



Asian Spa & Wellness Management Conference & Exhibition 2010

“Achieving Success And Excellence In The Spa And Wellness Sector”

1st & 2nd September 2010 | Grand Hyatt Hotel | Singapore



Delegates of the Conference will receive a Certificate of Attendance endorsed by



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Spa Wellness ACADEMY

Transforming lives through learning



RECRUIT



TRAIN

PLACE



The Spa and Wellness Academy

The Spa and Wellness Academy is a leading training provider in Singapore in delivering its accredited Workforce Skills Qualifications (WSQ) for the Tourism-Spa industry. It is an Approved Training Organization (ATO) by Workforce Development Agency (WDA) in the Spa services industry since 2005. The academy is committed in providing high standards of vocational training and academic studies by offering good and relevant curriculum in a realistic workplace learning environment.

Having Trouble Looking For Therapists?

With the great demand for trained Asian spa personnel in the market, we take the lead in coordinating recruitment drive with spa partners which include joint advertisements, career talks, interviews and training. Seeing eye-to-eye with the direction of staffing needs, it is essential to maintain effective partnership with all spa stakeholders. This recruitment effort is to raise the level of jobseekers' competitiveness and employability in the labor market.

RECRUIT: We act as an effective source for candidates, screening and sieving out the most suitable candidates based on our client's needs, criteria and company culture.

TRAIN: With the adequate profiles of persons meeting the requirements of reported vacancies, we will send the jobseekers for targeted training. Training is to ensure that they are well-equipped with the relevant skills.

PLACE: Understanding the essence of the job placement, we help jobseekers secure a job with specific employer.

Fast Track To Be Certified Therapist!

The Spa and Wellness Academy provides classes that can equip you with the skills to be a certified massage or beauty therapist. It is now a requirement for therapists to be certified in order for businesses to renew or register for licences. With our help in recognized training certification, getting Cat 1 or Cat 2 ME licence is made so much easier and cheaper. We provide two Diploma courses which are the **ITEC Holistic Massage Diploma** (150 hour course), and the **ITEC Beauty Specialist Diploma** (300 hour course). Our school's strength lies in the provision of both English and Mandarin classes so language need not be a major concern.

For experienced individuals, The Spa and Wellness Academy provides a pathway course which requires a fraction of the full course time period. Through this pathway, the Holistic Massage can be completed in just 50 hours, and the Beauty Specialist can be completed in just 114 hours! Do enquire with us to find out more about our courses!

