



SHAPING THE  
**BUSINESS** OF  
WELLNESS

**GLOBAL WELLNESS SUMMIT 2018**





# GLOBAL WELLNESS SUMMIT 2018

## SHAPING THE BUSINESS OF WELLNESS AGENDA

The 2018 Summit, with our theme of **“Shaping the Business of Wellness,”** will offer you the opportunity to hear and experience the very latest in the wellness arena—from what will drive this multitrillion-dollar economy in the future to how the industry sectors, once siloed, are transforming into integrated, collaborative models.

In addition to the detail contained within this agenda, you will find a section at the beginning that gives you a “snapshot” of the Summit with each day displayed. We feel this helps you maximize your Summit experience, as there are multiple spaces, each with their own personalities—and you have choices! At various times throughout the Summit, you will be able to choose between keynote presentations on the main stage, interactive Roundtables in the Wellness Center, and panels or presentations in the T-Restaurant, Auditorium 1 or Auditorium 2, 3, 4.

Rest assured that all of the sessions are being recorded in some way: video on the main stage and audio everywhere else. That way, you will be able to access the information from whatever sessions you may miss. Technology has come far, but we still can’t be in five places at once!

We hope you will enjoy the agenda we’ve prepared for you. Whether you seek out a session that relates to your area of expertise or take the opportunity—increasingly popular these days—to cross-pollinate with a sector that might be new to you, it’s all designed to expand your knowledge and build the wellness world’s expertise.

*Thank you for being part of the global community.*



# 2018 AGENDA SNAPSHOT OVERVIEW

FRIDAY, OCTOBER 5, 2018

## PRE-SUMMIT ACTIVITIES SNAPSHOT

**12:00 pm – 8:00 pm**

Hotel Lobby

**Global Wellness Summit (GWS) Registration Open**

*Delegates staying at the Summit's four partner hotels are welcome to register and pick up their name badge, Agenda and Delegate Directory at the GWS registration desk in the hotel lobby.*

**4:00 pm**

Buses from  
Hotels

**Transportation from Partner Hotels to Technogym and Guided Tours of the Award-Winning Technogym Village, Designed by Antonio Citterio**

**6:30 pm – 9:30 pm**

Technogym

**Welcome Party**

***Benvenuto from the Wellness Valley in Italy!***

**8:00 pm – 9:30 pm**

Buses back to hotels

**Transportation from Technogym to Partner Hotels**

## TECHNOGYM ROOM LOCATIONS

### FLOOR 3

GWS Concierge/Main Stage T-Forum

### FLOOR 1

Main Entrance/T-Reception/Coat Check

### FLOOR 0

T-Auditoriums/T-Wellness Center/T-Innovation Gallery/T-Restaurant

SATURDAY, OCTOBER 6, 2018

DAY 1 SNAPSHOT

**6:30 am**

Buses from Hotels

**Transportation from Partner Hotels to Technogym for a Morning Workout and Breakfast Sponsored by Technogym**

**6:15 am – 7:00 am**

Palace Hotel Lobby

**Wake with a Wellness Walk on the Beach Sponsored by WW**

**6:00 am – 8:00 am**

**Breakfast at Your Hotel**

**8:00 am**

**Transportation from Partner Hotels to Technogym for Summit Day One Sessions**

**9:00 am – 9:20 am**

Main Stage/Floor 3

**Louie Schwartzberg: Opening of the 2018 Global Wellness Summit: *The Heart of La Dolce Vita***

**9:20 am – 9:35 am**

Main Stage/Floor 3

**Susie Ellis, Tony de Leede, Mia Kyricos:**

**Welcome & Opening Remarks: *The 2018 Global Wellness Summit: Shaping the Business of Wellness***

**9:35 am – 9:40 am**

Main Stage/Floor 3

**Welcome from the Region's Sponsor, Emilia Romagna Wellness Valley: *La Dolce Vita Meets Wellness!***

**9:40 am – 9:55 am**

Main Stage/Floor 3

**Nerio Alessandri: *Wellness Vision***

**9:55 am – 10:13 am**

Main Stage/Floor 3

**Katherine Johnston, Ophelia Yeung: *The Highly Anticipated 2018 Global Wellness Economy Monitor Research Report***

**10:13 am – 10:30 am**

Main Stage/Floor 3

**Dr. Ranieri Guerra: *WHO, What & Wellness: Where Does Wellness Fit at The World Health Organization?***

**10:30 am – 11:15 am**

Wellness Center

**Networking Energy Break Sponsored by Lemi Group**

**11:15 am – 11:35 am**

Main Stage/Floor 3

**Antonio Citterio: *Shaping Space: Architecture, Wellness and the Italian Aesthetic***

**11:35 am – 11:50 am**

Main Stage/Floor 3

**Giovanni Mario Pes, PhD, MD: *Blue Zones: The Full and Fascinating Story Begins***

**11:50 am – 12:15 pm**

Main Stage/Floor 3

**Dan Buettner: *Blue Zones: The Full and Fascinating Story Continues***

**12:15 pm – 12:30 pm**

Main Stage/Floor 3

**Susie Ellis, Dr. Richard H. Carmona, Jessica Jesse: *The Wellness Moonshot: A World Free of Preventable Disease Update: What's New in Our Orbit?***

**12:30 pm – 1:15 pm**

Main Stage/Floor 3

**Press Conference For Press: *Shaping the Business of Wellness: Focus on Italy***

**12:30pm – 2:00 pm**

Tent Outside

**Interactive Lunch: "Ask the Expert" Table Topic Discussions Sponsored by Biologique Recherche**



MAIN STAGE	WELLNESS CENTER	AUDITORIUM 1	AUDITORIUM 2,3,4
<p><b>2:00 pm – 2:25 pm</b>  <b>Rhiannon McGregor, Jessica Smith:</b>  <i>Algorithmic Beauty: Looking Through the Lens of Technology and AI</i></p>	<p><b>2:00 pm – 3:20 pm</b>  <b>Roundtable and Audience Q&amp;A</b>  <i>Should Medicine and Wellness Get Married? Wellness Moonshot: Can a World Free of Preventable Disease Serve as a Matchmaker?</i> with  <b>Dr. Richard H. Carmona</b></p>	<p><b>2:00 pm – 2:40 pm</b>  <b>Panel Discussion</b>  <i>Workplace Well-being: What We Know for Sure</i> with  <b>Kenneth R. Pelletier, MD, PhD</b></p>	<p><b>2:00 pm – 2:40 pm</b>  <b>Panel Discussion</b>  <i>Wellness Is No Longer a Cottage Industry: Time to Attract Investment, Scale and Make Serious Money</i> with  <b>Mark Harms</b></p>
<p><b>2:25 pm – 2:45 pm</b>  <b>Dr. Nicola Angelo Fortunati:</b>  <i>Italian Thermalism: From Roman Times to the Future</i></p>			
<p><b>2:30 pm – 3:45 pm</b>            Outside of Auditoriums            Innovation Gallery</p>	<p><b>Workshop Break Massages and Hydrating Treatments</b>  <b>Sponsored by Zeel and The Hydrafacial Company</b></p>		

MAIN STAGE	T-RESTAURANT	AUDITORIUM 1	AUDITORIUM 2,3,4
<p><b>3:00 pm – 3:15 pm</b>  <b>Prof. Gerry Bodeker, PhD:</b>  <i>Mental Wellness</i></p>	<p><b>2:45 pm – 3:30 pm</b>  <b>Knowledge Workshop</b>  <i>Online Coaching Services Generating Revenue</i> <b>Sponsored by iGetBetter Inc.</b></p>	<p><b>2:45 pm – 3:30 pm</b>  <b>Knowledge Workshop</b>  <i>Wellness Travel Heals</i> <b>Sponsored by Wellness for Cancer</b></p>	<p><b>2:45 pm – 3:30 pm</b>  <b>Knowledge Workshop</b>  <i>The Internet of Wellness Has Come Home</i> <b>Sponsored by Delos</b></p>
<p><b>3:15 pm – 3:30 pm</b>  <b>Sergio Pecorelli, MD, PhD:</b>  <i>The First 1,000 Days 2.0</i></p>			
<p><b>3:30 pm – 4:00 pm</b>            Wellness Center</p>	<p><b>Networking Energy Break</b>  <b>Sponsored by Vinoble</b></p>		

MAIN STAGE	AUDITORIUM 2,3,4
<p><b>4:00 pm – 4:30 pm</b>  <b>Bob Roth:</b>  <i>The Power of TM</i></p>	<p><b>4:00 pm – 4:45 pm</b>  <b>Presentation and Q&amp;A</b>  <i>Creating an EcoSystem for Longevity: Blue Zone Communities</i> with  <b>Dan Buettner</b></p>
<p><b>4:35pm – 5:20 pm</b>  <b>Panel Discussion:</b>  <i>The Luxe Life</i> with  <b>Susan Harmsworth, MBE</b></p>	
<p><b>5:25pm – 5:45 pm</b>  <b>Alberta Ferretti:</b>  <i>Wellness as a Way of Life</i></p>	
<p><b>5:45 pm</b></p>	<p><b>Transportation from Technogym to the Partner Hotels</b></p>
<p><b>8:00 pm – 10:00 pm</b>            Various Restaurants</p>	<p><b>Evening Event – Dine Around at a Casual Restaurant</b>  <i>Within Walking Distance of Your Hotel</i></p>

SUNDAY, OCTOBER 7, 2018

DAY TWO SNAPSHOT

- 6:30 am** Buses from Hotels **Transportation to Technogym for Morning Workout and Breakfast** **Sponsored by Technogym**
- 6:15 am – 7:00 am** Palace Hotel Lobby **Wake with a Wellness Walk on the Beach** **Sponsored by WW**
- 6:00 am – 8:00 am** **Breakfast at Your Hotel**
- 8:00 am** **Transportation from Partner Hotels to Technogym**

MAIN STAGE

- 9:00 am – 9:30 am** **Andrea Ily:** *Coffee & Happiness*
- 9:30 am – 10:00 am** **Shark Tank of Wellness Student Competition**
- 10:00 am – 10:30 am** **Sponsor Jam!** *What's New That You Do?*
- 10:30 am – 11:15 am** Wellness Center **Networking Energy Break** **Sponsored by Immunocologie**
- 11:15 am – 11:35 am** **Clodagh:** *Wellness in Design*
- 11:35 am – 11:40 am** **Susie Ellis:** **New Property Showcase**
- 11:40 am – 12:05 pm** **Mark Britnell:** *In Search of the Perfect Health System*
- 12:05 pm – 12:20 pm** **Matteo Thun:** *Good Life—Healthy Living*
- 12:20 am – 12:30 pm** **Meet the Initiative Chairs!**

TENT OUTSIDE AT TECHNOGYM

T-RESTAURANT

- 12:30pm – 2:00 pm** **Interactive Lunch**
- 12:30pm – 2:00 pm** **VIP Lunch for Ambassadors Only**

MAIN STAGE

WELLNESS CENTER

AUDITORIUM 1

AUDITORIUM 2,3,4

- 2:00 pm – 2:15 pm** **Gina Diez Barroso de Franklin:** *Creativity Drives Business*
- 2:00 pm – 3:20 pm** **Roundtable Discussion and Audience Q&A** *Shaping the Future Business of Wellness and Wellbeing in Hospitality and Travel* with **Mia Kyricos**
- 2:00 pm – 2:40 pm** **Panel Discussion** *Wellness Lifestyle Real Estate: Navigating the \$130+ Billion Frontier of Building Well to Live Well* with **Anna Bjurstam**
- 2:00 pm – 2:40 pm** **Presentation and Q&A** *Future of Travel and the Risks of Overtourism* with **Rafat Ali**
- 2:30 pm – 2:45 pm** **Melisse Gelula:** *Understanding the American Wellness Obsession with CBD*



