



WELLNESS SUMMIT
2010

**RIDING THE WAVE:
DELIVERING RELEVANCE,
ENSURING SUSTAINABILITY**

October 13-15, 2010
Fort Canning Park, Singapore

www.wellnesssummit.com



THE WELLNESS SUMMIT 2010, the sixth edition since its inception in 2005, will be held from October 13–15, 2010 at FORT CANNING PARK, SINGAPORE. With renowned masters and experts of the wellness industry speaking on and leading discussions on an eclectic line-up of pertinent topics and issues relevant, in particular, to the present tough business environment, WELLNESS SUMMIT 2010 promises to be a very rewarding and enlightening experience.

Relevance and Sustainability. This is the axis from which the WELLNESS SUMMIT 2010 will revolve. It's time to call for a Reality Check... 2010 is all about GETTING BACK TO BASICS!

2010 THEME

As a whole, the industry has been dynamically evolving, hence the constant need for it to redefine some of its original purposes and directions. The theme for WELLNESS SUMMIT 2010, "**Riding the Wave: Delivering Relevance, Ensuring Sustainability**" aims to address the shift that is happening. The Summit also seeks to challenge the industry to find innovative values and thereon push new boundaries that will invariably lead to promising growth.

Encapsulated within the theme are these key drivers of the industry:

PEOPLE – *Human Capital, Consumerism + Connection*

TECHNOLOGY – *Evidence-based + Efficacy*

SYNERGIES – *Integration + Innovative Offerings*

SUSTAINABILITY – *Strategy + Deliverables*

This year's summit is the platform for your voice, interactivity and creativity, to build and strengthen us for the twenty-first century and contribute to the Wellness Solution—improving guest experience and loyalty. Each year the Summit grows in scope and diligently takes into account the escalating concerns, interests and feedback from delegates and industry stakeholders. Wellness is tagged to be the next trillion-dollar industry and our speakers know their place in the bigger scheme of things. Find yours!

FOCUS

This year we focus on exploring ways in which the wellness industry can remain profitable, competitive and relevant in an increasingly challenging business environment. The spotlight will be on the subject of continued development, where vast potentials exist in creating synergies between wellness, health and lifestyle medicine promising growth opportunities and a brighter outlook for the industry.

Staying true to the broad objective of WELLNESS SUMMIT, and that is to be the platform for change and voice of conscience within the industry, the Summit hopes to lead the spa and wellness industry in embracing transformational changes into a sustainable future.

Here we shall question, re-think, re-align and once again, re-look at core values.

The following areas will be addressed:

- discovering synergies for the wellness industry particularly in the realm of healthcare and lifestyle medicine
- creativity, new ideas and innovations
- cutting edge plug-ins
- education & human resource re-orientations
- profitability with limited resources
- engaging untapped market space
- understanding today's consumer

SPEAKERS

Our panel of illustrious speakers are well-known leaders and experts in the industry from all over the world. Be informed and be inspired as they share their expertise and knowledge, and provide invaluable insights into the industry that encompasses spa, lifestyle and medicine.

In sharing their insights on the theme, they will also be addressing the current challenging climate and shed light on some unique situations. Topics of delivery will be aimed at inspiring delegates to ride the wave and synthesize a plan to move ahead despite the challenging uncertainties ahead.

Industry challenges today are people challenges. The success of today is in aligning business strategy with the most important asset – PEOPLE.

Market don't buy services, People Do!

SCOPE

LOYALTY

Recognizing and cultivating it

AUTHENTICITY

Delivering it and maintaining integrity

RELEVANCE

A reality check of today's consumerism and what they need

- **SUSTAINABLE CHANGE** to safeguard the future
- **GREENING & SUSTAINABILITY**
An expectation here to stay across the industry
- **NEW THINKING** on sustainability
- **ENVIRONMENT • BUSINESS • PROFITABILITY**
- **GREEN OBJECTIVES**
Reflect, reassess, refine and redesign

AN INDUSTRY ROLL CALL

Join us in tapping into the expertise of keynote speakers, market and industry leaders, consumer research experts and dream-weavers as we open the floor for thought-provoking sessions of debates and discussions. Your input will be a vital contribution towards shaping the industry in the years to come.

