climate: Q & A

J. Carl Ganter, Managing Director, Circle of Blue,
United States

*55. Addressing Water Concerns with Water-
Focused Projects*

Robert Hammond, President & Chief Strategy
Officer, Therme Group US, United States

56. Q & A with Wim Hof

Wim Hof, Founder, innerfire b.v, Netherland

57. History of Kohler and Water

Ashley Kohler, General Manager - Wellness,
Kohler Hospitality, United States

58. How Aqua Dome Manages Its Use of Water

Barbara Krabath, General Manager, Aqua Dome -
Tirol Therme Laengenfeld GmbH & Co KG, Austria

59. Managing Water Needs

Kim Nyheim Ragnarsson, CEO, The Well, Norway

4th Floor
Road Hole Restaurant:
Topics 51-68

60. Unique Water Issues in Thalassotherapy Destinations

Jean Pascal Phelippeau, CEO, Relais Thalasso, France

61. How Evian Addresses Water Questions

Patrick Saussay, Founder & CEO, GPSA - EVIANSPA, France

62. Challenges in Caring for Our Natural Hot Springs

Mike Watts, Owner, Castle Hot Springs, United States

63. Investing in the Thermal Springs Space

David Wickline, Founder & CEO, Alchemy Resorts, United States

Wellness Real Estate & Communities

64. Mixed Use Real Estate: Variations Around the World

Robin Conners, CEO, 360AMI / Blueprint Global, United States

65. Raising Money to Develop a Wellness Community

Charles Heath, Managing Member, Ameyalli Development Company, United States

66. Keys to Excellence in Wellness for Senior Living

Mary Leary, President & CEO, Mather, United States

67. Research Results Impacting Aging Well

William Wesley Myers, Vice President, Wellness Strategies, Mather, United States

68. Environmental Health in Residential Construction: What's Important to Consumers

Jillian Pritchard Cooke, Founder, Wellness Within Your Walls, United States

4th Floor
Swilcan Loft:
Topics 69-75

Wellness Tourism

69. *Wellness Tourism Trends*

Andrew Gibson, Owner, Andrew Gibson Advisory AB, Sweden

70. *What Really Works to Spur Wellness Tourism*

Liliosa Libosada, Chief, Philippine Department of Tourism, Philippines

Workplace Wellbeing

71. *Workplace Wellness Best Practices*

Denise Bober, Chief Human Resources Officer, The Breakers Palm Beach Inc., United States

72. *Workplace Wellbeing: Surprising Research Results*

Jan-Emmanuel De Neve, PhD, Professor, University of Oxford, United Kingdom

73. *Pros and Cons of Having a Chief Wellness Officer*

Mia Kyricos, President & Chief Wellness Officer, Kyricos & Associates LLC, United States

74. *What's Working in Workplace Wellbeing*

Renee Moorefield, PhD, CEO, Wisdom Works Group, United States

1:50 – 2:05PM

Hall of Champions

Keynote

Wellness Matters to Global Audiences...and They Are Showing Up by the Millions

Gemma Jennings, VP of Programme Partnerships, BBC Studios, United Kingdom

Claire Small, Executive Producer, Programme Partnerships, BBC Studios, United Kingdom

2:10 - 2:40PM

Hall of Champions

Keynote*Wellbeing at Work: Insights from the World's Largest Study on Employee Wellbeing*

Jan-Emmanuel de Neve, Professor of Economics and Behavioural Science; Director of the Wellbeing Research Centre, University of Oxford, United Kingdom

2:45 - 3:15PM

Hall of Champions

Keynote Conversation*Biohacking: Separating Fact from Fiction*

Naveen Jain, Founder & CEO, Viome, United States

In Conversation with

Dave Asprey, CEO, Upgrade Labs and 40 Years of Zen, United States

3:20 - 3:50PMHall of Champions,
Tom Kidd &
Hotel Lobby**Networking Energy Break | Innovation Lab**

3:55 - 4:15PM

Hall of Champions

Keynote*The Future of Hospitality Is Not What You Think*

Neil Jacobs, CEO, Six Senses, Singapore

4:20 - 4:40PM

Hall of Champions

Keynote*Youth Is Not Always Wasted on the Young*

Lewis Swire, Founder, Curious Times; Co-Founder, The Global Young Entrepreneurial Society, United Kingdom

Introduction by

Thierry Malleret, Co-Founder & Managing Partner, *Monthly Barometer*, France

4:45 – 5:05PM

Hall of Champions

Keynote

From Doom to Hope: How Great Stories Inspire Change in Politics, Religion and Climate Crises

Martin Palmer, President, FaithInvest, United Kingdom

5:10 – 5:20PM

Hall of Champions

Summit Spotlight

The Susie Ellis Scholarship for Equity in Wellness
Introduced by

Jessi Brandt, Director, Programs & Operations,
Global Wellness Summit, United States

Susie Ellis, Chair & CEO, Global Wellness Institute,
United States

Nicola Finley, MD, Principal & Founder, Dr. Nicola
PLLC, United States

Hannah Messerli, PhD, Economic Development
Specialist, George Washington University, United
States

2024 Scholarship Recipients

Aparecida (Cida) Ghosn, Architect & PhD Student,
Australia

Linda Kirk, Founder, Just for Women Centre, United
Kingdom

Anna Petrova, Founder, StartUp Ukraine, Ukraine

Michelle Saudan, Founder, Amanzi Wellbeing, Dubai
and Ghana

2024 Mentors

**Lynne and C. Victor Brick; Nicola Finley, MD; Renee
Moorefield, PhD; Veronica Schreibeis Smith**

Founding Donors

C. Victor Brick, CEO, Ohana Growth Partners,
LLC; Co-Founder, John W. Brick Mental Health
Foundation, United States

Lynne Brick, Co-Founder, John W. Brick Mental
Health Foundation, United States

Katrine Formby, VP, Sable Investments, United
States

Rick Stollmeyer, CEO, Inspired Flight Technologies,
United States

5:25 – 5:35PM

Hall of Champions

Global Wellness Award*Leading Woman in Wellness***Presenting Sponsor****Jean-Guillaume Trottier**, CEO, Biologique Recherche, France**5:40 – 5:45PM**

Hall of Champions

Five Takeaways in Five Minutes*Presented by 2024 GWS Co-Chairs***Aradhana Khowala**, CEO, Aptamind Partners, United Kingdom**Nina Kohler**, Strategy & Design Consultant, Kohler Co., United States**Freddie Moross**, Founder & CEO, Myndstream, United Kingdom**7:00PM Sharp!**

For Shuttle, meet in the lobby of Fairmont, Rusacks Hotel or Old Course Hotel

Meet outside the main entrances of the Fairmont, Rusacks Hotel or Old Course Hotel for shuttles to Dine-Around venues. If you are not staying at one of these hotels, you are invited to join shuttles from the Old Course Hotel.