**2:30 pm – 3:45 pm** **Workshop Break Massages and Hydrating Treatments**  
 Outside of Auditoriums **Sponsored by Zeel and The Hydrafacial Company**

MAIN STAGE	T-RESTAURANT	AUDITORIUM 1	AUDITORIUM 2,3,4
<b>2:45 pm – 3:30 pm</b> <b>Panel Discussion</b> <i>Wellness Architecture: Placemaking for Wellness with Liz Terry</i>	<b>2:45 pm – 3:30 pm</b> <b>Knowledge Workshop</b> <i>Science Meets Personalization</i> <b>Sponsored by STARPOOL</b>	<b>2:45 pm – 3:30 pm</b> <b>Presentation</b> <i>Connected Wellness Creates Community: Exercise is Sport with Fabrizio Cecchinelli and Nicola de Cesare</i>	<b>2:45 pm – 3:30 pm</b> <b>Knowledge Workshop</b> <i>The Latest Innovation in Light-Based Technology</i> <b>Sponsored by LightStim</b>

**3:30 pm – 4:00 pm** **Networking Energy Break & Dance Experience**  
 Wellness Ctr./Agora **Sponsored by the Center for Transformative Movement**

MAIN STAGE	WELLNESS CENTER	AUDITORIUM 1	AUDITORIUM 2,3,4
<b>4:00 pm – 4:15 pm</b> <b>Dr. Anjan Chatterjee:</b> <i>Buildings, Beauty, and the Brain</i>	<b>4:00 pm – 5:20 pm</b> <b>Roundtable Discussion and Audience Q&amp;A</b> <i>The Media Speaks with Madelyn Fernstrom, PhD</i>	<b>4:00 – 4:45 pm</b> <b>Panel Discussion</b> <i>Health and Wellness Technologies Abound: How Do We Keep Up? with Joshua McCarter</i>	<b>4:00 – 4:45 pm</b> <b>Panel Discussion</b> <i>Where Fitness Meets Wellness with Tony de Leede</i>
<b>4:15 pm – 4:45 pm</b> <b>Jan-Emmanuel De Neve, PhD:</b> <i>The Economics of Happiness for Businesses</i>			
<b>4:45 pm – 5:00 pm</b> <b>Kenneth R. Pelletier, MD, PhD:</b> <i>Epigenetics</i>			

MAIN STAGE	T-RESTAURANT	AUDITORIUM 1	AUDITORIUM 2,3,4
<b>5:00 pm – 5:45 pm</b> <b>Panel Discussion</b> <i>Taking the Mental Wellness Message to the Wider Public with Prof. Gerry Bodeker, PhD</i>	<b>5:00 pm – 5:45 pm</b> <i>Business Expansion with Multiple Operations: Sharing Successes and Failures with Annbeth Eschbach</i>	<b>5:00 pm – 5:45 pm</b> <b>Panel Discussion</b> <i>Tapping into the Business of Wellness Travel for Countries and Operators with Katherine Droga</i>	<b>5:00 pm – 5:45 pm</b> <b>Panel Discussion</b> <i>Beauty and Wellness. What do we know? What would we like to know? with Dr. Anjan Chatterjee</i>
<b>6:00 pm</b> <b>7:45 pm</b> <b>8:30 pm – 11:00 pm</b> Grand Hotel Rimini	<b>Transportation from Technogym to Partner Hotels</b> <b>Transportation from Hotels to Grand Hotel Rimini</b> <b>La Dolce Vita Evening Fashion Runway Show</b> <b>sponsored by BuDhaGirl</b>		

MONDAY, OCTOBER 8, 2018

DAY THREE SNAPSHOT

- 6:00 am – 8:00 am**      **Breakfast at Your Hotel**
- 8:00 am**  
Buses from Hotels      **Transportation from Partner Hotels to Technogym for Summit Day Three Sessions**
- 8:30 am - 4:00 pm**      **Summit Concierge & Registration Open**  
Floor 3 Foyer
- 9:00 am – 9:20 am**      **Neil Grimmer: *Food. It Just Got Personal.***  
Main Stage/Floor 3
- 9:20 am – 9:40 am**      **David Bosshart, PhD: *Forget Wellness! The Future Is Food***  
Main Stage/ Floor 3
- 9:40 am - 10:00 am**      **Mindy Grossman: *Transforming an Iconic Brand into a Wellness Powerhouse***  
Main Stage/Floor 3
- 10:00 am – 10:30 am**      **Panel Discussion *You Are What You Eat...But Also What You Do* with **Mary Tabacchi, PhD, RD****  
Main Stage/Floor 3
- 10:30 am – 11:00 am**      **Networking Energy Break Sponsored by Aromatherapy Associates/Dance Experience Ecstatic Dance Movement Sponsored by the Center for Transformative Movement**  
Wellness Center  
Agora: Terrace Outside
- 11:00 am – 11:30 am**      **Catherine Feliciano-Chon: *The Impact of China on Wellness...and Everything Else***  
Main Stage/Floor 3
- 11:30 am – 11:45 am**      **Jessica Jesse: *The Concept of Wellness in Fashion***  
Main Stage/Floor 3
- 11:45 am – 12:00 pm**      **Global Wellness Awards I**  
Main Stage/Floor 3
- 12:00 pm – 12:45 pm**      ***Generational Collaboration: Successfully Mixing Business and Family* with **Sir Rocco Forte, Irene Forte, Nerio Alessandri** and **Erica Alessandri****  
Main Stage/Floor 3
- 12:45 pm – 2:00 pm**      **Relaxed Lunch**  
Tent Outside      **Sponsored by Canyon Ranch**
- 2:00 pm – 2:10 pm**      **Contribution to Local Need**  
Main Stage/Floor 3      ***The Walking School Bus Program***
- 2:10 pm – 2:25 pm**      **Global Wellness Awards II**  
Main Stage/Floor 3



**2:30 pm – 3:15 pm**  
Main Stage/Floor 3

*Wellness X Retail X AI: So Many Things to Think About!*  
with **Dave McCaughan**

**3:15 pm – 3:25 pm**  
Main Stage/Floor 3

**Audience Shares:** *What Will You Do Differently Going Forward?*

**3:25 pm – 3:40 pm**  
Main Stage/Floor 3

**Susie Ellis: Flag Tease: Announcement of GWS 2019 Location!**

**3:40 pm – 3:45 pm**  
Main Stage/Floor 3

**Hearing from the 2019 Summit Hosts**

**3:45 pm**  
Main Stage/Floor 3

**Champagne Toast Sponsored by Aloys F. Dornbracht GmbH & Co. KG**

Terrace by  
Main Entrance

**Gelato Party Sponsored by Technogym**

**4:15 pm**

**Transportation from Technogym to Partner Hotels**

**4:45 pm**

**ELECTIVE: DEPART FOR POST-SUMMIT TRIPS**

Both trips leave  
from Technogym.

**Borgo Egnazia: The Food and Culture of Wellbeing**

**Lefay Resort & SPA: Sustainability Meets Wellness and Italian Luxury**

TUESDAY, OCTOBER 9, 2018

POST-SUMMIT ACTIVITIES SNAPSHOT

**9:00 am – 12:00 pm**

In Milano Marittima:  
MarePineta Resort

**Host a Future Summit**

*Opportunity to speak with **Nancy Davis**, chief creative officer & executive director, GWS, US, regarding what's involved in hosting a future Summit.*

Please email **Michelle Gamble**, VP, global business development, GWS, US, at [michelle.gamble@globalwellnesssummit.com](mailto:michelle.gamble@globalwellnesssummit.com), to request a time to meet with Nancy on Tuesday morning in Milano Marittima at the MarePineta Resort. There will be RFPs available for those interested in learning more.

# 2018 FULL AGENDA

## SHAPING THE BUSINESS OF WELLNESS

FRIDAY, OCTOBER 5, 2018

### PRE-SUMMIT ACTIVITIES

**12:00 pm – 8:00 pm**

Hotel Lobby

**In Cesenatico:**

Grand Hotel da Vinci

**In Milano Marittima:**

Palace Hotel

MarePineta Resort

Perla Verde Hotel

**Global Wellness Summit (GWS) Registration Open**

*Delegates staying at the Summit's four partner hotels are welcome to register and pick up their name badge, Agenda and Delegate Directory at the GWS registration desk in the hotel lobby.*

**4:00 pm**

**Buses from  
Cesenatico:**

Grand Hotel da Vinci

**Buses from**

**Milano Marittima:**

Palace Hotel

MarePineta Resort

Perla Verde Hotel

**Transportation from Partner Hotels to Technogym and Guided Tours of the Award-Winning Technogym Village, Designed by Antonio Citterio**

*Enjoy a walking tour through the Technogym campus.*

**6:30 pm – 9:30 pm**

Technogym

**Welcome Party**

***Benvenuto from the Wellness Valley in Italy!***

Sponsored by the region of Emilia Romagna, which is known as a synthesis of a healthy, high-quality lifestyle and art, culture, natural heritage and the regional food and wine of Romagna. Experience local Italian specialties while meeting new and old friends.

*Attire: Comfortable, Casual, Chic*

**8:00 pm – 10:00 pm**

**Buses back to hotels**

**Transportation from Technogym to Partner Hotels**



SATURDAY, OCTOBER 6, 2018

DAY ONE

**6:30 am**

**Buses from  
Cesenatico:**

Grand Hotel da Vinci

**Buses from  
Milano Marittima:**

Palace Hotel

MarePineta Resort

Perla Verde Hotel

**Transportation from Partner Hotels to Technogym  
for a Morning Workout and Breakfast**

**Sponsored by Technogym**

*Optional opportunity to experience Technogym's outstanding facilities and trainers.*

*A locker room is available onsite, so feel free to arrive in workout attire.*

**7:00 am - 9:00 am**

**Workout and Breakfast at Technogym**

**6:15 am - 7:00 am**

Meet in lobby at  
Palace Hotel

**Wake with a Wellness Walk on the Beach**

**Sponsored by WW and led by Jennifer Walsh**

*Start your day with a mindful walk along the Adriatic Sea while being present in nature to benefit your overall health.*

