

OCTOBER 12 -14, 2011  
SINGAPORE



# INTEGRATING WELLNESS:

Aligning Industries, Expanding Boundaries



## WHY SPEAK AT THE WELLNESS SUMMIT?

### AN INDUSTRY ROLL CALL

The industry of wellness is moving along another trajectory. As always, the Wellness Summit is quick to address issues related to the latest happenings. This annual event is turning into a roll call of Who's who of the industry.

### DO YOU...

- Have a vision of where the spa industry ought to go.
- Have fresh ideas and perspectives to share with the industry players on, among others:
  - ~ *How to maintain profitability with limited resources?*
  - ~ *How to engage and realize untapped market space?*
- Have an insightful take on what the industry needs to improve to help make it more relevant.
- Are able to offer practical tips and techniques to address bolts and nuts issues.
- Have hands-on know-how on optimizing the merging of components of wellness into spas.
- Have views on areas relevant to the industry in the light of the transition that is now happening.

Wellness Summit is looking for dynamic personalities to join our panel of speakers this year. Speakers from outside the wellness and spa industry are also welcomed if they share similar visions.

### OUR MISSION

- To gather the world's leading experts whose views shape and take the industry to new heights where we provide a platform for them to articulate their expertise and share their vision.
- To generate three days of mind provoking insights, powerful stimulations and extraordinary inspirations.

### THE CHALLENGE

- Leading movers & shakers of the industry are challenged to present their views or vision in a time frame of just 20 minutes with 10 minutes top-up for Q&A.
- Prescribing to the K.I.S.S. format (keep it simple and straight to the point), our aim is to have speakers deliver a fast-paced and high-impact presentation that inspires rather than lecture. Such format allows for much better interaction between speakers and audience.
- To stay within the parameters of the annual theme and be a part of the myriad range of ideas that will be spread over

nearly 30 engaging sessions where ideas cross-fertilize and stimulate the audience's minds.

- Inspire all those that attend the Wellness Summit to be able to create a better future for the industry.
- Harness the collective intelligence network that will shape the future of the wellness and spa industry in Asia.

### WHY SPEAK AT THE WELLNESS SUMMIT?

- It is more than just a talk! Our audience are high calibre personalities and have exceedingly high expectations of the speakers. Be prepared for an engaging exchange of ideas and feedback.
- We will be there well in advance to help shape your presentation and right through to assist in helping you deliver your best. We only ask that you do not 'sell' your own product or company and to stick strictly to the time slot allocated.
- Consider it an inspiring challenge to deliver your Keynote message in just 30 minutes. It came to our knowledge that a well-structured shorter presentation delivers a much greater impact and higher energy level. The signature intimacy and passion of the Wellness Summit with a dedicated high profile audience will make an exhilarating and memorable speaking engagement of a lifetime.
- The option to expand solo presentations into Skills Development Sessions (45 minutes each) allow for closer interaction with the audience drilling deeper into your subject of delivery. These sessions may be delivered in single slots or a series to spread out the focus.
- We do not pay for speaker fees but will work on providing the most beneficial experience and engagement for both sides. Scheduled meals and conference access are complimentary. Subject to approval, we may provide accommodation to some of our foreign-based speakers.
- Most of our speakers stay on after their presentations to learn, network and connect with others during the entire event. It is a not-to-be-missed opportunity to network with a wide array of extraordinary people from around the world.
- Speakers' presentations are posted online. This allows your voice/message to reach a wider audience and achieve greater exposure. Your presentation will be videotaped and produced professionally.
- Your profile will be featured online at the event website and also in our Programme Book and related collaterals.

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[www.wellnesssummit.com](http://www.wellnesssummit.com)

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## SPEAKERS' GUIDELINES

### PRE-SELECTION

Please furnish the following for our selection process:

1. Latest profile/biodata – 200 words
2. Headshots in high-resolution format
3. Topic suggestion with synopsis
4. Video/audio recording of previous presentations

### SPEAKER'S ACCEPTANCE

1. Each speaker will be issued a unique ID & password to access into a private online environment where you can complete your profile and fill in related details pertaining to your attendance at the Wellness Summit. Within this online page, you will generate a Letter of Confirmation as a final step of your Speaker's registration process. This can be done just prior to your arrival at the event.
2. The Speaker shall present his/her speech according to an allocated time slot and duration as determined by the event organizer and shall be present at the designated function room at the event venue no later than 20 minutes prior to the start of the speech session.
3. Should the Speaker be prevented from attending, for whatever reason, he/she shall have the duty to inform the Wellness Summit organizer thereof immediately, if possible in writing, and to appoint a qualified substitute speaker in consultation with Wellness Summit organizer.

### SPEAKER'S PRESENTATION

1. Speakers are expected to adhere to the K.I.S.S. (keep it simple and straight to the point) approach and strictly within the time frame allocated:
  - Keynote = 20 mins solo presentation + 10 mins Q&A
  - Ask The Experts = 40 mins floor-to-stage discussion
  - Ideas Worth Exploring = 10 mins power talk on fresh ideas
  - Skills Development Session = 45 mins workshop
2. If required, we will assist the Speaker in shaping each presentation and assist right through to help deliver the best to our audience. We only ask that you do not 'sell' your own product or company and to stick strictly to the time slot.
3. The Speaker shall supply Wellness Summit with the digital version of the speech/presentation before the event [not applicable to "Ask The Experts" sessions]. We request that this deadline be observed in order for us to check and ensure that your presentation file is compatible with our audio-visual equipment. For test runs, we recommend that you arrive at the function venue 20 minutes (or earlier) prior to your allotted session.
4. The Speaker shall grant the Wellness Summit organizers the right to publish his/her speech/presentation notes/slides

and/or video clips on the Internet to be posted as post-event downloads for the event.

5. The Speaker shall send his/her technical requirements to Wellness Summit before the event. We will provide the necessary basic technical equipment. Any special request would need to be submitted by the stipulated date. Wellness Summit shall accept no liability for the Speaker's own technical presentation systems.
6. All presentations shall abstain from any commercial pitches or sales of the speaker's company or products/services. Every effort will be made by the emcee to introduce the speaker in the fashion prior agreed between the speaker and the emcee or through the Speakers' Liaison.

### REIMBURSEMENT

1. The Wellness Summit has always been a platform at which industry professionals and enthusiasts convene to exchange ideas & knowledge and network. Industry presenters will be getting a platform on which to share their expertise and knowledge. As their services are engaged on goodwill aimed at the betterment of the industry at large, industry presenters will provide their time and expertise gratis. All speakers will have full access to the 3-Day conference, scheduled meals inclusive.
2. In rare occasions and subject to preset event policies, Speakers requiring compensation should apply to the Secretariat's Office for approval. If approved, all claims/invoices must be supported by original receipts to be presented to the Secretariat Manager during the event to expedite payment processing. Payment shall be made in the form of bank draft in a preferred currency specified by the Speaker.

### LOGISTICS

1. We suggest that you book your own flights to ensure that travel arrangements suit your plan. Please furnish us with details of your flight arrival and departure for our records.
2. All other special and ancillary expenses, which the Speaker may incur in the course of his/her activities at the Wellness Summit are entirely on their own expense.
3. Subject to quota availability, some foreign-based speakers, may be offered hosted accommodation.
4. The Wellness Summit organizer does NOT cover miscellaneous expenses such as visa fee, travel insurance, transfer logistics and incidental charges for hotel stay such as phone & internet usage, mini bar, room service, unscheduled meals, laundry and spa treatments.

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