7:15PM

Meet in the lobby of the Old Course Hotel to walk to your restaurant

If you prefer to walk, join **Thierry Malleret** and **Mary Anne Malleret** for a brisk walk to one of the fabulous, local restaurants for your dine-around evening. All restaurants are within a 15 minute walk of the Old Course Hotel.**7:30 – 9:00PM***Rusacks Hotel:*

18 Restaurant

The Bridge Restaurant

Town of St Andrews:

Forgan's

Mitchell's

The Bothy

The Hide

Evening Event: Dine-Around Dinner

Check your tartan card for your dining destination. Enjoy fabulous food in one of six different authentic St Andrews establishments. Bring a warm sweater, a tartan scarf, and walking shoes.

Attire: Scottish Chic!

9:30 - 10:15PM

AFTER DINNER CONVERSATIONS

The Scottish hospitality continues as we invite delegates to gather informally at one of three hotels. Lots to discuss at the end of this day—or maybe just take in the magic of the place and the warmth of the people.

9:30 - 10:15PM

Old Course Hotel
Library (Lobby Level)

Welcoming Hosts

Cathy Feliciano-Chon, Managing Partner, FINN Partners Company Limited, Hong Kong (SAR China)
Mia Kyricos, President & Chief Wellness Officer, Kyricos & Associates, United States
Freddie Moross, Founder & CEO, Myndstream, United Kingdom

9:30 - 10:15PM

Rusacks
The Gallery
(Lobby Level)

Welcoming Hosts

Tony de Leede, Founder, Gwinganna Lifestyle Retreat, Australia
Aradhana Khowala, CEO, Aptamind Partners, United Kingdom
Michelle Floh, CEO, R&J Abramson Foundation, United States

9:30 - 10:15PM

Fairmont
Zephyr Sports Bar
(Lobby Level)

Welcoming Hosts

Irene Forte, Founder & CEO, Irene Forte Skincare, United Kingdom
Victor Koo, Co-Founder, Tianren Culture, Hong Kong (SAR China)

WORDLY TRANSLATION

Scan here for real-time
AI-powered translation
during each session in
the Hall of Champions



DAY
TWO

DAY TWO

CHOICE OF FOUR CONCURRENT MORNING WELLNESS ACTIVITIES

6:30 – 7:10AM

Meet in the lobby of the Old Course Hotel

A Walkshop: The Redemptive Power of Nature

This walkshop will explore the power of walking as a cognitive enhancer, helping to better grasp the complexity of today's world and make better investment decisions.

Join us for a transformative 40-minute walkshop led by renowned economist **Thierry Malleret** and his wife and business partner, **Mary Anne Malleret**, exploring the redemptive and healing power of nature. This unique experience will take place in the scenic setting of St Andrews, perfect for immersing yourself in the beauty and tranquility of the outdoors.

Attire: Comfortable walking shoes and weather-appropriate outerwear.

Must be pre-registered to participate.

6:30 – 7:10AM

Meet in the lobby of the Old Course Hotel

The Sanctum Outdoor Immersion—A Global Phenomenon

Join **Luuk Melisse**, founder of Sanctum, for a powerful morning energizer that will ignite your mind and body. Sanctum is a transformative movement experience that blends the best of Eastern wisdom and modern fitness, including HIIT, Kundalini yoga, positive psychology, mind conditioning, and martial arts, all woven into the unique Sanctum Sequence.

Attire: Comfortable workout clothes and weather-appropriate outerwear.

Must be pre-registered to participate.

6:30 – 7:15AM

Old Course Hotel
Conservatory

Gentle Yoga with Ashley Kohler

This is a slow-flow class with a focus on breath and alignment. We will find both relaxation and strength in our practice together as we slowly move through different asanas (postures) to open the body and calm the mind.

Must be pre-registered to participate.

6:30 – 7:45AM

Check in at the
Old Course Hotel
spa reception desk

Ice Bath by Kohler x Remedy Place

Experience a new dimension in self-care and innovative design with the Ice Bath by Remedy Place. Through a guided session, you will submerge in 4°C /39°F water for up to six minutes.

Must be pre-registered to participate.

6:30 – 8:00AM**Breakfast at Your Hotel****DAY TWO PLENARY SESSIONS BEGIN****8:30 – 8:35AM**

Hall of Champions

Moving Art

Louie Schwartzberg, Filmmaker & CEO, Moving Art, United States

8:40 – 9:00AM

Hall of Champions

“Shark Tank of Wellness” Global Student Competition

Your Glimpse Into the Entrepreneurial Minds of Gen Z!

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

Wellness Sharks

Karen Campbell, Business Development Director, Chiva-Som International Health Resort, Thailand

Mia Kyricos, President & Chief Wellness Officer, Kyricos & Associates, United States

Frank Pitsakalis, SVP, Product Strategy, Hotels, Agilysys, Canada

“Shark Tank of Wellness” Global Student Competition Continued

Shark Tank Finalists

Aimar Diaz, Savannah College of Art and Design, United States

Sofia Sanchez, Savannah College of Art and Design, United States

Evi Vermeëren, Thomas More University of Applied Sciences, Belgium

Professors

Gauri Misra-Deshpande, Savannah College of Art and Design, United States

Philip De Wulf, Thomas More University of Applied Sciences, Belgium

Moderated by

Jessi Brandt, Director, Programs & Operations, Global Wellness Summit, United States

Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, United States

9:05 – 9:35AM

Hall of Champions

Keynote Panel

The Future of Integrative Health, Wellness, Longevity and Optimal Living

Moderated by

Sue Harmsworth, MBE, Founder, SATCC and ESPA, United Kingdom

Panelists

Simone Gibertoni, CEO, Clinique La Prairie, Switzerland

Isaac Jones, DC, Founder, Health Experts Alliance; Founder & CEO, Centagio, United States

9:40 - 10:10AM

Hall of Champions

Keynote Panel

Leadership in Action: Inspiring a New Era of Wellbeing

Moderated by

Lindsay Madden-Nadeau, Senior Director
Development - Wellness Strategy, Red Sea Global,
Saudi Arabia