**6:00 am - 8:00 am**

Grand Hotel da Vinci  
Palace Hotel  
MarePineta Resort  
Perla Verde Hotel

**Breakfast at Your Hotel**

*If you are staying at one of the Summit partner hotels.*

**7:45 am**

Gather in front of hotel

**Transportation from Partner Hotels to Technogym  
for Summit Sessions Day One**

**8:00 am**

**Buses depart  
on time from:**

Grand Hotel da Vinci  
Palace Hotel  
MarePineta Resort  
Perla Verde Hotel

**8:30 am - 6:00 pm**

Foyer  
Main Stage  
Floor 3: T-Forum  
Technogym

**Summit Concierge and Registration Open**

**9:00 am - 9:20 am**Main Stage  
Floor 3: T-Forum**Opening of the 2018 GWS***The Heart of La Dolce Vita***Louie Schwartzberg**, founder, Moving Art, US**9:20 am - 9:35 am**Main Stage  
Floor 3: T-Forum**Welcome and Opening Remarks***The 2018 GWS: Shaping the Business of Wellness***Susie Ellis**, chairman & CEO, GWS, US**2018 Summit Co-Chairs:****Tony de Leede**, founder, Gwinganna Lifestyle Retreat, Australia**Mia Kyricos**, SVP & global head of wellbeing, Hyatt Hotels Corporation, US**9:35 am - 9:40 am**Main Stage  
Floor 3: T-Forum**Welcome from the Region's Sponsor, Emilia Romagna Wellness Valley***La Dolce Vita Meets Wellness!***Stefano Bonaccini**, president, Regione Emilia Romagna, Italy**9:40 am - 9:55 am**Main Stage  
Floor 3: T-Forum**Keynote***Wellness Vision***Nerio Alessandri**, president & founder, Technogym, Italy**9:55 am - 10:13 am**Main Stage  
Floor 3: T-Forum**Keynote***The Highly Anticipated 2018 Global Wellness Economy Monitor Research Report***Katherine Johnston**, senior research fellow, Global Wellness Institute (GWI), US**Ophelia Yeung**, senior research fellow, GWI, US**10:13 am - 10:30 am**Main Stage  
Floor 3: T-Forum**Keynote***WHO, What & Wellness: Where Does Wellness Fit at the World Health Organization?***Dr. Ranieri Guerra**, assistant director general, strategic initiatives, World Health Organization, Switzerland**Introduced by Sergio Pecorelli, MD, PhD**, professor, University of Brescia, Italy**10:30 am - 11:15 am**

Technogym Wellness Center

**Networking Energy Break****Sponsored by Lemi Group**

**11:15 am - 11:35 am**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Shaping Space: Architecture, Wellness and the Italian Esthetic*

**Antonio Citterio**, architect & designer, Italy

**Introduced by Nerio Alessandri**, president & founder, Technogym, Italy

**11:35 am - 11:50 am**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Blue Zones: The Full and Fascinating Story Begins*

**Giovanni Mario Pes, PhD, MD**, senior researcher, University of Sassari, Italy

**11:50 am - 12:15 pm**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Blue Zones: The Full and Fascinating Story Continues*

**Dan Buettner**, founder, Blue Zones, LLC, US

**Introduced by Dr. Richard H. Carmona**, chief of health innovation, Canyon Ranch & 17th surgeon general of the United States, US

**12:15 pm - 12:30 pm**

Main Stage  
Floor 3: T-Forum

**Update**

*The Wellness Moonshot: A World Free of Preventable Disease: What's New in Our Orbit?*

**Susie Ellis**, chairman & CEO, GWS, US

**Dr. Richard H. Carmona**, chief of health innovation, Canyon Ranch & 17th surgeon general of the United States, US

**Jessica Jesse**, CEO & creative director, BuDhaGirl LLC, US

**12:30 pm - 1:15 pm**

Main Stage  
Floor 3: T-Forum

**Press Conference for Press Only:**

*Shaping the Business of Wellness: Focus on Italy*

**12:30 pm - 2:00 pm**

Tent  
Outside at Technogym

**Interactive Lunch: "Ask the Expert" Table Topic Discussions Sponsored by Biologique Recherche**

*Roundtable discussions with designated experts. Each table will have a specific topic. Choose any table you'd like and ask questions of the experts.*

## TABLE TOPIC DISCUSSIONS

### Beauty

1. *Differences in Beauty of Women Worldwide*

**Frederique Morizot**, director, biology & beauty, Chanel PB, France

2. *What I Learned from Having My Team Trained in Wellness for Cancer*

**Rupert Schmid**, co-president, Biologique Recherche, France

3. *Beauty and Social Media Trends*

**Jessica Smith**, creative researcher, The Future Laboratory, UK

### Business

4. *How to Maximize Cruise Ship Spa/Wellness Revenue*

**Alessandra Rossi Derubels**, VP, board revenue management, Silversea, Monaco

5. *Growing to 30 Spas, 11 Restaurants and 2 Hotels Quite Quickly*

**Chee Kwong Low**, managing director, Herbaline Wellness Group, Malaysia

### CBD/Cannabis

6. *Understanding Cannabidiol (CBD)*

**Melisse Gelula**, co-founder, Well+Good, US

7. *Investing and Bringing Brands to Life within the Cannabis Space*

**Stephen Letourneau**, founder & partner, GLA, Cannuka, US

8. *My Personal Cancer and Cannabis Story*

**Aryn Sieber**, founder & CEO, CannaCauses Foundation, US

### Design

9. *My View of Why Italy Excels in Design*

**Emilio Brusafferri**, president & founder, Lemi Group, Italy

10. *Advice to Students Studying Architecture and Design*

**Antonio Citterio**, architect & designer, Italy

11. *What Design Advice Would I Give to My Younger Self?*

**Clodagh**, CEO & principal, Clodagh Design, US

12. *How Transitional Style Defines Our Look*

**Andreas Dornbracht**, managing director, Aloys F. Dornbracht GmbH & Co., KG, Germany

13. *How My Work in Art Has Contributed to Our Success*

**Annabelle Countess von Oeynhausen-Sierstorff**, owner, Gräflicher Park Health & Balance Resort, Germany



## Education

14. *Developing More Industry Professionals: How to Improve the Process?*

**Mariana Palmeiro**, head of wellness to business executive education, Gilon Institute of Higher Education, Switzerland

15. *How Do We Solve the Global Staff Shortage Dilemma?*

**Kenneth Ryan**, VP, global spa, fitness & online retail operations, Marriott International, US

## Fashion

16. *Building a Brand at the Intersection of Wellness and Fashion*

**Noel Asmar**, founder & creative director, Noel Asmar Uniforms & Accessories, Canada

## Fitness

18. *How the Health Club Industry Has Changed Over the Decades*

**Lynne Brick**, president, Brick Bodies Fitness Services, Inc., US

19. *Understanding the Consumer When It Comes to Exercise*

**Fabrizio Cecchinelli**, product manager, Technogym, Italy

## Food or Nutrition

20. *Changing the World through Food*

**Neil Grimmer**, founder & CEO, Habit, US

21. *Let's Talk about the Mediterranean Diet*

**Mary Tabacchi, PhD, RD**, professor emerita, Cornell University, US

## Happiness

22. *How Happiness Science Is Influencing Public Policy*

**Jan-Emmanuel De Neve, PhD**, professor of economics, University of Oxford, UK

## Hospitality/Wellness/Clinic/Spa

23. *Why Lanserhof Wins So Many Awards*

**Nils Behrens**, chief marketing officer, Lanserhof Group, Germany

24. *Secrets of Managing a Complex Hospitality Project*

**Robert Herr**, general manager, The Bürgenstock Selection, Switzerland

## Investment

25. *Advice for Start-Ups with Cutting-Edge Technology*

**Amir Alroy**, partner, SZ Ventures, Israel

26. *How KPMG Is Assessing the Wellness Investment Landscape*

**Rick Chance**, managing director, KPMG Corporate Finance LLC, US

27. *Where the Wellness World Is Missing Opportunities*

**Mark Harms**, partner, Bespoke Capital Partners, UK

28. *What Are Some Areas of Caution for Investing in the Wellness or Wellbeing World?*