10 REASONS TO ATTEND WELLNESS SUMMIT 2010

- ❑ Gain fresh insights and perspectives as outstanding speakers articulate their views and hopes to meet contemporary demands and trends.
- ❑ Close to 41 unique sessions on a variety of topics to meet your interests and benefit from.
- ❑ Be there and exchange direction-changing ideas for the general good of the industry.
- ❑ Be a part of a 'movement' that will shape and form Wellness Tomorrow.
- ❑ Get empowered to stay on top with new ideas and fresh doses of inspiration.
- ❑ Get onto the wellness map with global leaders who are your potential associates.
- ❑ Networking, casual evening sessions and morning sessions with masters; whatever your choice, you'll meet like-minded individuals who'd love to know your name.
- ❑ Learn more from individuals responsible for the products you use and rely on.
- ❑ Walk your talk. Take advantage of the interactive workshop sessions, each conducted by leaders in their disciplines.
- ❑ It's in Singapore, one of the world's top medical tourism destinations. Learn why.

WHO SHOULD ATTEND

- ❑ Administrators of health & wellness establishments
- ❑ Architects and interior designers
- ❑ Beauty professionals and healthcare providers
- ❑ Doctors and medical professionals
- ❑ Health and fitness professionals
- ❑ Hoteliers
- ❑ Product manufacturers and retailers
- ❑ Property developers & Investors
- ❑ Researchers
- ❑ Spa professionals (spa directors, trainers, therapists, managers)
- ❑ Wellness consultants

NEW AT WELLNESS SUMMIT 2010: Nurturing the Future

WHY

In creating a sustainable future for the industry, there is an apparent need for guidance. This is especially true for the next generation—to inspire and help steer them, WELLNESS SUMMIT will provide them with a platform in which they can speak up and interact first hand with leading mentors, gurus and role models of the trade. Our aim is to:

- provide a conducive environment for exploration and discovery
- bridge the gap between the industry and prospective leaders & talents
- engage a better understanding by allowing insights into what the industry is really about – separating illusions from realities
- building generation-to-generation knowledge—imparting and ensuring sustainability

HOW

Education today is about blending fact-learning with inquiry-based methods to better empower students and prepare them for future challenges. The next generation has an important supporting role in the advancement of the industry.

To **CONNECT**, **EDUCATE** and **EMPOWER**, we will create opportunities for students to participate in group-oriented, hands-on “fun” experiences, as well as once-in-a-lifetime opportunities to meet with professionals and leaders of the trade.

To give the region, and especially our host country, Singapore’s educational institutions a fair opportunity to cultivate a realistic relationship with the fast growing wellness & spa industry.

CHANNELS

- ❑ **PURPOSE-DESIGNED** and incorporated as add-on tracks to the usual Wellness Summit offering
- ❑ **SPECIAL PROGRAMMES** that showcase the industry and present opportunities that are available, putting into better perspective the manpower requirements of the future
- ❑ **SHOWCASING WELLNESS/SPA** brands to inspire the next generation of managers
- ❑ **CAREER TALKS** to paint the right picture and to springboard talents into further specialization
- ❑ **INDUSTRY GURU** sessions for in-depth encounters up-close and personal with role models of the trade

TALENT DEVELOPMENT

2010 New Programme Format

Riding the Wave: Delivering Relevance, Ensuring Sustainability

TIME	DAY 1 (OCT 13)	DAY 2 (OCT 14)	DAY 3 (OCT 15)
0900 hrs	WELCOME SPEECH	Coffee under the tree	Coffee under the tree
0930 hrs	KEYNOTE 1	KEYNOTE 4	KEYNOTE 7
1000 hrs	KEYNOTE 2	KEYNOTE 5	KEYNOTE 8
1030 hrs	KEYNOTE 3	KEYNOTE 6	ASK THE EXPERTS 3
1100 hrs	ZEN BREAK 1	ZEN BREAK 3	ZEN BREAK 5
1120 hrs	ASK THE EXPERTS 1	ASK THE EXPERTS 2	SKILL DEVELOPMENT SESSIONS 5.1 - 5.5
1200 hrs	IDEAS WORTH EXPLORING 1	IDEAS WORTH EXPLORING 2	SKILL DEVELOPMENT SESSIONS 5.1-5.5 (repeat)
1230 hrs	LUNCH 1	LUNCH 2	LUNCH 3
1330 hrs	SKILLS DEVELOPMENT SESSIONS 1.1 - 1.5	SKILLS DEVELOPMENT SESSIONS 3.1 - 3.5	1330-1400 hrs SUMMIT WRAP-UP
1415 hrs	SKILLS DEVELOPMENT SESSIONS 1.1-1.5 (repeat)	SKILLS DEVELOPMENT SESSIONS 3.1-3.5 (repeat)	1400-1530 hrs EXCLUSIVE STUDENTS' TRACK
1500 hrs	ZEN BREAK 2	ZEN BREAK 4	
1530 hrs	SKILLS DEVELOPMENT SESSIONS 2.1 - 2.5	SKILLS DEVELOPMENT SESSION S4.1 - 4.5	
1615 hrs	SKILLS DEVELOPMENT SESSIONS 2.1-2.5 (repeat)	SKILLS DEVELOPMENT SESSIONS 4.1-4.5 (repeat)	
	1630-1800 hrs EXCLUSIVE STUDENTS' TRACK	1600-1730 hrs EXCLUSIVE STUDENTS' TRACK	
1930 hrs		THE CRYSTAL AWARDS GALA	