Panelists

Michael Acton Smith, Co-Founder, Calm, United
Kingdom

Lina Almaeena, Co-Founder, Jeddah United Sports
Company, Saudi Arabia

Vanessa Fuss, Managing Director - Strategy and
Insights, VML Intelligence, United States

10:15 - 10:35AM

Hall of Champions

Keynote Conversation

Community at the Heart of a 150-Year-Old Company

Ashley Kohler, General Manager - Wellness,
Kohler Hospitality, United States

Nina Kohler, Strategy & Design Consultant, Kohler
Co., United States

10:40 - 11:10AM

Hall of Champions,
Tom Kidd &
Hotel Lobby

Networking Energy Break | Innovation Lab

11:15 - 11:30AM

Hall of Champions

Keynote

*AI and Compassion: A Cutting-Edge Approach to
Technology & Humanity*

Victor Koo, Co-Founder, Tianren Culture, Hong Kong
(SAR China)

11:35 – 11:55AM

Hall of Champions

Keynote Conversation

Wild Swimming: The Incredible Benefits for Body and Soul

Robert Hammond, President & Chief Strategy Officer, Therme US, United States

In Conversation with

Vicky Allan, Journalist & Author, *The Ripple Effect*, *The Art of Wild Swimming* and *Taking the Plunge*, Scotland

Anna Deacon, Photographer & Author, *The Ripple Effect*, *The Art of Wild Swimming* and *Taking the Plunge*, Scotland

12:00 – 12:15PM

Hall of Champions

Keynote Conversation

Neuroaesthetics in Mental Wellbeing: Explorations for a Better Future

Anna Bjurstam, Wellness Pioneer, Six Senses, Sweden

In Conversation with

George Goldsmith, Co-Founder, Boundless Productions, United Kingdom

12:20 – 12:40PM

Hall of Champions

Keynote

The Scientific Evidence for Optimism

David Stewart, Founder & CEO, Ageist, United States

12:45-1:05PM

Hall of Champions

Keynote Conversation

Taking the Spa Industry to Task for Water Usage

Aradhana Khowala, CEO, Aptamind Partners; United Kingdom

In Conversation with

J. Carl Ganter, Founder, Circle of Blue, United States

1:06-1:08PM

Hall of Champions

Gratitude Moment

Thank You to the 2024 GWS Sponsors & Annual Photo

Michelle Gamble, VP for Global Business Development, Global Wellness Summit, United States

2024 SPONSORS

Host:

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Gharieni Group

NADclinic

Gold:

Carillon Miami Wellness Resort

ESPA

Grown Alchemist

Hyatt

Oakworks

Technogym

Silver:

Agilysys

Amatrius

Art of Cryo

Beppu City

BijaB

Chiva Som

Cred International

ELEMIS

Hapbee

Ishga Organic Seaweed

Skincare

JK Wellness

Living Earth Crafts

Mather

Naturopathica

NILO Spa Design

NovoTHOR

Perfect Wellness Group

Phytomer

Rancho La Puerta

Six Senses

Universal Companies

1:10-2:40PM

TWO CONCURRENT LUNCH OPTIONS

1:10-2:40PM

Conservatory

This is an invitation-only lunch for Ambassadors of the nonprofit GWI. Visit the registration desk to become an Ambassador, or email Kristiana Tarnuzzer

VIP Lunch for GWI Ambassadors Only

All attendees share "I Am Bullish On...and Bearish On...for 2025"

Hosted by:

Susie Ellis, Chair & CEO, GWI, United States

Aradhana Khowala, CEO, Aptamind Partners; 2024 GWS Co-Chair, United Kingdom

Thierry Malleret, Co-Founder & Managing Partner, *Monthly Barometer*, France

Kristiana Tarnuzzer, Director of Development, GWI, United States

Participants

TJ Abrams, VP, Global Wellbeing, Hyatt, United States

Joy Atkinson, CEO Presperse Corporation, United States

Andrew Barnard, CEO, BodyHoliday, Saint Lucia

Bija Bennett, Founder & CEO, BijaB, United States

Tim Bodner, Partner, Global Head of Real Assets Deals PwC, United States

Colette Brown, CEO, NuCopia, United States

C. Victor Brick, Co-Founder, John W. Brick Mental Health Foundation; CEO, Ohana Growth Partners, LLC, United States

Christine Bruckner, PhD, Director, M. Moser Associates limited, Hong Kong

Stefano Cattaneo, Global Director, Myrtha Wellness, Italy

Ogzur Cengiz, Tourism Group Global Wellness, Development Director, Gurok Tourism Group, Turkey

Robin Conners, CEO, 360 Asset Management International (360AMI), Canada

Iain De Havilland, Founder & CEO, NADclinic, United Kingdom

Susan Duffy, Executive Vice President, Scott Dunn, United States

Raleigh Duncan, Founder & CEO, Sauna Works Inc., United States

Anna Dyson, Hines Professor of Architecture, Yale School of Architecture, United States

Marina Efraimoglou, Owner & Founder, Euphoria Retreat, Greece

Jennifer Findlay, Founder & CEO, Core Essence Inc., Canada

Katrine Formby, VP, Sable Investments, United States

Noella Gabriel, Co-Founder & Global President, Elemis, United Kingdom

Sammy Gharieni, Founder & CEO, Gharieni Group GmbH, Germany

George Goldsmith, Co-Founder, Boundless Productions, United States

Maria Grudina, Ideologist, First Line Health Care Resort, Russian Federation

Michelle Hinsvark, Founder, DTOXZEN, United States

Tomoko Iwai, Editor in Chief, Club Business Japan, Inc., Japan

Yuki Kiyono, Aman Group, Switzerland

Joann Kurtz-Ahlers, Owner, Hidden Doorways, United States

Sheila Josephson, PhD, Psychotherapist, Private Practice, United States

Ashley Kohler, GM - Wellness, Kohler Hospitality, United States

Mia Kyricos, President & Chief Wellbeing Officer, Kyricos & Associates, United States

Mary Leary, CEO & President Mather, United States

Tracy Lee, Founder & President, TLEE Spas + Wellness, United States

Lindsay Madden-Nadeau, Senior Director Development - Wellness Strategy, Red Sea Global, Saudi Arabia