**Thierry Malleret**, managing partner, *Monthly Barometer*, France

29. *Hyatt's Purchases of Miraval and Exhale—What's Next for Them?*

**Mark Vondrasek**, chief commercial officer, Hyatt Hotels Corporation, US

### Marketing/Social Media

31. *Navigating Brand Extension*

**Thomas Klein**, president & COO, Canyon Ranch, US

32. *Social Media Channels That Are Most Productive for Our Brand*

**Irene Forte**, group project director, Rocco Forte Hotels, UK

33. *Guiding Brands in the Luxury Travel Industry*

**Jennifer Hawkins**, president, Hawkins International, US

34. *Let's Talk about GOOP*

**Kim Marshall**, founder & principal, The Marshall Plan, US

35. *Achieving Remarkably High Return Visitor Rates*

**Roma Maxwell**, director, sales & marketing, Rancho La Puerta, US

### Millennials

36. *What Do Millennials Want When It Comes to Fitness and Wellness?*

**Erica Alessandri**, Technogym, Italy

### Medical/Prevention

37. *The Wellness Moonshot: A World Free of Preventable Disease*

**Dr. Richard H. Carmona**, chief of health innovation, Canyon Ranch, 17th surgeon general of the United States, US

38. *The State of Integrative Medicine*

**Dr. Karen Coates**, medical adviser & company director, Cassia Wellness Clinic, Australia

39. *How the WHO Views Prevention*

**Dr. Ranieri Guerra**, assistant director general, strategic initiatives, World Health Organization, Switzerland

40. *Why Wellness Evidence Is More Important than Ever*

**Clare Martorana**, digital service expert, United States Digital Service, US



41. *The Latest Data about the First 1,000 Days*

**Dr. Sergio Pecorelli, MD, PhD**, professor, University of Brescia, Italy

42. *Epigenetics Explained Easily*

**Kenneth R. Pelletier, MD, PhD**, clinical professor of medicine, University of California School of Medicine, US

43. *My Concern about Childhood Obesity in Italy*

**Giovanni Mario Pes, MD, PhD**, senior researcher, University of Sassari, Italy, Italy

44. *Success with Stem Cells in Mexico and What's Next*

**Dr. Abraham Franklin Silverstein**, president & CEO, Grupo Franklin, Mexico

**Mental Wellness**

45. *TM and Enlightenment—An Empowering Tool for Women Globally*

**Rona Abramson**, international director, Transcendental Meditation Program for Women, US

46. *Micro Dosing and Mushrooms*

**Anna Bjurstam**, partner, Raison d'Être & wellness pioneer, Six Senses, Sweden

47. *Mental Wellness Solutions That Are Cost Effective*

**Prof. Gerry Bodeker, PhD**, chair, Mental Wellness Initiative, GWI, Green Templeton College, University of Oxford, UK

48. *Let's Discuss Beauty and Mental Wellness*

**Dr. Anjan Chatterjee**, professor, University of Pennsylvania, US

49. *Neuroenhancement*

**Dr. Lawrence Choy**, co-founder & medical director, Elite Focus Clinic, US

50. *Energy On Demand through Dance Meditation*

**Lisa Fasullo**, director, Center for Transformative Movement, US

51. *Dahlia Empower: Helping Women Own Their Power*

**Gina Diez Barroso de Franklin**, president & CEO, Grupo Diarq, Mexico

52. *Where's the Fun?*

**Jean-Guy De Gabriac**, CEO, TIP TOUCH International, France

53. *Achieving Mental Wellness as a Couple*

**Sheila Josephson, PhD**, psychotherapist, US

54. *Research Findings Regarding Transcendental Meditation*

**Bob Roth**, CEO, David Lynch Foundation, US

**Modalities**

55. *The Latest with Sauna Aufgus!*

**Lasse Eriksen**, development manager, Farris Bad Nordic Hotels & Resorts, Norway

56. *How Our Industry Can Elevate the Importance of Manicures and Pedicures*

**Bastien Gonzalez**, president, BGA Pedi:Mani:Cure Studio by Bastien Gonzalez, France

57. *The Difference between Natural and Synthetic Fragrances*

**Marc Massing**, CEO, Laboratoires Camille, France

58. *Unusual Requests in Sauna and Steam Design*

**Barry Smith**, director & co-founder, Drom UK Ltd., UK

59. *Floatation Therapy: What the Research Says and How to Make It Profitable*

**Colin Stanwell-Smith**, chairman, Floataway, UK

60. *Trends in Ayurveda for Westerners*

**Martha Wiedemann**, associate director, Badrutt's Palace Hotel, Switzerland

### Personal Story

61. *What I Have Learned from My Endurance Cycling Records*

**Dan Buettner**, founder, Blue Zones, LLC, US

62. *My Recent Bike Tour in Italy*

**Kimberly Kovacs**, founder, Cormorant Wellness, US

63. *How My Passion for Argentine Tango Inspires My Work*

**Charmaine Lang**, president, The Madison Collection, US

64. *What I Have Learned from Working with the Wellness World*

**Louie Schwartzberg**, founder, Moving Art, US

65. *My Life as a Monk*

**John Stewart**, founder & chairman, Kamalaya Koh Samui, Thailand

### Regional Insights

66. *Why the Italian Lifestyle is Key to Wellness*

**Nerio Alessandri**, CEO & founder, Technogym, Italy

67. *Italian-Speaking Table: What's New at Technogym?*

**Pierluigi Alessandri**, co-founder & VP, Technogym, Italy

68. *What the Chinese Traveler Wants When It Comes to Spas and Wellness*

**Catherine Feliciano-Chon**, founder & managing director, CatchOn & Company Ltd., Hong Kong

69. *Fitness in India*

**Deepak Dewan**, chairman & managing director, Cardio Fitness India Pvt. Ltd., India

70. *My View of Health and Fitness in Asia*

**Simon Flint**, CEO, Evolution Wellness Holdings Pte Ltd., Malaysia



71. *Dubai Health Development Update*

**Marwan Abdulaziz Janahi**, managing director, Dubai Science Park, UAE

72. *How Italians Look at Beauty and Wellness*

**Amy Goller Keller**, president, Wellness & Beauty Consulting, Italy

73. *How the Chinese View Wellness in China*

**Walter MacDonald**, director, fitness & wellness operations, Shenzhen Catic Wellness Group, China

74. *The Latest News from the Japanese Spa and Wellness Market*

**Yoriko Soma**, president & CEO, Conceptasia Inc., Japan

75. *Update on the Russian Spa and Wellness Market*

**Nina Tsybmal**, spa consultant, Russian Federation

76. *The Business Climate for Wellness in Croatia*

**Gregory Ugrin**, director, Illyria Wellness, Croatia

### Sustainability

77. *Becoming a Certified-B Corporation*

**Daide Bollati**, chairman, Davines, Italy

78. *How a Sustainability Report Can Resonate*

**Alcide Leali**, managing director, Lefay Resorts, Italy

79. *Green Spa Network Accomplishments and Vision for the Future*

**Joanna Roche**, executive director, Green Spa Network, US

### Technology/Digital

81. *The Future of Robotics*

**Dr. Ramesh Caussy**, CEO & founder, Partnering Robotics, France

82. *What I Have Learned about Digital Strategy*

**Tristan Lagarde**, director, sales & digital development, PHYTOMER, France

83. *How Artificial Intelligence Will Affect the Wellness World*

**Dave McCaughan**, chief strategy officer, Ai.Agency, Thailand

84. *Wearables Market: History and the Future*

**Michael Soule**, global head of wellness, Bose Wellness, US

### Thermal Springs

85. *Italian Thermal Spas: Past, Present and Future*

**Dr. Nicola Angelo Fortunati**, terme & spa general director, Italian Hospitality Collection, Italy

86. *Thermal Springs in Hungary*

**Dr. Tamas Varhelyi**, college professor, Eszterhazy Karoly University, Hungary

## Travel/Wellness Tourism

87. *Let's Talk about Overtourism*

**Rafat Ali**, CEO, Skift, US

88. *Really Understanding Transformational Travel*

**Katherine Droga**, founder, Droga & Co., Australia

89. *How Important Is Wellness Tourism to Governments?*

**Christine Peter**, spa & vitality expert, project manager accommodation, Switzerland Tourism, Switzerland

## Wellness Communities or Real Estate

90. *Wellness Communities in Asia*

**Joy Menzies**, managing director, Destination Spa Management Ltd., Thailand

91. *The Real Estate and Wellness Communities Climate in Mexico*

**Edgard Mercado**, CEO, Greenwell Capital, Mexico

92. *Changes in the Hotel Real Estate Investment Climate: Past, Present and Future*

**Mark VanStekelenburg**, managing director, CBRE Hotels, US

## Workplace Wellbeing

93. *What's Happening in Workplace Wellbeing at Google*

**Michelle Railton**, health & performance innovation manager, Google, US



---

**2:00 pm – 2:45 pm**

**4 OPTIONS: MAIN STAGE; WELLNESS CENTER;  
AUDITORIUM 1; OR AUDITORIUM 2, 3, 4**

---

**ON THE MAIN STAGE**

**2:00 pm – 2:25 pm**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Algorithmic Beauty: Looking through the Lens of  
Technology and AI*

**Rhiannon McGregor**, foresight writer, The Future  
Laboratory, UK

**Jessica Smith**, creative researcher, The Future  
Laboratory, UK

---

**2:25 pm – 2:45 pm**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Italian Thermalism: From Roman Times to the Future*

**Dr. Nicola Angelo Fortunati**, terme & spa general  
director, Italian Hospitality Collection, Italy

---

**IN THE WELLNESS CENTER**

**2:00 pm – 3:20 pm**

Wellness Center

**Roundtable and Audience Q&A**

*Should Medicine and Wellness Get Married?  
Wellness Moonshot: Can a World Free of Preventable  
Disease Serve as a Matchmaker?*

**Moderated by Dr. Richard H. Carmona**, chief of  
health innovation, Canyon Ranch & 17th surgeon  
general of the United States, US

**Participants:**

**Dr. Thaisa Albanesi**, medical doctor, Brazil

**Dan Buettner**, founder, Blue Zones, LLC, US

**Gloria Caulfield**, VP, strategic alliances, Tavistock  
Development Company, US

**Dr. Marc Cohen**, professor, RMIT University, Australia

**Dr. Ranieri Guerra**, assistant director general, strategic  
initiatives, World Health Organization, Switzerland

**Jessica Jesse**, CEO & creative director,  
BuDhaGirl LLC, US

**Patricia Ladis**, co-founder, KIMA Wellness, US

**Sergio Pecorelli, MD, PhD**, professor, University of  
Brescia, Italy

**Ophelia Yeung**, senior research fellow, GWI, US

**Silvano Zanuso**, communication & research  
manager, Technogym, Italy

---

---

## IN AUDITORIUM 1

**2:00 pm - 2:40 pm**

Auditorium 1

### Panel Discussion

*Workplace Wellbeing: What We Know for Sure*

**Moderated by Kenneth R. Pelletier, MD, PhD**, clinical professor of medicine, University of California School of Medicine, US

#### Panelists:

**Denise Bober**, VP, human resources, The Breakers Palm Beach, US

**Jessica Grossmeier**, VP, research, Health Enhancement Research Organization, US

**Hannah Hoang**, senior health & safety officer, University of Manchester, UK

**Peppi Härme**, wellbeing lead, VTT Technical Research Centre of Finland, Finland

---

## IN AUDITORIUM 2, 3, 4

**2:00 pm - 2:40 pm**

Auditorium 2, 3, 4

### Panel Discussion

*Wellness Is No Longer a Cottage Industry: Time to Attract Investment, Scale and Make Serious Money*

**Moderated by Mark Harms**, partner, Bespoke Capital Partners, UK

#### Panelists:

**Omer K. Isvan**, president, Servotel Corporation, Turkey

**Neil Jacobs**, CEO, Six Senses Hotels Resorts Spas, Thailand

**Joe Magnacca**, president & CEO, Massage Envy Franchising, LLC, US

**Joshua McCarter**, chief strategy officer, MINDBODY, US

**Sue Thirlwall**, co-founder & CEO, Priyana MD, US

**Stephen Walker**, principal, strategic operations, KSL Capital Partners, US

**2:30 pm – 3:45 pm**

Innovation Gallery  
Outside of Auditoriums

**Workshop Break Chair Massages and Hydrating  
Express Treatments for Eyes or Lips**

**Sponsored by Zeel and The Hydrafacial Company**

**2:45 pm – 3:30 pm**

**4 OPTIONS:** MAIN STAGE; T-RESTAURANT;  
AUDITORIUM 1; OR AUDITORIUM 2,3,4

---

## ON THE MAIN STAGE

**3:00 pm – 3:15 pm**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Mental Wellness: Pathways, Evidence and Horizons;  
Many Roads to the Mountaintop*

**Prof. Gerry Bodeker, PhD**, chair, Mental Wellness Initiative, GWI & Green Templeton College, University of Oxford, UK

---

**3:15 pm – 3:30 pm**

Main Stage  
Floor 3: T-Forum

**Keynote**

*The First 1,000 Days 2.0: Matrix for Our Lifespan*

**Sergio Pecorelli, MD, PhD**, professor, University of Brescia, Italy

---

## IN T-RESTAURANT

**2:45 pm – 3:30 pm**

T-Restaurant

**Presentation: Knowledge Workshop**

**Sponsored by iGetBetter Inc.**

*Online Coaching Services Generating Revenue:  
Bridging the Gap between Sport, Health and  
Wellness*

Join iGetBetter Wellness as the company explores the history and evolution of coaching and discuss its value in sport, health and wellness in building stronger relationships and businesses.

**Stephan Habermeyer**, chairman of the board, iGetBetter Inc., US

**Christian Marten**, COO, iGetBetter Inc., US

---

**IN AUDITORIUM 1****2:45 pm – 3:30 pm**  
Auditorium 1**Presentation: Knowledge Workshop**  
**Sponsored by Wellness for Cancer***Wellness Travel Heals: For All Who Wish to Experience Adventure, Vitality, Joy and Deep Meaning*

Engage with leading wellness, medical and cancer wellness advocate panel discussion members on how as an industry we can provide a better guest and staff experience for individuals touched by cancer. Let go of your limiting beliefs on what an individual can and cannot do. Discover what is truly possible through evidence.

**Moderated by Julie Bach**, executive director, Wellness for Cancer, US**Panelists:****Dr. Elke Benedetto-Reisch**, medical director, Lanserhof Tegernsee, Germany**Anna Bjurstam**, partner, Raison d'Étre & Wellness Pioneer, Six Senses, Sweden**Caylei Vogelzang**, editor-in-chief, *Cancer Wellness* magazine, US

---

**IN AUDITORIUM 2, 3, 4****2:45 pm – 3:30 pm**  
Auditorium 2, 3, 4**Presentation: Knowledge Workshop**  
**Sponsored by Delos***The Internet of Wellness Has Come Home: Introducing DARWIN*

DARWIN, The Home Wellness Intelligence platform—a first-of-its-kind system that brings together solutions across air filtration, water purification, circadian lighting and comfort features.