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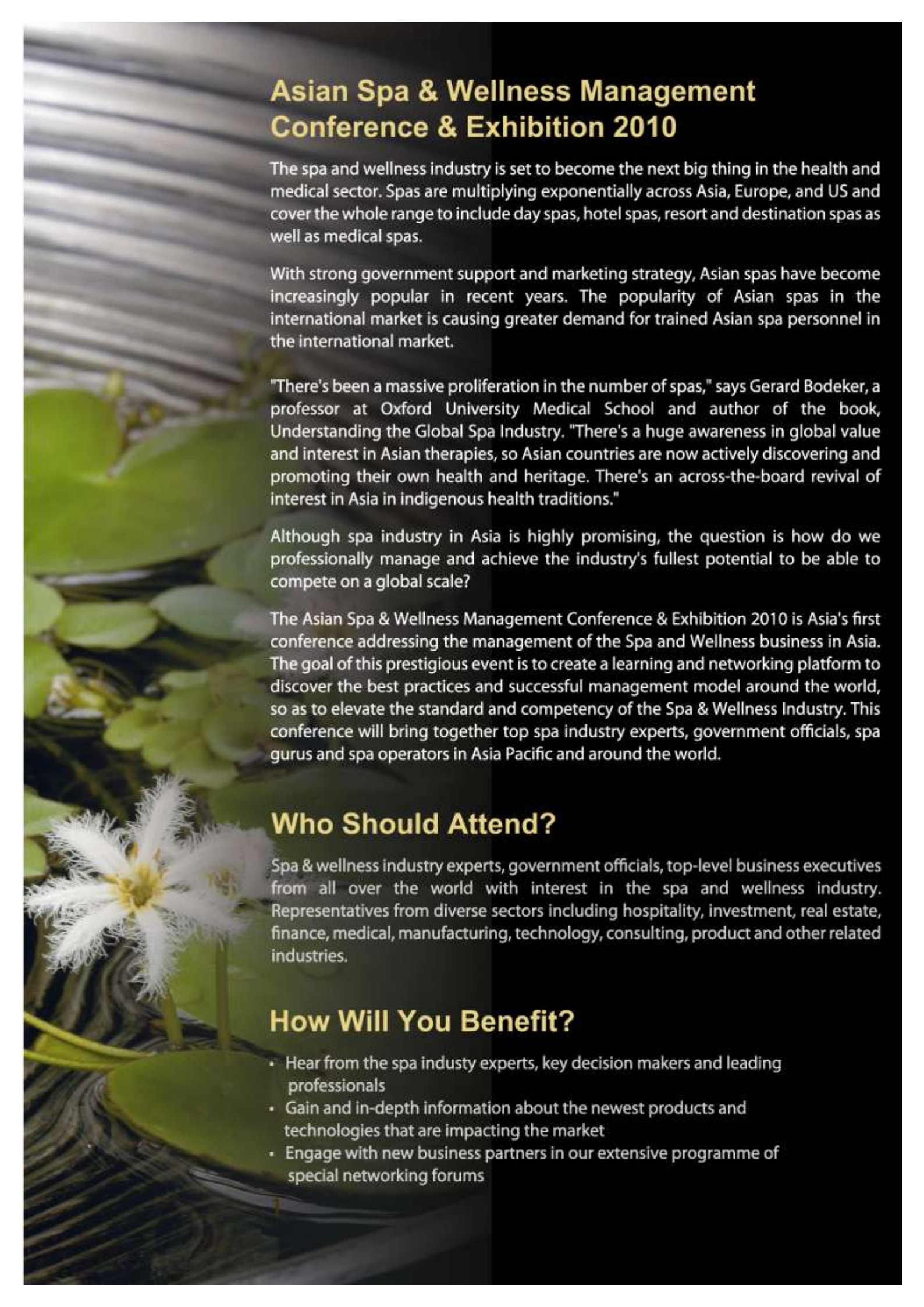
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The background of the entire page is a photograph of a spa pool. In the foreground, there are several large, round, green lily pads floating on the water. A single, delicate white flower with many thin petals and a yellow center is in bloom. The water is dark and reflects the light. The overall mood is serene and natural.

Asian Spa & Wellness Management Conference & Exhibition 2010

The spa and wellness industry is set to become the next big thing in the health and medical sector. Spas are multiplying exponentially across Asia, Europe, and US and cover the whole range to include day spas, hotel spas, resort and destination spas as well as medical spas.

With strong government support and marketing strategy, Asian spas have become increasingly popular in recent years. The popularity of Asian spas in the international market is causing greater demand for trained Asian spa personnel in the international market.

"There's been a massive proliferation in the number of spas," says Gerard Bodeker, a professor at Oxford University Medical School and author of the book, *Understanding the Global Spa Industry*. "There's a huge awareness in global value and interest in Asian therapies, so Asian countries are now actively discovering and promoting their own health and heritage. There's an across-the-board revival of interest in Asia in indigenous health traditions."

Although spa industry in Asia is highly promising, the question is how do we professionally manage and achieve the industry's fullest potential to be able to compete on a global scale?

The Asian Spa & Wellness Management Conference & Exhibition 2010 is Asia's first conference addressing the management of the Spa and Wellness business in Asia. The goal of this prestigious event is to create a learning and networking platform to discover the best practices and successful management model around the world, so as to elevate the standard and competency of the Spa & Wellness Industry. This conference will bring together top spa industry experts, government officials, spa gurus and spa operators in Asia Pacific and around the world.

Who Should Attend?