Ekaterina Malievskaia, Co-Founder, Boundless Productions, United States

Veronika Malkondueva, CEO, Rich Travel, Russia

Muirghéal Montecalvo, CEO, Vacayou Wellness Travel, United States

Renee Moorefield, PhD, CEO, Wisdom Works Group, United States

William Wesley Myers, Vice President, Wellness Strategies Mather, United States

Nicole Miller, Director of Kohler Waters Spas,
Kohler Co., United States

Nora Naisbitt, Founder & CEO, Amatrius GmbH,
Austria

Sak Narwal, CEO, eSensoreum, Canada

Tammy Pahel, VP of Spa & Wellness, Carillon Miami
Wellness Resort, United States

Jilian Pritchard Cooke, Founder & CEO, Wellness
Within Your Walls, United States

Christa Riparbelli, Clinic Manager, Galileo Medical
Center, Italy

Federico Riparbelli, General Manager, Galileo
Medical Center, Italy

Rupert Schmid, Head of Global Sales, Biologique
Recherche, France

Christopher Sharples, Founding Principal, SHO P
Architects, United States

Yoriko Soma, CEO, Conceptasia, Inc., Japan

David Stoup, Trilogy Spa Holdings/ Healthy
Lifestyle Brands, United States

Mary Tabacchi, PhD, RD, Professor Emerita, Cornell
University, United States

Masahiko Takai, Representative Partner, Small
Impact LLC, Japan

Paulo Benito Tugbang, PhD, Philippines
Department of Tourism, Philippines

John Stewart, Founder & Chairman, Kamalaya Koh
Samui, Thailand

Shawn Talbott, Chief Science Officer Amare Global,
United States

Leo Tonkin, Founder & CEO, SALT Chamber, United
States

Jessica Wadley, VP of Business Development for
Spa & Wellness, Oakworks Spa, Massage & Wellness
Furniture, United States

Alexandra Walterspiel, President & COO, Sensei,
United States

David Wickline, Founder & Managing Member,
Alchemy Resorts, United States

Drew Wilson, VP of Global Longevity Business
Development, Informa, United States

1:10-2:40PM

Lobby Level
Sands:
Topics 1-11

Interactive Lunch | Table Topics | “Ask the Experts”

Africa

1. *Building a Network in Africa*

Leah Nduati, CEO, Yoga Experiences Africa, Ghana

Architecture & Design

2. *Wellness Architecture & Design*

Valentina Cereda, Founder, Energy & Space, United Arab Emirates

3. *Affordable Housing and ESG*

Cida Ghosn, PhD Researcher, The University of Melbourne, Australia

4. *Architects and Water Usage*

Asif Iqbal, Director, Well Architecture Design, United Kingdom

Bathing/Hydrothermal Practices

5. *Achieving Community in a Bathhouse Setting*

Freya Berwick, Founder & Director, Sense Of Self, Australia

6. *Cryotherapy Trends*

Rainer Bolsinger, CSO & CMO, Art of Cryo by L&R Kältetechnik, Germany

7. *History of Bathing Around the World*

Alexia Brue, Founder & CEO, The Practice, United States

8. *Hydrothermal: The Latest*

Don Genders, CEO, Design for Leisure, United States

9. *Designing for Social Sauna Bathing*

Jane Withers, Director, Jane Withers Studio, United Kingdom

Beauty

10. *Beyond GDP*

Davide Bollati, Chairman, Davines S.p.A., Italy

Lobby Level
Sands:
Topics 1-11

11. Beauty Trends for Various Generations
Irene Forte, Founder & CEO, Forte Organics Ltd,
United Kingdom

Lobby Level
Ballroom:
Topics 12-45

*12. Learning to Incorporate Beauty if It Isn't a
Natural Talent*
Jessica Jesse, CEO, Founder & Creative Director,
BUDHAGIRL®, United States

*13. Strategic Vision That Leads to Huge Global
Growth*
Jean-Guillaume Trottier, CEO, Biologique
Recherche, France

Business

14. Ideas to Solve Staffing Shortages
Joanne Berry, Founder, Wellness Education Hub,
United States

15. Assuring Profitability
Anna-Cari Gund, Managing Director, Raison d'Être,
Sweden

*16. What I Wish I Had Known Before Creating 29
Beauty Clinics, 15 Wellness Kitchens and 3 Hotels*
Chee Kwong Low, Managing Director, Herbaline
Wellness Group, Malaysia

*17. Lessons from Aspen Institute Latinos & Society
Program*
Domenika Lynch, Executive Director Latinos &
Society Program, Aspen Institute, United States

18. Consumer Changes in the Past Two Decades
Lynne McNeese, President, International SPA
Association, United States

19. Consulting Best Practices
Lisa Starr, Principal, Wynne Business, United States

Demographics

20. Understanding the Over-50 Consumer
David Stewart, Founder, AGEIST, United States

Lobby Level
Ballroom:
Topics 12-45

Entrepreneurship

21. *Laundress & Fill Club: Sustainable, Mission Driven Ventures*

Gwen Whiting, Founder, The Fill, United States

Fitness

22. *Advice for High-Growth B2C Health and Wellness Companies*

Jennifer Vaughan Maanavi, CEO, Physique 57, United States

Golf

23. *Let's Talk About Golf*

Karl Reiter, Resort Owner, Golfhotel Bad Tatzmannsdorf GmbH, Austria

Government's Role

24. *Working with Mayors and Visitor Bureaus on Wellness Tourism*

Jean Guy De Gabriac, Founder, World Wellness Weekend, Belgium

25. *Health & Wellness Policy: Government's Role*

Paulo Benito Tugbang, PhD, Director, Office of Product Development, Philippine Department of Tourism, Philippines

26. *Health and Medical Business Opportunity Education*

Somarch Wongkhomthong, MD, President & CEO, Siam Health Development Company Limited, Thailand

Hospitality/Spa/Wellness

27. *Aman Group: Spa/Wellness Vision*

Yuki Kiyono, Global Head of Health and Wellness Development, Aman Group, Switzerland

28. *Mandarin Oriental: Spa/Wellness Vision*

Jeremy McCarthy, Group Director of Leisure, Spa & Wellness, Mandarin Oriental Hotel Group Ltd., Hong Kong (SAR China)

Lobby Level
Ballroom:
Topics 12-45

29. Hilton: Spa/Wellness Vision

Louise Moore, Director Spa Operations and Development, Europe, Hilton, United Kingdom

30. Jumeirah: Spa/Wellness Vision

Niamh O'Connell, VP, Wellbeing, Jumeirah, United Arab Emirates

31. Corinthia: Spa/Wellness Vision

Kerry Turpin, Global Head of Spa & Wellness, Corinthia Hotels Ltd, United Kingdom