**Alfredo Carvajal**, president, Delos Signature, Delos Living LLC, US**3:30 pm – 4:00 pm**  
Technogym Wellness Center**Networking Energy Break**  
**Sponsored by Vinoble**

---

**4:00 pm – 4:45 pm**

**2 OPTIONS: MAIN STAGE; OR AUDITORIUM 2, 3, 4**

---

**ON THE MAIN STAGE**

**4:00 pm – 4:30 pm**

Main Stage  
Floor 3: T-Forum

**Keynote**

*The Power of TM: Strength in Stillness*

**Bob Roth**, CEO, David Lynch Foundation, US

**Introduced by Tony de Leede**, founder, Gwinganna Lifestyle Retreat, Australia, **Hugh Jackman**, actor, Australia (via video) and **Rona Abramson**, international director, Transcendental Meditation Program for Women, US

---

**IN AUDITORIUM 2, 3, 4**

**4:00 pm – 4:45 pm**

Auditorium 2, 3, 4

**Presentation and Q&A**

*Creating an Ecosystem for Longevity: Blue Zone Communities*

**Dan Buettner**, founder, Blue Zones, LLC, US

---

**4:45 pm - 5:45 pm**

**ALL BACK TO THE MAIN STAGE**

---

**4:35 pm – 5:20 pm**

Main Stage  
Floor 3: T-Forum

**Panel Discussion**

*The Luxe Life: Hospitality, Spa & Wellness; What's Working and What's Not*

**Moderated by Susan Harmsworth**, MBE, UK

**Panelists:**

**Alcide Leali**, managing director, Lefay Resorts, Italy

**Sheila McCann**, general manager, Lanserhof UK, UK

**Aldo Melpignano**, managing director, San Domenico Hotels, Borgo Egnazia, Italy

**Robert Herr**, general manager, The Bürgenstock Selection, Switzerland

---

**5:25 pm – 5:45 pm**

Main Stage  
Floor 3: T-Forum

**Final Keynote**

*Wellness as a Way of Life*

**Alberta Ferretti**, creative director, Alberta Ferretti, Italy

**Introduced by Nerio Alessandri**, president & founder, Technogym, Italy

---

---

**5:45 pm****Buses from****Technogym to:**

Grand Hotel da Vinci

Palace Hotel

MarePineta Resort

Perla Verde Hotel

**Transportation from Technogym to Partner Hotels**

---

**8:00 pm - 10:00 pm**

Various Restaurants

**Cesenatico:**

La Spiaggia

**Milano Marittima:**

MarePineta Resort

Al Caminetto

**Evening Event—Dine around at a Casual Restaurant  
within Walking Distance of Your Hotel**

(You will find out the restaurant in a surprising way!)

*Attire: Casual*

SUNDAY, OCTOBER 7, 2018

DAY TWO

**6:30 am**

**Buses from  
Cesenatico:**

Grand Hotel da Vinci

**Buses from  
Milano Marittima:**

Palace Hotel

MarePineta Resort

Perla Verde Hotel

**Transportation from Partner Hotels to Technogym  
for a Morning Workout and Breakfast**

**Sponsored by Technogym**

*Optional opportunity to experience Technogym's  
outstanding facilities and trainers.*

*A locker room is available onsite, so feel free to ar-  
rive in workout attire.*

**7:00 am - 9:00 am**

**Workout and Breakfast at Technogym**

**6:15 am - 7:00 am**

Meet in lobby at

Palace Hotel

**Wake with a Wellness Walk on the Beach**

**Sponsored by WW and led by Jennifer Walsh**

*Start your day with a mindful walk along the Adriatic  
Sea while being present in nature to benefit your  
overall health.*

**6:00 am - 8:00 am**

Grand Hotel da Vinci

Palace Hotel

MarePineta Resort

Perla Verde Hotel

**Breakfast at Your Hotel**

*If you are staying at one of the Summit partner  
hotels.*

**7:45 am**

Gather in front of hotel

**Transportation from Partner Hotels to Technogym  
for Summit Sessions Day Two**

**8:00 am**

**Buses depart  
on time from:**

Grand Hotel da Vinci

Palace Hotel

MarePineta Resort

Perla Verde Hotel

**8:30 am - 6:00 pm**

**Summit Concierge and Registration Open**

Foyer

Main Stage

Floor 3: T-Forum

Technogym

**9:00 am – 9:30 am**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Coffee & Happiness—The Virtuous Circle We Nurture*

**Andrea Illy**, chairman, Illycaffè S.p.A., Italy

**Introduced by Nerio Alessandri**, president & founder, Technogym, Italy

**9:30 am – 10:00 am**

Main Stage  
Floor 3: T-Forum

**Keynote “Shark Tank of Wellness” Global Student Competition**

*Global student competition to birth a fresh wellness concept with \$10,000 in total prize money!*

Meet the final three concepts selected by the judges (Sharks) after reviewing videos from over 100 submissions. Finalists will present and compete for the top prize.

**Sponsored by Chiva Som, Circadia by Dr. Pugliese, Hyatt Hotels, ResortSuite, Weight Watchers**

**Moderators:**

**Nancy Davis**, chief creative officer & executive director, GWS, US

**Kate Sornson**, associate manager, marketing & communications, GWS, US

**Finalists:**

Student: **Maria Mu**, Cornell University, US

Professor: **Denise Ramzy**, Cornell University, US

Student: **Niccolo Saltarelli**, Les Roches Global Hospitality Education, Switzerland

Professor: **Bilal Hassan**, Les Roches Global Hospitality Education, Switzerland

Student: **Ece Nur Temel**, Istanbul Technical University, Turkey

Professor: **Sebnem Timur Öğüt**, Istanbul Technical University, Turkey

**Judging Panel:**

**Karen Campbell**, business development consultant, Chiva Som, Thailand

**Mindy Grossman**, CEO, Weight Watchers, US

**Frank Pitsikalis**, founder & CEO, ResortSuite, Canada

**Michael Pugliese**, owner & CEO, Circadia by Dr. Pugliese, US

**Mark Vondrasek**, chief commercial officer, Hyatt Hotels, US



---

**10:00 am – 10:35 am**

Main Stage  
Floor 3: T-Forum

**Sponsor Jam!**

*What's New That You Do?*

**10:35 am – 11:15 am**

Technogym Wellness  
Center

**Networking Energy Break**

**Sponsored by Immunocologie**

**11:15 am – 11:35 am**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Wellness in Design: From the Cradle to the  
Departure Lounge*

**Clodagh**, CEO & principal, Clodagh Design, US

**11:35 am – 11:40 am**

Main Stage  
Floor 3: T-Forum

**New Property Showcase: Places You Need to Know!**

**Susie Ellis**, chairman & CEO, GWS, US

**Participants:**

**Ray Blatt**, founder, Skylonda Lodge, US

**Kevin Kelly**, chairman & CEO, CIVANA, US

**Robert Herrr**, general manager, The Bürgenstock  
Selection, Switzerland

**11:40 am – 12:05 pm**

Main Stage  
Floor 3: T-Forum

**Keynote**

*In Search of the Perfect Health System*

**Mark Britnell**, global chairman & senior partner,  
infrastructure, KPMG International, UK

**12:05 pm – 12:20 pm**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Good Life—Healthy Living: Matteo Thun's Experience  
and Vision*

**Matteo Thun**, principal, Matteo Thun & Partners, Italy

**Introduced by Davide Bollati**, chairman, Davines,  
Italy

**12:20 pm – 12:30 pm**

Main Stage  
Floor 3: T-Forum

**Meet the Initiative Chairs!**

*GWJ Initiatives That Power the Industry*

*Africa Wellness Initiative*

**Elaine Okeke-Martin**, president, Spa & Wellness As-  
sociation of Africa, Mauritius

*Beauty Meets Wellness Initiative*

**Tristan Lagarde**, director, sales & digital develop-  
ment, Phytomer, France

---

*Consulting Best Practices Initiative*

**Lisa Starr**, consultant, Wynne Business, US

*Digital Wellness Initiative*

**Jeremy McCarthy**, group director, spa & wellness, Mandarin Oriental Hotel Group, Hong Kong

*Eastern European Initiative*

**Alla Sokolova**, founder & CEO, Inbalans, Latvia

*Exploring Salt & Halotherapy Initiative*

**Steve Spiro**, CEO & founder, Global Halotherapy Solutions, US

*First 1,000 Days Initiative*

**Patricia Ladis**, co-founder, KIMA Wellness, US

*Global Mentorship Program Initiative*

**Jean-Guy de Gabriac**, founder & CEO, TIP TOUCH International, Belgium

*Healthy Aging Initiative*

**Amy McDonald**, owner, Under a Tree, US

*Hot Springs Initiative*

**Charles Davidson**, co-founder & CEO, Peninsula Hot Springs, Australia

*Hydrothermal Initiative*

**Don Genders**, managing director, Design for Leisure, UK

*Immersion Initiative*

**Tracey Vincel**, co-founder, KIMA Wellness, US

*Massage Makes Me Happy*

**Brian Paris**, EVP, Living Earth Crafts, Earthlite, Continuum, US

*Mental Wellness Initiative*

**Prof. Gerry Bodeker, PhD**, chair, Mental Wellness Initiative, GWI & Green Templeton College, University of Oxford, UK

*Social Impact Initiative*

**Wendy Bosalavage**, president, LIVunLtd, US

*Sound Healing Initiative*

**Suzannah Long**, CEO, So Sound Solutions, US

*Sustainability Initiative*

**Dafne Berlanga**, VP, international business development, Oakworks, Inc., US

---



*Wellness Architecture Initiative*

**Veronica Schreibeis Smith**, CEO & founding principal, Vera Iconica Design, US

*Wellness at Work Initiative*

**Renee Moorefield, PhD**, CEO, Wisdom Works, US

*Wellness Communities Initiative*

**Mia Kyricos**, SVP & global head of wellbeing, Hyatt Hotels Corporation, US

*Wellness for Cancer Initiative*

**Julie Bach**, executive director, Wellness for Cancer, US

*Wellness for Children Initiative*

**Christine Clinton**, president, International Spa & Salon Services, US

*Wellness Tourism Initiative*

**Katherine Droga**, founder, Droga & Co., Australia

*Women in Leadership Initiative*

**Sara Jones**, managing director, *Spa & Wellness MexiCaribe*, Mexico

**12:30 pm – 2:00 pm**

T-Restaurant

**VIP Lunch for Ambassadors Only**

*Investment Experts Share “I Am Bullish On .....”*

World-Renowned Economist **Thierry Malleret**, managing partner, *Monthly Barometer*, France

**Participants:**

**Mark Britnell**, global chairman & senior partner, infrastructure, KPMG International, UK

**Sue Harmsworth, MBE**, UK

**Mark Harms**, partner, Bespoke Capital Partners, UK

**Omer K. Isvan**, president, Servotel Corporation, Turkey

**Joshua McCarter**, chief strategy officer, MINDBODY, US

**Stephen Walker**, principal, strategic operations, KSL Capital Partners, UK

*(Invitation-only for Ambassadors of the nonprofit GWI. See registration desk for information about becoming an Ambassador or learn more at [globalwellnessinstitute.org/get-involved/become-an-ambassador](http://globalwellnessinstitute.org/get-involved/become-an-ambassador).)*

**12:30 pm – 2:00 pm****Interactive Lunch: Table Topic Discussions with  
GWI Initiative Chairs or Press**

Tent

Outside at Technogym

*Join a discussion topic hosted by a leader from one of the nonprofit GWI's Initiatives.*

**Or** *join a trend-focused discussion with designated press as hosts. Each press person will share trends they are seeing, and ask each person at the table to share trends they are seeing.*