Spa & wellness industry experts, government officials, top-level business executives from all over the world with interest in the spa and wellness industry. Representatives from diverse sectors including hospitality, investment, real estate, finance, medical, manufacturing, technology, consulting, product and other related industries.

How Will You Benefit?

- Hear from the spa industry experts, key decision makers and leading professionals
- Gain and in-depth information about the newest products and technologies that are impacting the market
- Engage with new business partners in our extensive programme of special networking forums



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At the Australasian Institute of Health & Healing Pty Ltd we have been healing clients for over 35 years and work on a holistic approach. Our business includes working one-on-one and in group situations with clients to achieve wellness and happiness using a wide range of leading edge techniques. Our hypnotherapists, psychotherapists and counselors are working in the health care industry, spa industry, public and private organizations, state and government departments. We work in conjunction with medical specialists and the spa industry to ensure clients gain well-being and health, by integrating complementary mind and body therapies alongside leading edge technologies like Core Inergetix bioenergetics and informational healing. Working with business we teach stress management, health and wellness, motivational training and performance coaching.

AIHH also works with the SPA & Wellness Industries to provide leading edge technologies such as Inergetix- Core energy medicine and informational healing systems to increase the success of those companies abilities to heal their clients.

Our highly qualified and professional service is focused on the achievements and success of the individual in their journey to health and well being. The techniques are safe and non-intrusive, suitable for adults and children and are a holistic approach.



We support the individual's experiences in a safe and supported environment to provide opportunities for personal growth and change for permanent result. Our aim is to:

- Promote the awareness and benefits of hypnotherapy and psychotherapy to the community.
- Provide a range of solution therapies that empower the individual to initiate and promote self healing.
- Assist the individual to reconnect the mind, body and spirit.
- Provide a range of therapeutic techniques suitable to specific issues.
- Ensure a high standard of excellence and professional practice is maintained.

With the increasing awareness in health and well-being, the Therapy Centre is meeting the needs of the community networking with many professions, businesses, corporate organizations and government departments in providing therapies in areas:

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- Psychotherapy
- Counselling
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- Stress Management
- Pain Management
- Motivational Training
- Performance and Life Coaching

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Apichai Jearadisak
President
Federation of Thai Spa
Associations



Trent Munday
Regional Vice President
Mandara Spa
(Spa Division of
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Prof. Marc Cohen
Foundation Professor of
Complementary Medicine
RMIT University



Suzanne Ng
Republic Polytechnic
School of Hospitality



Dr. Jonathan Robbins
Principal
Spatec Academy



Elizabeth Wong
Assistant Secretary
Spa Association Singapore



Yena Feliana
Education Task Force
Bali Spa and Wellness
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Section Head/Service Skills
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Ray Ang
Director
BodySpa Boutique



Renee Estanislao-Cope
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Executive Director
Consumers Association
Singapore (CASE)



Dr. Ken Chang
Academic Committee
Spatec Academy



Dr. Katherine Tassioulas
CEO
Australasian Institute of
Health & Healing Pty Ltd



Adam Horler
Managing Director
Osmosis Ventures



Conference Day 1

1st September 2010

Session 1: Overview & Industry Trends

- 08.00 Registration & Exhibition Viewing
- 09.00 Organizer's Welcome Address
- 09.10 First Keynote Address: Spa and Wellness Beyond 2010
Apichai Jearadisak, President, Federation of Thai Spa Associations
- 09.50 Second Keynote Address: The Global Spa & Wellness Industry – Is The Current Two Trillion Dollar Convergence Just The Beginning?
Marc Cohen, Foundation Professor of Complementary Medicine, RMIT University (Australia)
- 10.30 Morning Refreshments & Exhibition Viewing
- 10.50 Healthcare Tourism & The Spa Industry – How Are They Related, Where Are They Heading And Where Are The Opportunities?
Yoriko Soma, President, Spa Finder Japan