Investment

32. Kamalaya: The Future

Chakrit Sakunkrit, Director, Kamalaya Koh Samui, Thailand

33. Investment and ESG

Mauricio Serna, Senior Vice President, Global Head of ESG, Starwood Capital Group, United States

34. Real Estate Investment Opportunities and Pitfalls

Soichi Suzuki, Founder & CEO, Capital Brain Co., LTD., Japan

Luxury

35. How the Luxury Consumer Has Changed Post-Covid

Ogzur Cengiz, Tourism Group Global Wellness Development Director, Gurok Tourism Group, Turkey
Mary Gostelow, Founder, *Gostelow Report*, United Kingdom

Marketing

36. Global Wellness Day

Belgin Aksoy, Creative Director, Richmond Hotels, Turkey

Medical

38. Traditional Medicine and Body Hacking

Faisal Maassarrani, MD, GP & Doctor, NHS, England

Lobby Level
Ballroom:
Topics 12-45

39. Lifestyle/Lifespan Medicine

Melissa Sundermann, MD, Physician, Lifespan Medicine, American College of Lifestyle Medicine, United States

Mental Wellness

40. Writing a Memoir

Melisse Gelula, Founder, Memoiring, United States

41. Mental Wellness

Alina M. Hernandez, Wellness Advisor, COCUN, United States

42. Mental Wellness Progress

Michael Acton Smith, Co-Founder, CALM, United States

43. Understanding Today's Youth

Lewis Swire, Founder & Executive Director, Reel It In; CEO, The Global Young Entrepreneur Society, United Kingdom

Music and Wellness

44. Music and Wellness

Freddie Moross, Founder & CEO, Myndstream, United Kingdom

Nutrition

45. Health and Nutrition Summit: Top Takeaways

Cyndi O'Meara, Founder & CEO, The Nutrition Academy, Australia

Sports and Wellness

46. The Case for Social Change Through Sport

Gundeep Anand, Chief Creative Officer, The Last Stand, United Kingdom

4th Floor
Road Hole Restaurant:
Topics 46-63

47. Sports Medicine

Amber Donaldson, MD, VP, Sports Medicine, United States Olympic & Paralympic Committee, United States

48. Sports & Wellness Opportunities

Patricia Ladis, Founder & CEO, WiseBody, United States

4th Floor

Road Hole Restaurant:
Topics 46-63

Sustainability

50. *How Climate and Wellness Issues Differ*

Gemma Jennings, Global Vice President, BBC Studios, United States

Technology & AI

51. *Longevity and AI*

Guy Leitersdorf, Founder & CEO, Longevity AI, Israel

Touchless Wellness

52. *Touchless Wellness Association*

Erin Lee, Founder & CEO, Touchless Wellness Association, United Kingdom

Water

53. *What Medicinal Waters Can Teach Us*

Jonathan Bellingham, Reflexologist, Feet Retreat, United States

54. *RLP Water Project: Q & A*

Sarah Brightwood, President, Rancho La Puerta, Mexico

55. *Hot Springs*

Charles Davidson, Chair and Creative Director, Peninsula Hot Springs, Australia

56. *Addressing the Demographics of Water and Drowning*

Nicola Finley, MD, Physician & Founder, Dr. Nicola, PLLC, United States

57. *Transcendental Meditation and Water*

Michelle Floh, Chief Executive Development, Rona & Jeffrey Abramson Foundation | Schwartz Family Foundation, United States

58. *Estimating Returns in Water Wellness Investments*

Robert Kramer, Managing Partner, WorldSprings, United States

59. *Preserving Marine Biodiversity Through Sea Art*

Tristan Lagarde, General Manager, Phytomer, France

4th Floor
Road Hole Restaurant:
Topics 46-63

60. Incorporating Sustainability in Client Conversations

Barry Smith, CEO, Drom UK, United Kingdom

Wellness for Cancer

61. Wellness for Cancer

Adriana Azuara, CEO, ALL4SPAS, Mexico

Wellness for Children

62. Wellness for Children

Christine Clinton, Founder & CEO, Wellness For Life!, United States

Wellness Real Estate & Communities

63. Real Estate and Aging Well

Meredith Boyle, SVP, Strategic Initiatives, Mather, United States

64. Wellness Communities & Sports

Gloria Caulfield, President, Lake Nona Institute, United States

4th Floor
Swilcan Loft:
Topics 64-69

65. Wellness Communities & Real Estate: Common Mistakes

Amy McDonald, Owner & CEO, Under a Tree, United States

66. Bhutan: A Wellness City Planned Called Gelephu

Hannah Messerli, PhD, Economic Development Specialist, George Washington University, United States

67. Q & A with the Creator of Serenbe

Steve Nygren, Founder & CEO, Serenbe Community, United States

Wellness Tourism

68. Wellness Tourism

Katherine Droga, Founder, Well Traveller, Australia

69. Understanding Sports Tourism

Terry Stevens, Managing Director, Stevens & Associates, United Kingdom

2:45-2:55PM

Hall of Champions

Keynote

Mental Wellness Policy Toolkit; The Case for Governments to Act

Tonia Callender, Research Fellow, Global Wellness Institute, United States

3:00-3:15PM

Hall of Champions

Keynote

Diving Deep Into Memoir: How Writing a Memoir Changed an Entrepreneur's Understanding of Herself and Her Family

Melisse Gelula, Co-Founder, Well+Good; Founder, Memoiring, United States

3:20 - 3:40PM

Hall of Champions

Keynote

Pleasure Health: It's Not Necessarily What You Think

Anna Bjurstam, Wellness Pioneer, Six Senses, Sweden

3:45 - 4:05PM

Hall of Champions

Keynote Conversation

The World Travel & Tourism Council: Pulling Back the Curtain on Wellness Tourism's Global Impact

Jeremy Jauncey, Founder, Beautiful Destinations, United Arab Emirates

In Conversation with

Greg O'Hara, Chairman, WTTC, United States

4:10 – 4:30PM

Hall of Champions

Keynote & Live Demonstration

Heart Felt: The Art & Science of Sound

Witness firsthand the transformative power of music and breath as Grammy Award-winning artist Peter Kater leads a live breathwork session, supported by a mesmerizing score from producer Jordan Galvan. The profound physiological impact of these elements will be measured on a volunteer, on stage, in real time.

