

2008 Experiential Spa Learning Event

“Is compensation devouring your profit? Finding a solution together”

Event Agenda

Sunday, September 21st

- Arrival day:** Check-in, late afternoon
7:00 pm: Welcome to Red Mountain Spa and Kick-Off Dinner

Monday, September 22nd

- 7:00 am:** Inspirational guided morning hike
8:00 am: Healthy Buffet-style Breakfast
9:00 am – 12 pm: Free time
Pre-booked choice spa treatments*
12:30 pm: Lunch & Presentation:
The art and science of successful retail
Barry McCaffrey, VP Sales and Marketing North America,
Comfort Zone
2:00 pm – 5:00pm: Afternoon seminars:
Creating a profitable business model with a clear concept and operational goals
Elaine Fenard, Partner and COO, Spatality
Implementing positive compensation changes: A success story
SpeakerTBA
Braving the financial jungle; Understanding your numbers
Lisa Starr, Senior Business Consultant, Preston Wynne Success Systems
5:00 pm – 7:00 pm: Free time
Self-booked activities
7:00 pm: Dinner Under the Stars (weather permitting)

Tuesday, September 23rd

7:30 am: Healthy Buffet-style Breakfast

9:00 am – 12:00 pm: Morning Seminars:

Is compensation devouring your profit? Find out the results of the SpaFinder Spa Industry Compensation Survey

Milana Knowles, SpaFinder

Building a profitable business through a reward-driven compensation structure

Ana Loiselle-Donahue, President, Secret Formulations

Cost effective marketing in tough economic times: Innovative ways to drive new business

Dan Chandre, SpaBooker

12:30 pm: Lunch & Table top discussions

2:00 pm – 6:00 pm: Free time

One-on-One sessions with speakers*

Pre-booked choice of spa treatments*

6:30 pm: Farewell Dinner

9:30 pm: Spiritual closing: Ancient Incan Fire Ceremony

Wednesday, September 24th - Departure

*To reserve massage and facial appointments please contact Red Mountain Spa directly at 800.690.9215.

To book a one-on-one session with an event speaker please call Ann Kramer at 212-716-1167.