**Or** *join one of the tables without a designated topic.*

*1. Africa Wellness*

**Elaine Okeke-Martin**, president, Spa & Wellness Association of Africa, Mauritius

*2. Beauty Meets Wellness*

**Pierre-Louis Delapalme**, co-president, Biologique Recherche, France

*3. Beauty Meets Wellness*

**Laurie Nicoll Nord**, president & CEO, Luxury Wellness International, LLC, US

*4. Beauty Meets Wellness*

**Susan O'Connor**, principal, PranaHealth Strategies, US

*5. Digital Wellness*

**Jeremy McCarthy**, group director, spa & wellness, Mandarin Oriental Hotel Group, Hong Kong

**Joshua Luckow**, CEO, SolaVieve, Germany

*6. Eastern European: Sauna, a Finnish Temple*

**Mare Kuruson**, CEO, Wellmonde, Finland

*7. Eastern European: Spa & Wellbeing Culture*

**Alla Sokolova**, CEO, Inbalans, Latvia

*8. Exploring Salt & Halotherapy*

**Ann Brown**, CEO & founder, Saltability, US

*9. Exploring Salt & Halotherapy*

**Steve Spiro**, CEO, Global Halotherapy Solutions, US

*10. First 1,000 Days: Bringing It into Practice*

**Alina Hernandez**, co-founder, The PECOS Program, US

*11. First 1,000 Days: Optimal Health for Future Generations*

**Patricia Ladis**, co-founder, KIMA Wellness, US

*12. Healthy Aging: Why Your Business Should be Getting into Health Aging*

**Amy McDonald**, owner, Under a Tree, US



*13. Healthy Aging: The Next Frontier for Spa*

**Liz Terry**, CEO, CLADglobal, UK

*14. Hydrothermal*

**Thorsten Bichler**, managing director, Klafs Asia Pacific Ltd. & director, international sales, Klafs GmbH & Co. KG, Germany

*15. Hydrothermal*

**Don Genders**, CEO, Design for Leisure, US

*16. Hydrothermal*

**Lorne Kennedy**, operations director, Barr + Wray Group, UK

*17. Hydrothermal*

**Rolf Longrée**, managing director, Lux Elements GmbH & Co. KG, Germany

*18. Hot Springs*

**Charles Davidson**, CEO, Peninsula Hot Springs, Australia

*19. Immersion Experience: What Are the Elements?*

**Tracey Vincel**, co-founder, KIMA Wellness, US

*20. Massage Makes Me Happy*

**Brian Paris**, EVP, Living Earth Crafts, Earthlite, Continuum, US

*21. Mental Wellness*

**Prof. Gerry Bodeker, PhD**, chair, Mental Wellness Initiative, GWI, Green Templeton College, University of Oxford, UK

*22. Social Impact*

**Denise Bober**, VP, human resources, The Breakers Palm Beach, US

**Brian Brazeau**, general manager, [ comfort zone ], Italy

*23. Social Impact*

**Wendy Bosalavage**, president, LIVunLtd, US

**Gilad Saul Lang**, VP, The Madison Collection, US

*24. Sound Healing*

**Suzannah Long**, co-founder & CEO, So Sound Solutions, US

*25. Sustainability: How Changes in Ecology Affect Our Industry*

**Dafne Berlanga**, VP, international business development, Oakworks, Inc., US

*26. Wellness Architecture: Why Can't Every Building be Life-Enhancing?*

**Veronica Schreibeis Smith**, CEO & founding principal, Vera Iconica Architecture, US

*27. Wellness At Work: What Does the Radical Transformation of Work Mean?*

**Renee Moorefield, PhD**, CEO, Wisdom Works Group, US

*28. Wellness at Work: User Experience Techniques from Google, IDEO and More*

**Michelle Railton**, health & performance innovation manager, Google, US

29. *Wellness Communities*

**Gloria Caulfield**, VP, strategic alliances, Tavistock Development Company, US

30. *Wellness Communities*

**Joy Menzies**, managing director, Destination Spa Management Ltd., Thailand

31. *Women in Leadership: Build Your Own Coalition of Professional Allies—Lean In*

**Joanne Berry**, founder, Wellness Education Hub, US

32. *Women in Leadership: Learning from Those Who Shattered the Ceiling*

**Sara Jones**, managing director & editor, *Spa & Wellness MexiCaribe*, Mexico

33. *Wellness for Cancer*

**Julie Bach**, executive director, Wellness for Cancer, US

**Dr. Lisa Corbin**, medical director, professor of clinical practice, University of Colorado, US

34. *Wellness for Children: From a Local, National and International Perspective*

**Christine Clinton**, chair, Global Wellness for Children, US

35. *Wellness Tourism*

**Katherine Droga**, founder, Droga & Co., Australia

36. *Wellness Tourism*

**Adam Glickman**, principal, Parallax Hospitality, US

37. *Let's Talk Trends*

**Rafat Ali**, CEO, Skift, US

38. *Let's Talk Trends*

**Katie Anderson**, senior managing editor, *Skin Inc.*, US

39. *Let's Talk Trends*

**Lauren Armes**, founder, Welltodo, UK

40. *Let's Talk Trends*

**Sandra Ballentine**, editor-at-large, beauty & health, Conde Nast/*W* magazine, US

41. *Let's Talk Trends*

**Katie Barnes**, editor, *Spa Business* magazine, Leisure Media, UK

42. *Let's Talk Trends*

**Fiorella Baserga**, director, *Suite* magazine, Italy

43. *Let's Talk Trends*

**Claudia Bette-Wengatz**, journalist, *Travellers World & Connoisseur Circle*, Germany

44. *Let's Talk Trends*

**Sarah Camilleri**, publisher & founding editor, *European Spa* magazine, UK



45. *Let's Talk Trends*

**Isabelle Charrier**, CEO & editor, *Sense of Wellness* magazine, France

46. *Let's Talk Trends*

**Anne Dimon**, editor, *Travel to Wellness*, Canada

47. *Let's Talk Trends*

**Hildegard Dorn-Petersen**, CEO, *Hotel Consult*, Germany

48. *Let's Talk Trends*

**Suzanne Duckett**, creative director & journalist, *The Antidote Agency*, UK

49. *Let's Talk Trends*

**Madelyn Fernstrom PhD**, senior health & wellness advisor,  
*Comcast-NBCUniversal*, US

50. *Let's Talk Trends*

**Melisse Gelula**, co-founder, *Well+Good*, US

51. *Let's Talk Trends*

**Franka Haenig**, general manager, *Redspa media GmbH*, Germany

52. *Let's Talk Trends*

**Laura Hill**, senior editor, *Welltodo*, UK

53. *Let's Talk Trends*

**Laure Jeandemange**, press, *Les Nouvelles Esthetiques Spa & Spa de Beaute*,  
France

54. *Let's Talk Trends*

**Julie Keller Callaghan**, editor-in-chief & publisher, *American Spa*, US

55. *Let's Talk Trends*

**Jane Kitchen**, writer & editor, *Jane Kitchen Communications*, UK

57. *Let's Talk Trends*

**Amy Larocca**, author, *Knopf*, US

58. *Let's Talk Trends*

**Rhiannon McGregor**, foresight writer, *The Future Laboratory*, UK

59. *Let's Talk Trends*

**Beth McGroarty**, director, research & public relations, *GWS*, US

60. *Let's Talk Trends*

**Sarah Miller**, luxury brand ambassador, *Wall Street Journal*, UK

61. *Let's Talk Trends*

**Go Minami**, photographer, *Hotel and Restaurant*, Japan

62. *Let's Talk Trends*

**Ian Parkes**, assistant editor, *European Spa* magazine, UK

63. *Let's Talk Trends***Amanda Pauley**, deputy editor, *World Spa & Wellness*, UK64. *Let's Talk Trends***Clarissa Pharr**, editor, *WorldPost & Washington Post*, US65. *Let's Talk Trends***Rina Raphael**, writer & editor, *Fast Company* magazine, US66. *Let's Talk Trends***Meredith Rollins**, SVP, global content strategy, Weight Watchers International, Inc., US67. *Let's Talk Trends***Astrid Ros**, publisher, *Spa Business & Spa Opportunities*, UK68. *Let's Talk Trends***Claire Sanderson**, editor-in-chief, *Women's Health* UK & Hearst UK, UK69. *Let's Talk Trends***Jessica Smith**, creative researcher, The Future Laboratory, UK70. *Let's Talk Trends***Lisa Starr**, editor, *Spa China & DaySpa Magazine*, US71. *Let's Talk Trends***Stephen Walker**, principal, strategic operations, KSL Capital Partners, UK72. *Let's Talk Trends***Jennifer Walsh**, journalist (advisor, *Women's Health* magazine; contributor, *Good Housekeeping* magazine), US**2:00 pm - 2:45 pm****4 OPTIONS:** MAIN STAGE; WELLNESS CENTER; AUDITORIUM 1; OR AUDITORIUM 2, 3, 4**ON THE MAIN STAGE****2:00 pm - 2:15 pm**

Main Stage

Floor 3: T-Forum

**Keynote***Creativity Drives Business...and Results***Gina Diez Barroso de Franklin**, president & CEO, Grupo Diarq, Mexico**2:15 pm - 2:30 pm**

Main Stage

Floor 3: T-Forum

**Keynote***The Spirit of Wellness and Creating Kamalaya***John Stewart**, founder & chairman, Kamalaya Koh Samui, Thailand

---

**2:30 pm - 2:45 pm**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Understanding the American Wellness Obsession with CBD: Why the Cannabis- and Hemp-Derived Ingredient Has Taken Off*

**Melisse Gelula**, co-founder, Well+Good, US

---

**IN THE WELLNESS CENTER**

**2:00 pm - 3:20 pm**

Wellness Center

**Roundtable Discussion and Audience Q&A**

*Shaping the Future Business of Wellness and Well-being in Hospitality and Travel*

**Moderated by Mia Kyricos**, SVP & global head of wellbeing, Hyatt Hotels Corporation, US

**Participants:**

**Sarah Bader**, managing director & principal, Gensler, US

**Annbeth Eschbach**, president & CEO, Exhale Enterprises, Inc., US

**Teresa Flyger**, director, global brand wellness, Hilton Wellness, US

**Andrew Gibson**, Sensei, US

**Neil Jacobs**, CEO, Six Senses Hotels Resorts Spas, Thailand

**Thomas Klein**, president & COO, Canyon Ranch, US

**Jeremy McCarthy**, group director, spa & wellness, Mandarin Oriental Hotel Group, Hong Kong

**Lindsay Madden-Nadeau**, global director, wellbeing, AccorHotels, UAE

**Trent Munday**, SVP, international, Mandara Spa, Malaysia

**Brian Povinelli**, SVP, global brand leader, Marriott International, US

---

**IN AUDITORIUM 1**

**2:00 pm – 2:40 pm**

Auditorium 1

**Panel Discussion***Wellness Lifestyle Real Estate: Navigating the \$130+ Billion Frontier of Building Well to Live Well***Moderated by Anna Bjurstam**, partner, Raison d'Etre & wellness pioneer, Six Senses Hotels Resorts Spas, Sweden**Panelists:****Jeffrey Abramson**, partner, The Tower Companies, US**Alfredo Carvajal**, president, Delos Signature, Delos Living, LLC, US**Katherine Johnston**, senior research fellow, GWI, US**Jalil Mekouar**, CEO, hotels, Majid Al Futtaim Properties, UAE**IN AUDITORIUM 2, 3, 4****2:00 pm – 2:40 pm**

Auditorium 2, 3, 4

**Presentation and Q&A***Future of Travel and the Risks of Overtourism***Rafat Ali**, CEO, Skift, US**2:30 pm – 3:45 pm**

Innovation Gallery

Outside of Auditoriums

**Workshop Break: Chair Massages and Hydrating Express Treatments for Eyes or Lips****Sponsored by Zeel and The Hydrafacial Company****2:45 pm – 3:30 pm****4 OPTIONS:** MAIN STAGE; T-RESTAURANT; AUDITORIUM 1; OR AUDITORIUM 2, 3, 4**ON THE MAIN STAGE****2:45 pm – 3:30 pm**

Main Stage

Floor 3: T-Forum

**Panel Discussion***Wellness Architecture: Placemaking for Wellness***Moderated by Liz Terry**, CEO, CLADglobal, UK**Panelists:****Dr. Anjan Chatterjee**, professor, University of Pennsylvania, US**Clodagh**, CEO & principal, Clodagh Design, US**Veronica Schreibeis Smith**, CEO & founding principal, Vera Iconica Architecture, US**Matteo Thun**, principal, Matteo Thun & Partners, Italy**IN T-RESTAURANT**

**2:45 pm - 3:30 pm**

T-Restaurant

**Presentation: Knowledge Workshop**

**Sponsored by STARPOOL**

*Science Meets Personalization: A New Way to Experience Wellness*

Learn about this pathway to optimum health based on ancient traditions and leading research. Followed by a tour of the Zero Body area in the wellness center.