Freddie Moross, Founder & CEO, Myndstream, United Kingdom

Peter Kater, Grammy Award-Winning Artist, United States

Jordan Galvan, Composer, Producer, Head of Music, Myndstream, United States

4:35 – 4:55PM

Hall of Champions

Keynote Conversation

Water as Central to Gathering: Communal Baths Reimagined

Robert Hammond, President & Chief Strategy Officer, Therme US, United States

In Conversation with

Jane Withers, Design Consultant, Curator & Writer, Jane Withers Studio, United Kingdom

5:00 – 5:10PM

Hall of Champions

Keynote

Global Citizenry: Business as the Great Equalizer

Sammy Gharieni, Founder & CEO, Gharieni Group, Germany

5:15 – 5:25PM

Hall of Champions

Global Wellness Award

Debra Simon Award for Furthering Mental Wellness

Presenting Sponsor

Lauren Wright, President, Debra Simon Family Foundation, United States

5:30 – 5:50PM

Hall of Champions

Keynote & Experience*You Are Not Alone: The Transformative Power of Communal Wellness***Luuk Melisse**, Founder, Sanctum, Netherlands**Gabriel Olszewski**, CEO & Co-Founder, Sanctum, Netherlands

5:50 – 5:55PM

Hall of Champions

Five Takeaways in Five Minutes*Presented by 2024 GWS Co-Chairs***Aradhana Khowala**, CEO, Aptamind Partners, United Kingdom**Nina Kohler**, Strategy & Design Consultant, Kohler Co., United States**Freddie Moross**, Founder & CEO, Myndstream, United Kingdom

7:30PM – Sharp!

Meet outside the main entrance of Old Course Hotel, Rusacks & Fairmont for shuttles to the Gala

8:00 – 11:00PM

Falside Mill

Evening Event: Gala!*You may end up knackered after a bit of craic, especially after the dancing, but it wouldn't be a GWS without a Gala evening!*

Spend the evening in an amazing, authentic Scottish barn, decked out to impress. Enjoy friends, fine food and fabulous entertainment.

We will hold a short live auction to benefit the nonprofit Global Wellness Institute. Bring your appetite, your dancing shoes, and your generous spirit!

Speaking of generous, this evening has been designed and partially sponsored by Jessica Jesse, CEO, Founder & Creative Director, BUDHAGIRL®. A special gift awaits each delegate!

Attire: Scottish glamour, dancing shoes, and leave a little room on your wrist!

WORDLY TRANSLATION

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during each session in
the Hall of Champions



DAY
THREE

THURSDAY, NOVEMBER 7, 2024

DAY THREE

6:30 - 8:00AM

Breakfast at your hotel

DAY THREE PLENARY SESSIONS BEGIN

8:30 - 8:35AM

Hall of Champions

Moving Art

Louie Schwartzberg, Filmmaker & CEO, Moving Art, United States

8:40 - 9:00AM

Hall of Champions

Keynote

New Research on AI-Powered Wellness and Sleep: Not the Strange Bedfellows You Might Imagine

Rebecca Robbins, MD, Assistant Professor, Division of Sleep Medicine, Harvard Medical School; Associate Scientist, Division of Sleep and Circadian Disorders, Brigham & Women's Hospital, United States

9:05 - 9:25AM

Hall of Champions

Keynote Conversation

Wellness Trends for 2025

Beth McGroarty, VP for Research & Forecasting, Global Wellness Summit, United States

In Conversation with

Amy Eisinger, Head of Content, Well+Good, United States

Vanessa Fuss, Managing Director - Strategy and Insights, VML Intelligence, United States

Olivia Houghton, Beauty, Health & Wellness Trends Analyst, LS:N Global, United Kingdom

9:30 - 9:45AM

Hall of Champions

Keynote

Beyond a Broken System: Why a Wellness Revolution Might Save Healthcare

Aradhana Khowala, CEO, Aptamind Partners, United Kingdom

DAY 3 (Thursday)

9:50 – 10:10AM

Hall of Champions

Keynote

Creating Community: The Rise of the Social Wellness Club

Jonathan Leary, DC, Founder & CEO, Remedy Place, United States

10:15 – 10:40AM

Hall of Champions

Keynote

The Marriage of Design, Architecture and the Environment: Life in the Dyson/Sharples Household!

Anna Dyson, Hines Professor of Architecture, Yale Schools of Architecture and Environment, United States

Christopher Sharples, Founding Principal, SHoP Architects, United States

10:45 – 11:05AM

Hall of Champions,
Tom Kidd &
Hotel Lobby

Networking Energy Break | Innovation Lab

11:10 – 11:30AM

Hall of Champions

Keynote

Bringing the International Cultures of Water-Based Wellness to Everyone

Christoper Barrett, CEO, WorldSprings, United States

11:35 – 11:55AM

Hall of Champions

Keynote Conversation

Wellness Tourism 3.0

Cathy Feliciano-Chon, Managing Partner, FINN Partners Company Limited, Hong Kong (SAR China)

Jeremy Jauncey, Founder, Beautiful Destinations, United Arab Emirates

12:00 – 12:15PM

Hall of Champions

Keynote Conversation

Saving the Planet: One Chair at a Time

Timothy Anscombe-Bell, Director, Sustainable Design Collective, United States

In Conversation with

Martin Penrose, Managing Director, Benchmark, United Kingdom

12:20 – 1:20PM

Relaxed Lunch

Lobby Level:

Ballroom

Sands

Conservatory

4th Floor:

Road Hole Restaurant

Swilcan Loft

1:25 – 1:35PM

Hall of Champions

Shark Tank of Wellness Awards: Winner Announced!

\$10,000 in Prize Money Awarded to Finalists: 1st, 2nd, and 3rd place

Shark Tank Finalists

Aimar Diaz, Savannah College of Art and Design, United States

Sofia Sanchez, Savannah College of Art and Design, United States

Evi Vermeêren, Thomas More University of Applied Sciences, Belgium

Wellness Sharks

Karen Campbell, Business Development Director, Chiva-Som International Health Resort, Thailand

Mia Kyricos, President & Chief Wellness Officer, Kyricos & Associates, United States

Frank Pitsakalis, SVP, Product Strategy, Hotels, Agilysys, Canada

1:40 – 2:00PM

Hall of Champions

Keynote

Sports & Wellness: Playing a New Game

Terry Stevens, Founder & Managing Director,
Stevens & Associates, Wales

2:05– 2:25PM

Hall of Champions

Keynote

*Bringing Sports & Wellbeing to Underserved
Communities, One Football at a Time*

Gundeep Anand, Founder & Creative Director, The
Last Stand, United Kingdom

2:30 – 2:50PM

Hall of Champions

Keynote

How Hot Is the Business of Hot Springs?