Session 2: Marketing to Consumers Today

- 11.30 Consumer Perception Of The Spa & Wellness Industry: Current And Future Trends And How Is The Industry Shaping Up To Meet The Change
Samantha Foster, Managing Director, Spa Source Asia
- 12.10 Spa & Wellness Organically Grown Products: Are They Sustainable For The Planet?
Florence Jaffre, Co-Founder, Ytsara & Akhassa
- 12.50 Networking Luncheon & Exhibition Viewing

- 14.00 Corporate Social Responsibility - And What It Can Mean For Your Brand
Trent Munday, Regional Vice President, Mandara Spa (Malaysia)

Session 3: Management Of The Spa & Wellness Business

- 14.40 Trends In Spa Education: The Need For Professionally Trained/ Skilled Staff
Judith Chng, Section Head/ Service Skills, School of Business & Services, ITE College
- 15.20 Effective Spa & Wellness Management Principles
Melinda Yon, Managing Director, 360 Spa Solutions
- 16.00 Afternoon Refreshments & Exhibition Viewing
- 16.20 Hotels, IRs, Resorts & The Spa Industry Models For Success
Suzanne Ng, Senior Academic Staff, Republic Polytechnic, School of Hospitality
- 17.00 Expert Panel Discussion: Spa & Wellness Management - Essential Differences And Implications For Management
Moderator:
Melinda Yon, Managing Director, 360 Spa Solutions (Hong Kong)
Panel Members:
Yoriko Soma, President, Spa Finder Japan
Trent Munday, Regional Vice President, Mandara Spa (Malaysia)
Suzanne Ng, Senior Academic Staff, Republic Polytechnic, School of Hospitality
- 17.45 Concluding Remarks and End of Conference Day 1

Conference Day 2

2nd September 2010

Session 4: The Asian Spa & Wellness Industry

- 08.00 Registration & Exhibition Viewing
- 09.00 How The Spa Association Of Singapore Has Evolved In The Local Spa Industry
Elizabeth Wong, Assistant Secretary, Spa Association Singapore
- 09.40 Bali Spa Industry: Human Resources Aspect
Yena Feliana, Education Task Force, Bali Spa & Wellness Association (Indonesia)
- 10.20 Morning Refreshments & Exhibition Viewing

Session 5: Spa, Wellness, Health & Beauty

- 10.40 Innovations In The Health & Beauty Industry And Possible Applications In The Spa & Wellness Business
Renee Estanislao-Cope, Owner, Greenthumb Wellness Centre
- 11.20 Applied Aesthetics: Fundamentals For Sustainable Growth In The Spa & Wellness Industry
Dr. Jonathan Robbins, Principal, Spatec Academy & Dr. Ken Chang, Academic Committee, Spatec Academy
- 12.00 Protecting The Customer: Accreditation, Regulation & Professionalism In The Spa & Wellness Industry
Seah Seng Choon, Executive Director, Consumers Association Singapore (CASE)
- 12.40 Networking Luncheon & Exhibition Viewing

Session 6: Integrating Medicine, Healthcare & Spa / Technologies

- 14.00 Healing & Regeneration: Advances In Spa Medicine & Healing Therapy
Dr. Katherine Tassioulas, CEO, Australasian Institute of Health & Healing Pty Ltd
- 14.40 Technological Developments In The Spa & Wellness Industry
Ray Ang, Director - International Spa Projects, BodySpa Boutique (Singapore)
- 15.20 Afternoon Refreshments & Exhibition Viewing
- 15.40 Embracing Bio-Energetic Medicine In The New Paradigm
Charles Au, Co-Founder, Verita Advanced Wellness Pte. Ltd.
- 16.20 Growth Strategy For Retailing In Spas
Adam Horler, Managing Director, Osmosis Ventures
- 17.00 Concluding Remarks and End of Conference Day 2



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To: The Spa Management

Dear Sir/Mdm,

RE: Marketing Proposal

I would like to take this opportunity to invite you to reflect on your current marketing campaigns and budgets.

- 1) How much have you spent on print ads?
- 2) What information could you find about your own spa online?
- 3) Do you know how you can promote your spa without extra cost?

The year is 2010. We are all connected.

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