

## THE MONACO SPA EVENT

*20-22 January 2007*

Grimaldi Forum, Monte-Carlo/Monaco

### **Transatlantic Spa Dialogue Congress: unprecedented two-day congress**

The Monaco Spa Event, the international gathering for spa and wellness industry, represents and an exclusive gateway to the spa industry in Europe. But it is also a unique opportunity for spa and hotel managers, and the entire hotel industry, to take a fresh look at spa culture, in the wonderful setting of Monaco, thanks to its unprecedented two-day congress,

Spa industry leaders agree that the primary objective at this crucial time is to spur dialogue across the Atlantic Ocean to allow for exchange of ideas between the United States and Europe. Such open dialogue fuelled by the innovation coming out of US and wellness tradition originating from Europe leads to the development of a broad range of truly unique concepts. Any palpable difference can become a true competitive advantage. Those visitors in attendance will walk away with new ideas, new ties and new opportunities to explore.

Under the title **Transatlantic Spa Dialogue Congress**, the intense **two-day programme of conferences** at The Monaco Spa Event 2007 will enable attendees to compare different spa experiences and know-how in the US and Europe, with references also to the rest of the world thanks to the participation of keynote speakers from all over the globe.

The principal idea is the exchange of views between the US and Europe which are converging towards a common philosophy of the culture of well-being through a broad range of concepts and innovations. Any differences could be used to competitive advantage in the industry.

The programme is based on the same format offered by The Monaco Spa Event: providing a full scenario on how to create a spa from the initial concept to the management. Day One will focus on spa conception, while Day Two will cover best practice on managing a spa. (see provisional congress program).

### **Highlighting Key Note Speakers:**

*Robert Henry, Architect* - New York Award-winning architect Robert D. Henry has dedicated himself to Spa design for over 10 years and lectures at both Spa and design conferences several times a year. His firm in New York City specializes in Spa design. Robert D. Henry recently published a book - together with Julie D. Taylor, author and public relations expert in architecture, design and building - entitled "Spa: The Sensuous Experience": a well-curated collection of the most sensuous locations on Earth.

*Brigitte Caron, Strategic Marketing* - Fitness Service - Club Med

Doctor in General Medicine, specialized in sport medicine and physiology, she joined Club Med in April 1992. She is directly responsible for ensuring the quality, security, construction, operational standards and procedures performed, as well as development, innovation and evolution of the service (with the realization of more than 25 spas, thalasso and massage areas worldwide). She defines Club Med Spa therapeutic protocols and training modules of junior apprentices and Spa managers.

## **THE MONACO SPA EVENT CONGRESS PROGRAM\*\***

**Saturday 20 January 2007**

### **Luxury Spa Conception:**

#### **Architecture & Design / Morning Sessions**

##### ***Building wellness sensuous experiences***

Robert D. Henry - Architect - New York - USA

##### ***Technical Spa Design***

Ronald Jean – Canadian Managing Director – ISCG CosmoproGroup - USA

##### ***Spa consultancy raising the bar***

Dagmar Rizzato - Spa Consultant - Germany

##### ***Resorts achievements in Spa, wellness, and architecture***

Dr. Brigitte Caron - Spa & Fitness Strategic Marketing Director - Club Med - France

Jean Philippe Nuel - Architect - Nogent sur Marne - France

### **Luxury Spa Conception:**

#### **Management & Training / Afternoon Sessions**

##### ***Wellness, Fitness & Beauty: Holistic Spa Services for Health & Longevity***

Heather A. Lee – President - Full On Health and SpaKid International – USA

Thad Calciolari - Spa and Sports Director - The Four Seasons Hualalai (HI)

##### ***Spa Industry Weakness – Redefining Your Focus***

Mindy Terry – President – Creative Spa Concepts - USA

Mitch Jucha – Vice President, Spa Operations - Creative Spa Concepts - USA

Christi Cano – Vice President, Spa Development - Creative Spa Concepts - USA

***What is the next step for worldwide Wellness and Spas Industry?***

Jean-Paul Blissett – President – The Syntax Group – U.K.

***Spa & Wellness Careers, Transatlantic Differences and Connections***

Daniela Anzinger - Recruitment Manager Europe - Steiner - Italy

Jean-Eric Knecht - President - École Elegance Gontard - France

**Sunday 21 January 2007**

**Hall of Fame - Success Stories / Morning Sessions**

***When Oriental Tradition becomes a hallmark***

Sonee Singh – Group Marketing Director - Mandarin Oriental – Hong Kong

***What kind of pillars under the roof of international wellness?***

Brian Hunter – General Manager of “One Spa” - Sheraton / Starwood – U.K.

***Alps in Spa, an altitude success story***

Jocelyne Sibuet – Owner- Les Fermes de Marie - France

***Middle East: new wellness territories, building & keeping***

Anni Hood – Group Director of Spa - Jumeirah International - UAE

**Medical Spa Development and therapies / Afternoon Sessions**

***Confusion over Medical Spas?***

Peter Anderson – President - Anderson & Associates - USA

***Medical Spa - How to train a Spa Manager***

Reinhard R. Bergel – President – H-e-a-t Inc Therapy Development - USA

***Therapist based vs. business based Spa manager***

Anna Bjurstam – Managing Director - Raison D'être Spa - Sweden

***Hungary: Spa Renaissance in wellness, Heviz pearl of Panonian***

Miklos Vancsura - General Director – Les Thermes De Heviz - Hungary

\*Simultaneous translation English / French provided.

\*\*The program may be subject to changes. Kindly consult [www.monacospaevent.com](http://www.monacospaevent.com) for program updates and registration procedures.

\* \* \*

**The Monaco Spa Event**

The Monaco Spa Event was founded in 2005 under the name of European Spa Exhibition. In 2006, SoGeCos, the company that organises the Cosmoprof exhibitions worldwide, joined its founders to create the new company SoGeSpa Monaco, to operate the exhibition under a new name and to leverage its position as the international point of reference for the entire spa and wellness industry.

## **The organiser**

The Monaco Spa event is part of a dynamic global organisation: SoGeCos, with offices located in Monaco, Italy, France and the United States is exclusively focused in the business of conceptualizing international Business-to-Business events in the wellness and cosmetics fields. For more information on the company activity:  
[www.monacospaevent.com](http://www.monacospaevent.com) / [www.cosmoprof.com](http://www.cosmoprof.com)  
[www.beauty-on-line.com](http://www.beauty-on-line.com)

*For further information:*

### **The Monaco Spa Event Press Office**

Antonella Pezzarossa - [antonella.pezzarossa@cosmoprof.it](mailto:antonella.pezzarossa@cosmoprof.it)  
<<mailto:antonella.pezzarossa@cosmoprof.it>> - +39 02 454708247  
Annalisa Beretta - [annalisa.beretta@cosmoprof.it](mailto:annalisa.beretta@cosmoprof.it)  
<<mailto:annalisa.beretta@cosmoprof.it>> - +39 02 454708225