**Francesco Rinaldini**, export manager, STARPOOL SRL, Italy

---

## IN AUDITORIUM 1

**2:45 pm - 3:30 pm**

Auditorium 1

**Presentation**

*Connected Wellness Creates Community: Exercise is Sport*

**Fabrizio Cecchinelli**, product manager, Technogym, Italy

**Nicola de Cesare**, commercial & business development director, digital solutions, Technogym, Italy

---

## IN AUDITORIUM 2, 3, 4

**2:45 - 3:30 pm**

Auditorium 2, 3, 4

**Presentation: Knowledge Workshop**

**Sponsored by LightStim**

*The Latest Innovation in Light-Based Technology, Which Significantly Increases Human Potential.*

Join the LightStim team and discover how a time-tested and non-invasive technology inspired by nature works synergistically with the body to help prevent disease, ease pain and promote optimal physical performance.

**Steve Marchese**, CEO, LightStim, US

**Joniann Marchese**, president, LightStim, US

**Amy Gardner**, director, education, LightStim, US

**Dr. Nathan Bryan**, founder, Nitric Oxide Innovations, LLC, US

**3:30 pm – 4:00 pm**Wellness Center  
Agora: Terrace Outside**Networking Energy Break****Dance Experience Ecstatic Dance Movement****Sponsored by the Center for Transformative Movement****4:00 pm – 5:00 pm****4 OPTIONS:** MAIN STAGE; WELLNESS CENTER;  
AUDITORIUM 1; OR AUDITORIUM 2, 3, 4**ON THE MAIN STAGE****4:00 pm – 4:15 pm**Main Stage  
Floor 3: T-Forum**Keynote***Buildings, Beauty and the Brain: A Neuroscience of Architectural Experience***Dr. Anjan Chatterjee**, professor, University of Pennsylvania, US**4:15 pm – 4:45 pm**Main Stage  
Floor 3: T-Forum**Keynote and Q&A***The Economics of Happiness for Businesses***Prof. Jan-Emmanuel De Neve, PhD**, professor of economics, University of Oxford, UK**4:45 pm – 5:00 pm**Main Stage  
Floor 3: T-Forum**Keynote***Epigenetics***Kenneth R. Pelletier, MD, PhD**, clinical professor of medicine, University of California School of Medicine, US**IN THE WELLNESS CENTER****4:00 pm – 5:20 pm**

Wellness Center

**Roundtable Discussion and Audience Q&A***The Media Speaks: The State of Wellness (in the Press)—From Eye-Opening New Trends to Our Era of “Wellness Bashing”***Moderated by Madelyn Fernstrom, PhD**, senior health & wellness advisor, Comcast-NBCUniversal, US**Participants:****Lauren Armes**, founder, Welltodo, UK**Sandra Ballentine**, editor-at-large, beauty and health, Conde Nast/*W* magazine, US**Suzanne Duckett**, creative director & journalist, The Antidote Agency, UK**Melisse Gelula**, co-founder, Well+Good, US

---

**Amy Larocca**, author, Knopf, US  
**Sarah Miller**, luxury brand ambassador, *Wall Street Journal*, UK  
**Clarissa Pharr**, editor, *WorldPost*, *Washington Post*, US  
**Claire Sanderson**, editor-in-chief, *Women's Health*  
UK Hearst UK, UK

---

## IN AUDITORIUM 1

**4:00 – 4:45 pm**

Auditorium 1

### Panel Discussion

*Health and Wellness Technologies Abound: How Do We Keep Up?*

**Moderated by Joshua McCarter**, chief strategy officer, MINDBODY, US

#### Panelists:

**Sammy Gharieni**, founder & CEO, Gharieni Group, Germany

**Kimberly Kovacs**, founder, Cormorant Wellness, US

**Clare Martorana**, digital service expert, United States Digital Service, US

**Rina Raphael**, writer & editor, *Fast Company* magazine, US

**Sue Thirlwall**, co-founder & CEO, Priyana MD, US

---

## IN AUDITORIUM 2, 3, 4

**4:00 pm - 4:45 pm**

Auditorium 2, 3, 4

### Panel Discussion

*Where Fitness Meets Wellness*

**Moderated by Tony de Leede**, founder, Gwinganna Lifestyle Retreat, Australia

#### Panelists:

**Nicola de Cesare**, commercial & business development director, digital solutions, Technogym, Italy

**Simon Flint**, CEO, Evolution Wellness Holdings Pte. Ltd., Malaysia

**Kimberly Fowler**, founder & CEO, WellFit Global Consulting, US

**Karen Golden**, group general manager, destination wellness & spa, Belgravia Leisure - Hepburn Wellness Management, Australia

**Kenneth Ryan**, VP, global spa, fitness & online retail operations, Marriott International, US

---

**5:00 pm - 5:45 pm**

**4 OPTIONS:** MAIN STAGE; T-RESTAURANT; AUDITORIUM 1; OR AUDITORIUM 2, 3, 4

---

## ON THE MAIN STAGE

**5:00 pm - 5:45 pm**

Main Stage  
Floor 3: T-Forum

### Panel Discussion

*Taking the Mental Wellness Message to the Wider Public*

**Moderated by Prof. Gerry Bodeker, PhD**, chair, Mental Wellness Initiative, GWI & Green Templeton College, University of Oxford, UK

#### Panelists:

**Debra Benovitz**, SVP, global consumer insights, Weight Watchers International, Inc., US

**Niamh O'Connell**, VP, guest experience & wellness, Rosewood Hotel Group, Hong Kong

**Sergio Pecorelli, MD, PhD**, professor, University of Brescia, Italy

**Bob Roth**, CEO, David Lynch Foundation, US

---



---

## IN T-RESTAURANT

**5:00 pm – 5:45 pm**

In T-Restaurant

### Panel Discussion

*Business Expansion with Multiple Operations:  
Sharing Successes and Failures*

**Moderated by Annbeth Eschbach**, president & CEO,  
Exhale Enterprises, Inc., US

#### Panelists:

**C. Victor Brick**, CEO, Brick Bodies Fitness Services,  
Inc., US

**Tae Kawaskaki**, founder & president, The Day Spa  
Col, Ltd., Japan

**Chee Kwong Long**, managing director, Herbaline  
Wellness Group, Malaysia

**Terri Smith**, owner, The Woodhouse Day Spa, US

**Beth Stiller**, chief commercial officer, Massage Envy  
Franchising, LLC, US

---

## IN AUDITORIUM 1

**5:00 pm – 5:45 pm**

Auditorium 1

### Panel Discussion

*Tapping into the Business of Wellness Travel for  
Countries and Operators*

**Moderated by Katherine Droga**, founder, Droga &  
Co., Australia

#### Panelists:

**Dr. Jean-Claude Baumgarten**, chairman & CEO,  
CREWE Associates, France

**Anne Dimon**, editor, Travel to Wellness, Canada

**Manuela Irsara**, ecosystem coordinator, health &  
wellness, IDM Südtirol, Italy

**Dr. Layla AlMarzouqi**, director, Medical Tourism  
Council, Dubai Health Authority, UAE

**Christine Peter**, spa & vitality expert, project  
manager accommodation, Switzerland Tourism,  
Switzerland

**Stewart Roxburgh**, senior specialist, wellness  
opportunity, Scottish Enterprise, UK

---

**IN AUDITORIUM 2, 3, 4**
**5:00 pm – 5:45 pm**

Auditorium 2, 3, 4

**Panel Discussion***Beauty and Wellness. What Do We Know? What Would We Like to Know?***Moderated by Dr. Anjan Chatterjee**, professor, University of Pennsylvania, US**Panelists:****Davide Bollati**, chairman, Davines, Italy**Laurie Nicoll Nord**, president & CEO, Luxury Wellness International, LLC, US**Ronit Raphael**, president, L.Raphael, Switzerland**Nikki Somerset**, general manager, BLC Cosmetics, Australia**Jennifer Walsh**, journalist (advisor, *Women's Health* magazine; contributor, *Good Housekeeping* magazine), US**6:00 pm****Buses from****Technogym to:**

Grand Hotel da Vinci

Palace Hotel

MarePineta Resort

Perla Verde Hotel

**Transportation from Technogym to Partner Hotels****7:45 pm****Buses to Grand Hotel****Rimini leaving from:**

Grand Hotel da Vinci

Palace Hotel

MarePineta Resort

Perla Verde Hotel

**Transportation from Partner Hotels to Grand Hotel Rimini for Fashion Show and Gala Dinner Event****8:30 pm – 11:00 pm**Grand Hotel Rimini  
(Where the 1960 Fellini movie, *La Dolce Vita*, was filmed)**La Dolce Vita Evening: Wellness Meets Fashion Runway Show, Gala Dinner, Auction and Dancing!****Fashion Runway Show sponsored by BuDhaGirl***Attire: Evening Wear*

MONDAY, OCTOBER 8, 2018

DAY THREE

**6:00 am - 8:00 am**

Grand Hotel da Vinci  
Palace Hotel  
MarePineta Resort  
Perla Verde Hotel

**Breakfast at Your Hotel**

*If you are staying at one of the Summit partner hotels.*

**7:45 am**

Gather in front of hotel

**Transportation from Partner Hotels to Technogym for Summit Sessions Day Three**

*(Those joining either post-Summit trip should bring their luggage to drop off at Technogym coat check.)*

**8:00 am**

**Buses depart on time from:**

Grand Hotel da Vinci  
Palace Hotel  
MarePineta Resort  
Perla Verde Hotel

**8:30 am - 4:00 pm**

Foyer  
Main Stage  
Floor 3: T-Forum  
Technogym

**Summit Concierge and Registration Open**

**9:00 am - 9:20 am**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Food. It Just Got Personal.*

**Neil Grimmer**, founder & CEO, Habit, US

**9:20 am - 9:40 am**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Forget Wellness! The Future Is Food*

**David Bosshart, PhD**, CEO, Gottlieb Duttweiler Institute, Switzerland

**9:40 am - 10:00 am**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Transforming an Iconic Brand into a Wellness Powerhouse*