WHY CHANGE

The change is prescribed so that speakers could design fast-paced and highly-impactful delivery to cater to a high-calibre audience who want to be inspired and not get information overload.

The variety in session types is power-packed, concise and kept within the acknowledged limit of normal attention spans. The "short, simple and sweet" format aims to allow vibrant engagement and exchange of ideas and feedback. Interactive forums encourage "floor-up" expression rather than the conventional "stage-down" delivery.

SESSION VARIETIES

KEYNOTE

This 20-minute solo presentation is delivered by a presenter who challenges and invites the audience to step out of their comfort zone. A 10-minute Q&A session closes the delivery with a free flow of ideas and opinions.

ASK THE EXPERTS

With 2-3 industry experts on stage, this 40-minute floor-to-stage interactive forum is designed to deliberate over new trends, current challenges and suggested ideas to ride the opportunities that avail themselves.

IDEAS WORTH EXPLORING

To-the-point 10-minute power talks by three speakers on innovative, radical and possibly futuristic suggestions to ponder upon and adopt for business operations.

SKILLS DEVELOPMENT SESSIONS (SDS)

Highly specialized and skill-focussed, each SDS slot will run on five concurrent sessions of 40-45 minutes duration with a one-time repeat.

EXCLUSIVE STUDENTS' TRACK

90 minutes of study sessions exclusively for students at one of Wellness Summit's academy/educational institution partners.

KEY OBJECTIVES OF THE WELLNESS SUMMIT

TO ALIGN vision and chart a clear direction of uniting the entire Wellness Industry.

TO HONOUR the acquisition of knowledge and wisdom that keeps us informed and updated on the rediscovery of lost philosophies and ideas of the past as well as the latest trends and changes in the Wellness Industry.

TO IMPART and share these inherited movements through education and change of mindsets, thus enhancing the knowledge of the Wellness Industry.

TO BE COMMITTED towards integrated wellness and to exercise it in the way we approach life and to hand it down to the rest of humanity.

TO PROVIDE a single platform and annual event for the Wellness Industry in Asia and for the World at large to gather and congregate, to showcase, exhibit, learn, integrate, exchange, trade and to unite.

TO EMPOWER the next generation and guide them in embracing this constantly evolving industry where they can nurture and build sustainable careers and spearhead further growth in the future.

OUR PROMISE

In line with WELLNESS SUMMIT 2010's efforts to spread consciousness, there is no place more befitting than FORT CANNING PARK, SINGAPORE that's steeped in majestic allure and the nurturing embrace of Mother Nature. We are taking a conscious step in going green and *au naturel*.

THE GREEN CHARTER

Reduce • Reuse • Recycle

The industry has been talking about thinking out-of-the-box, and here's the true call for it. We will be conducting part of the event out of the usual boxed up environment, all afternoon breakout sessions will be presented out in the green sanctuary where nature will take over, breaking down all walls and divide—the natural barriers stripped away in hope of getting better connected.



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EVENT THEME:	RIDING THE WAVE: DELIVERING RELEVANCE, ENSURANCE SUSTAINABILITY
DATES:	OCTOBER 13-15, 2010
VENUE:	FORT CANNING PARK, SINGAPORE
EXPECTED ATTENDANCE:	250 PAX
FREQUENCY:	ANNUAL
TARGET AUDIENCE:	Spa & Wellness Directors Spa & Wellness Professionals (Management, Therapist, Healers) Administrators of health and wellness establishments Architects & Interior designers Beauty professionals and healthcare providers Health and Fitness Professionals Resort Owners/Management & Hoteliers Brand Marketing Professionals Consumerism Agencies Wellness Consultants Investors Product Manufacturers & Retailers Property Developers Researchers Academia Students Partitioners (Integrative Medicine, CAM, Naturopaths, Homeopath) Medical Doctors
EVENT WEBSITE:	www.wellnesssummit.com
ORGANIZER:	AGELESS INC.
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PARTNERS	

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