Charles Davidson, Chair & Creative Director,
Peninsula Hot Springs, Australia

2:55 – 3:15PM

Hall of Champions

Keynote Conversation

*The Man Behind the Method: New Research,
Controversy and Conundrum*

Jemma King, PhD, Director, BioPsychAnalytics Pty
Ltd., Australia

In Conversation with

Wim Hof, Creator, Wim Hof Method, Netherlands

3:20 – 3:27PM

Hall of Champions

A Watershed Moment: Global Wellness Awards

*Bennett Family Award for Collaboration in the
Science of Wellness*

Presenting Sponsor

Bija Bennett, Founder & CEO, BijaB, United States

3:35 – 3:42PM

Hall of Champions

Leader in Sustainability Award

Presenting Sponsor

Patrick Fernandes, Executive Managing Director,
Carillon Miami Wellness Resort, United States

3:42 – 3:47PM

Hall of Champions

Five Takeaways in Five Minutes

Presented by 2024 GWS Co-Chairs

Aradhana Khowala, CEO, Aptamind Partners,
United Kingdom

Nina Kohler, Strategy & Design Consultant, Kohler
Co., United States

Freddie Moross, Founder & CEO, Myndstream,
United Kingdom

3:48 – 3:55PM

Hall of Champions

Summit Spotlight

Co-Chair Awards

Nancy Davis, Chief Creative Officer & Executive
Director, Global Wellness Summit, United States

Susie Ellis, Chair & CEO, Global Wellness Summit,
United States

Aradhana Khowala, CEO, Aptamind Partners,
United Kingdom

Nina Kohler, Strategy & Design Consultant, Kohler
Co., United States

Freddie Moross, Founder & CEO, Myndstream,
United Kingdom

3:55 – 4:00PM

Hall of Champions

Announcement of the GWS 2025 Location!

Flag Tease!

Nancy Davis, Chief Creative Officer & Executive
Director, Global Wellness Summit, United States

Susie Ellis, Chair & CEO, Global Wellness Summit,
United States

4:05 – 4:10PM

Hall of Champions

Hearing from the 2025 Summit Hosts

4:15PM

Hall of Champions

Champagne Toast

*Raising a glass with board members, the Global
Wellness Summit team and the 2024 GWS
delegates! See you next year!*



POST
SUMMIT

POST-SUMMIT ACTIVITIES

8:00 – 9:00AM

The tidal pool near East Sands Beach

Meet at main entrance of Fairmont and Old Course Hotel for shuttles or walk to the beach. Delegates staying at Rusacks Hotel or other hotels in town are invited to join shuttles from the Old Course Hotel.

Sunrise Wild Swim & Photoshoot

Join authors **Anna Deacon** and **Vicky Allan** for a sunrise swim at the iconic waters of St Andrews for a cold therapy experience like no other. Anna and Vicky will take you into the waters of the North Sea for a dip as the sun comes up and Anna will be in the water with you taking photographs for you to keep afterwards.

Must be pre-registered to participate.

10:00AM – 12:30PM

Meet in the library of the Old Course Hotel

Sacred Healing Tour

Embark on a transformative journey through the historic and sacred sites of St Andrews with the “Sacred Healing Tour” guided by renowned historian Professor **Martin Palmer**. This immersive tour will take you on an enlightening exploration of the spiritual and healing heritage of this ancient town, providing historical insights on the relic of St Andrew, the healing shrine of St Andrews, the sacred geography of the town, the rise of the University, the impact of the Reformation and the role of St Andrews in the Scottish Enlightenment.

Must be pre-registered to participate.

10:00AM – 12:30PM

Old Course Hotel
Road Hole Restaurant
(4th floor)

Hosting a Future Summit

Meet with GWS Chief Creative Officer & Executive Director **Nancy Davis** to discuss your interest in hosting a future Summit. Please reach out to Nancy (nancy.davis@globalwellnesssummit.com) ahead of time to schedule your meeting.

2024 PRESS DELEGATES & MEDIA IN ATTENDANCE

Kris Abbey, Managing Director, *Spa & Wellness*, Australia

Vicky Allan, Author & Freelancer, The Herald Scotland, United Kingdom

Timothy Anscombe-Bell, Director, Sustainable Design Collective, United States

Katie Barnes, Editor, *Spa Business Magazine*, Leisure Media Co Ltd, United Kingdom

Sarah Camilleri, Editorial Director & Owner, *European Spa Magazine*, Spa Publishing Ltd., United Kingdom

Gregory Cole, Senior Partner, FINN Partners / FINN Luxe, United Kingdom

Nienke Creemers, Senior Trends Researcher, Stylus, United Kingdom

Katherine Droga, Founder, Well Traveller, Australia

Amy Eisinger, Head of Content, Well+Good, United States

Mary Gostelow, Founder, *Gostelow Report*, United Kingdom

Casey Gueren, VP, Head of Content, *Wondermind*, United States

Andrew Hammond, Co-Founder & Director, Spa Life International Ltd, United Kingdom

Anna Histed, Spa and Wellness Manager, *The Hotel Magazine*, United Kingdom

Olivia Houghton, Deputy Creative Foresight Editor, LS:N Global (The Future Laboratory), United Kingdom

Tomoko Iwai, Editor in Chief, Club Business Japan, Inc., Japan

Sara Jones, Editor/Publisher, *Spa & Wellness MexiCaribe*, Mexico

Jane Kitchen, Editor at Large, *Spa Business*, United Kingdom

Beverly Maloney-Fischback, Founder & CEO, Wellness Media Company, United States

Sarah Miller, Luxury Brand Ambassador, *Wall Street Journal*, United Kingdom

Connie Morris, Author, Peace Plan Book Series, United States

Emma O' Kelly, Contributing Editor, *Wallpaper*, United Kingdom

Kate O'Brien, Author/Journalist, Kate O'Brien Wellness, Ireland

Astrid Ros, Publisher, *Spa Business*, Leisure Media, United Kingdom

Jessica Smith, Co-Founder & Brand Consultant, J.Reneé, United Kingdom

Mark Smith, Deputy Editor, *European Spa Magazine*, Spa Publishing Ltd, United Kingdom

Lisa Starr, Principal, Wynne Business, United States

Liz Terry, CEO, *Spa Business*, Leisure Media Global, United Kingdom

Hareeni Vipin, Founder & Publisher, Harvee Media, India

Megan Whitby, Assistant Editor, *Spa Business*, Leisure Media, United Kingdom

GW I INITIATIVE CHAIRS IN ATTENDANCE

Africa Wellness Initiative

Michelle Saudan, Founder, Amanzi Wellbeing, Dubai and Ghana

Aging Well

Meredith Boyle, SVP, Strategic Initiatives, Mather, United States

William Wesley Myers, Vice President, Wellness Strategies, Mather, United States

Architecture and Design Initiative

Valentina Cereda, Founder, Energy & Space, United Arab Emirates

Beyond GDP Initiative

Daive Bollati, Chairman, Davines S.p.A., Italy

Consulting Best Practices Initiative

Lisa Starr, Principal, Wynne Business, United States

Cryotherapy Initiative

Rainer Bolsinger, CSO & CMO, Art of Cryo by L&R Kältetechnik, Germany

Dying Well Initiative

Amy McDonald, Owner & CEO, Under a Tree, United States

Lifestyle Medicine Initiative

Melissa Sundermann, MD, Physician, Lifespan Medicine, American College of Lifestyle Medicine, United States

Hot Spring Initiative

Charles Davidson, Chair and Creative Director, Peninsula Hot Springs, Australia

Hydrothermal Initiative

Cassandra Cavanah, Founder, Cavanah Communications, United States

Don Genders, CEO, Design for Leisure, United States

Mental Wellness & Touchless Wellness Initiatives

Alina M. Hernandez, Wellness Advisor, COCUN, United States

Music for Health and Wellbeing Initiative

Freddie Moross, Founder & CEO, Myndstream, United Kingdom

Respiratory Wellness Initiative

Leo Tonkin, Founder & CEO, SALT Chamber, United States

Sport & Wellness Initiative

Patricia Ladis, Founder & CEO, WiseBody, United States

Touchless Wellness Initiative

Erin Lee, Founder & CEO, Touchless Wellness Association, United Kingdom

Wellness for Children Initiative

Christine Clinton, Founder & CEO, Wellness For Life!, United States

Connie Morris, Author, Peace Plan Book Series, United States

Wellness Tourism Initiative

Katherine Droga, Founder, Well Traveller, Australia

Lindsay Madden-Nadeau, Senior Director Development-Wellness Strategy, Red Sea Global, Saudi Arabia

Yoga and Wellness

Bija Bennett, Founder & CEO, BijaB, United States

Leah Nduati, CEO, Yoga Experiences Africa, Ghana

WIFI

Network Login: GWS2024
Password (case sensitive): Scotland!

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Network with delegates and access additional resources

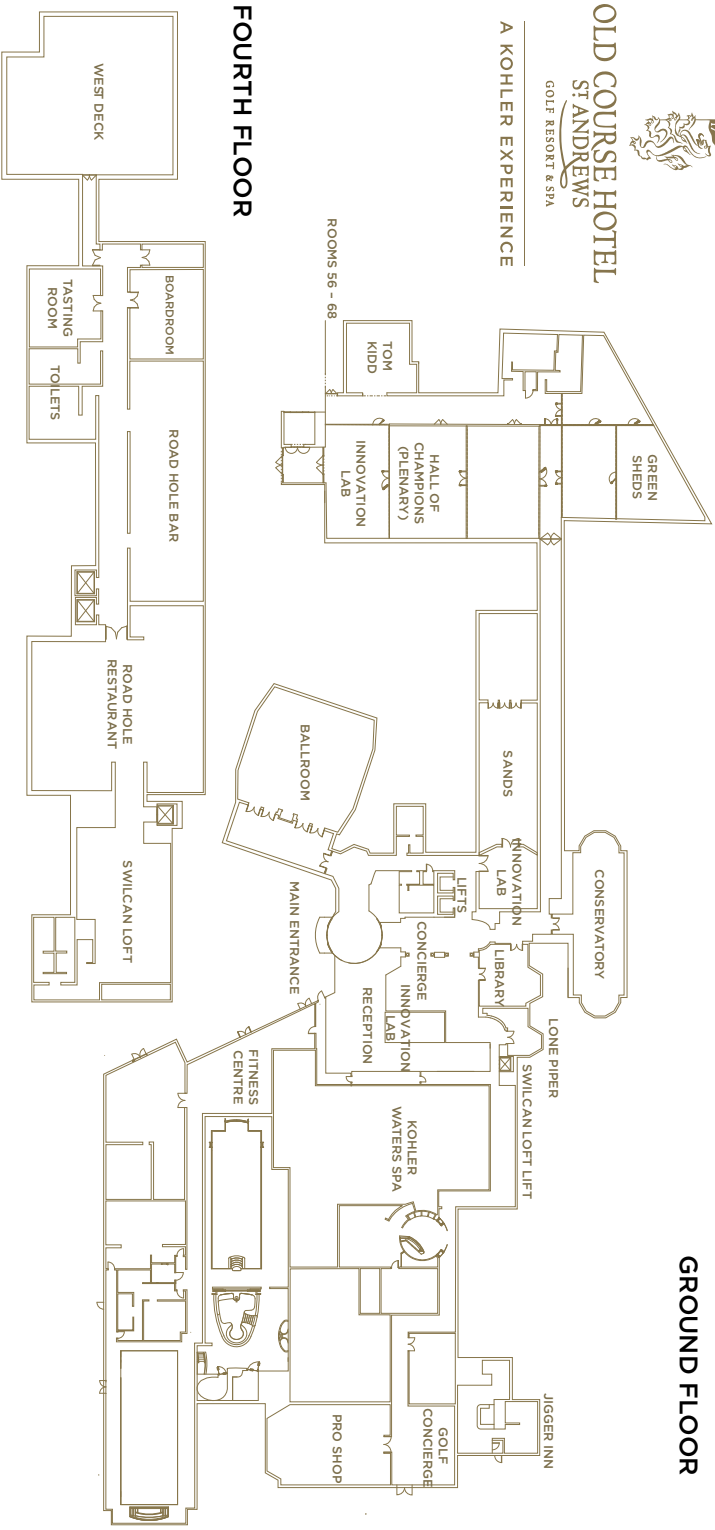




OLD COURSE HOTEL
ST ANDREWS
GOLF RESORT & SPA

A KOHLER EXPERIENCE

GROUND FLOOR



FOURTH FLOOR



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