**Mindy Grossman**, president & CEO, Weight Watchers International, Inc., US

**Interviewed by Mia Kyricos**, SVP & global head of wellbeing, Hyatt Hotels Corporation, US

**10:00 am - 10:30 am**

Main Stage  
Floor 3: T-Forum

**Panel Discussion**

*You Are What You Eat...But Also What You Do*

**Moderated by Mary Tabacchi, PhD, RD**, professor emerita, Cornell University, US

**Panelists:**

**Gary Foster, PhD**, chief science officer, Weight Watchers International, Inc., US

**Neil Grimmer**, founder & CEO, Habit, US

**Dr. Brunilda Nazario**, lead medical director, WebMD, US

**Giovanni Mario Pes, PhD, MD**, senior researcher, University of Sassari, Italy

**10:30 am - 11:00 am**

Wellness Center  
Agora: Terrace Outside

**Networking Energy Break**

**Sponsored by Aromatherapy Associates**

**Dance Experience Ecstatic Dance Movement**

**Sponsored by the Center for Transformative Movement**

**11:00 am - 11:30 am**

Main Stage  
Floor 3: T-Forum

**Keynote**

*The Impact of China on Wellness...and Everything Else*

**Catherine Feliciano-Chon**, founder & managing director, CatchOn & Company Ltd., Hong Kong

**11:30 am - 11:45 am**

Main Stage  
Floor 3: T-Forum

**Keynote**

*The Concept of Wellness in Fashion*

**Jessica Jesse**, CEO & creative director, BuDhaGirl LLC, US

**11:45 am - 12:00 pm**

Main Stage  
Floor 3: T-Forum

**Global Wellness Awards I**

*Leader in Innovation:*

**Presenting GWS Advisory Board Member: Sue Harmsworth, MBE**, UK

**Award Sponsor: Sammy Gharieni**, founder & CEO, Gharieni Group, Germany

*Leader in Sustainability:*

**Presenting GWS Advisory Board Member: Anna Bjurstam**, partner, Raison d'Etire & wellness pioneer, Six Senses, Sweden

*Leading Woman in Wellness:*

**Presenting GWS Advisory Board Member: Catherine Feliciano-Chon**, founder & managing director, CatchOn & Company Ltd., Hong Kong



---

**12:00 pm - 12:20 pm**

Main Stage  
Floor 3: T-Forum

**Presentations**

*Generational Collaboration: Successfully Mixing Business and Family*

**Sir Rocco Forte**, chairman & founder, Rocco Forte Hotels, UK

**Irene Forte**, group project director, Rocco Forte Hotels, UK

---

**12:20 pm - 12:40 pm**

Main Stage  
Floor 3: T-Forum

**Presentations Continued**

**Nerio Alessandri**, president & founder, Technogym, Italy

**Erica Alessandri**, Technogym, Italy

---

**12:45 pm - 2:00 pm**

Tent  
Outside of Technogym

**Relaxed Lunch**

**Sponsored by Canyon Ranch**

---

**2:00 pm - 2:10 pm**

Main Stage  
Floor 3: T-Forum

**Contribution to Local Need**

*The Walking School Bus Program*

---

**2:10 pm - 2:25 pm**

Main Stage  
Floor 3: T-Forum

**Global Wellness Awards II**

*Leader in Workplace Wellness:*

**Presenting GWS Advisory Board Member: Mary Tabacchi, PhD, RD**, professor emerita, Cornell University, US

**Award Sponsor: Joshua McCarter**, chief strategy officer, MINDBODY, US

*Debra Simon Award for Leader in*

*Furthering Mental Wellness:*

**Presenting GWS Advisory Board Member: Andrew Gibson**, Sensei, US

**Award Sponsor: DEBRA SIMON FOUNDATION**

*Leader in Social Impact:*

**Presenting GWS Advisory Board Member: Omer K. Isvan**, president, Servotel Corporation, Turkey

---

**2:30 pm – 3:15 pm**

Main Stage  
Floor 3: T-Forum

**Keynote**

*Wellness X Retail X AI: So Many Things to Think About!*

**Dave McCaughan**, chief strategy officer, Ai.Agency, Thailand

**Participants from the Audience:**

**Charles-Edouard Barthes**, founder & CEO, EviDenS de Beauté, France,

**Whitney Gray, PhD**, VP, Delos Living, LLC, US

**Joe Magnacca**, president & CEO, Massage Envy Franchising, LLC, US

**Kellen Brink Maloney**, co-founder, La Forma, US

**Michael Soule**, global head of wellness, Bose Wellness, US

**3:15 pm – 3:25 pm**

Main Stage  
Floor 3: T-Forum

**Audience Shares**

*What Will You Do Differently Going Forward?*

**3:25 pm – 3:40 pm**

Main Stage  
Floor 3: T-Forum

**Flag Tease: Announcement of GWS 2019 Location!**

**Susie Ellis**, chairman & CEO, GWS, US

**3:40 pm – 3:45 pm**

Main Stage  
Floor 3: T-Forum

**Hearing from the 2019 Summit Hosts****3:45 pm**

Main Stage  
Floor 3: T-Forum

**Champagne Toast**

*with Board Members and GWS Team on Stage*

**Sponsored by Aloys F. Dornbracht GmbH & Co. KG**

Terrace by Main  
Entrance

**Followed by a Gelato Party**

**Sponsored by Technogym**

**4:15 pm****Buses from****Technogym to:**

Grand Hotel da Vinci  
Palace Hotel  
MarePineta Resort  
Perla Verde Hotel

**Transportation from Technogym to Partner Hotels**

---

4:45 pm

**ELECTIVE:** DEPART FOR POST-SUMMIT TRIPS

---

Both trips leave from Technogym.

**Note:** *Please bring your luggage to drop off at Technogym coat check in the morning,*

For questions, contact Chris Torgerson at [chris@stonearchtravel.com](mailto:chris@stonearchtravel.com).

**Borgo Egnazia: The Food and Culture of Wellbeing**

Located in the heel of the Italian boot, the Puglia region is home to the renowned Borgo Egnazia. Inspired by the ancient local architecture, the property is immersed within the millennial olive groves in the beautiful landscape of the Itria Valley.

**Lefay Resort & SPA: Sustainability Meets Wellness and Italian Luxury**

Located on stunning Lake Garda in Riveria dei Limon, Lefay Resort & SPA Lago di Garda has received international accolades for its wellness philosophy and commitment to sustainability. Lefay was the first Italian company in the tourism industry to sign an agreement with the Italian Ministry of the Environment for projects aimed at neutralization of CO2 emissions.

---

TUESDAY, OCTOBER 9, 2018

.....  
POST-SUMMIT ACTIVITIES

**9:00 am - 12:00 pm**

In Milano Marittima:  
MarePineta Resort

**Host a Future Summit**

*Opportunity to speak with **Nancy Davis**, chief creative officer & executive director, GWS, US, regarding what's involved in hosting a future Summit.*

Please email **Michelle Gamble**, VP, global business development, GWS, US, at [michelle.gamble@global-wellnesssummit.com](mailto:michelle.gamble@global-wellnesssummit.com), to request a time to meet with Nancy on Tuesday morning in Milano Marittima at the MarePienta Resort. There will be RFPs available for those interested in learning more.

---

## 2018 PRESS DELEGATES AND OTHER ATTENDING MEDIA:

**Rafat Ali**, founder, Skift, US

**Katie Anderson**, senior managing editor, *Skin Inc.*, US

**Lauren Armes**, founder, WelltoDo, UK

**Sandra Ballentine**, editor, *W* magazine & *Departures*, US

**Katie Barnes**, editor, *Spa Business*, UK

**Fiorella Baserga**, editor-in-chief, *Suite*, Italy

**Claudia Bette-Wengatz**, journalist, *Travellers World & Connoisseur Circle*, Germany

**Sarah Camilleri**, publisher & founding editor, *European Spa*, UK

**Isabelle Charrier**, editor, *Sense of WELLNESS* magazine, France

**Anne Dimon**, editor, Travel to Wellness, US

**Hildegard Dorn-Petersen**, journalist, *Top Hotel & Spa Camp*, Germany

**Suzanne Duckett**, journalist, *Wall Street Journal & Tatler*, UK

**Madelyn Fernstrom, PhD**, senior health & wellness advisor, Comcast-NBCUniversal, US

**Melisse Gelula**, co-founder, Well+Good, US

**Franka Haenig**, editor-in-chief, *Red Spa*, Germany

**Laura Hill**, senior editor, WelltoDo, UK

**Laure Jeandemange**, editor-in-chief, *Spa de Beaute & Nouvelles-Esthetiques*, France

**Sara Jones**, editor, *Spa & Wellness MexiCaribe*, Mexico

**Julie Keller Callaghan**, editor-in-chief, *American Spa*, US

**Jane Kitchen**, writer & editor, Jane Kitchen Communications, UK

**Abbie Kozolchyk**, freelancer, *Bloomberg Pursuits & Travel & Leisure*, US

**Amy Larocca**, writer, *New York Magazine*, US

**Rhiannon McGregor**, foresight writer, The Future Laboratory, UK

**Sarah Miller**, luxury brand ambassador, *Wall Street Journal*, UK

**Go Minami**, photographer, *Hotel and Restaurant*, Japan

**Ian Parkes**, assistant editor, *European Spa*, UK

**Amanda Pauley**, editor, *World Spa & Wellness*, UK

**Clarissa Pharr**, journalist, *Washington Post & World Post*, US

**Susana Plascencia**, journalist, Annenberg Media, US

**Laura Powell**, correspondent, Skift, US

**Rina Raphael**, writer & editor, *Fast Company*, US

**Karyn Repinski**, freelancer, *Harper's Bazaar* magazine & health.com, US

**Meredith Rollins**, content director, Weight Watchers International, Inc., US

**Astrid Ros**, publisher, *Spa Business*, UK

**Claire Sanderson**, editor-in-chief, *Women's Health* UK, UK

**Jessica Smith**, creative researcher, The Future Laboratory, UK

**Yoriko Soma**, journalist, *Hotel and Restaurant*, Japan

**Lisa Starr**, editor, *Spa China & DaySpa Magazine*, US

**Liz Terry**, editor-in-chief, CLADglobal, UK

**Jennifer Walsh**, journalist (advisor, *Women's Health* magazine; contributor, *Good Housekeeping* magazine), US



# WE GRATEFULLY ACKNOWLEDGE THE 2018 SUMMIT SPONSORS

## HOST SPONSORS



**The Wellness Company**



Initiative carried out under European Funds ERDF ROP 2014-2020 of Emilia Romagna Region.

## DIAMOND SPONSOR



## PLATINUM SPONSORS



**CANYONRANCH.**

**[ comfort zone ]**

SKIN SCIENCE SOUL

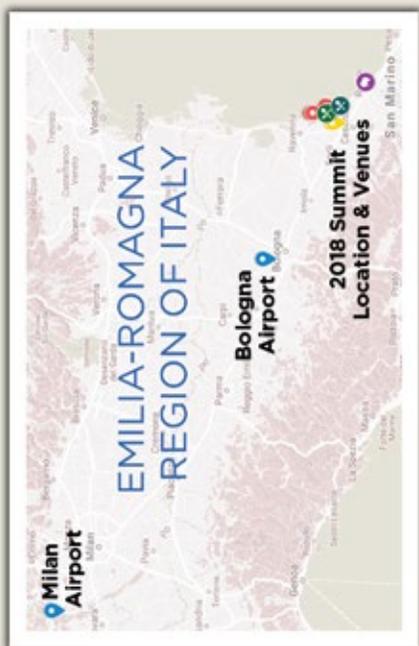
## GOLD SPONSORS



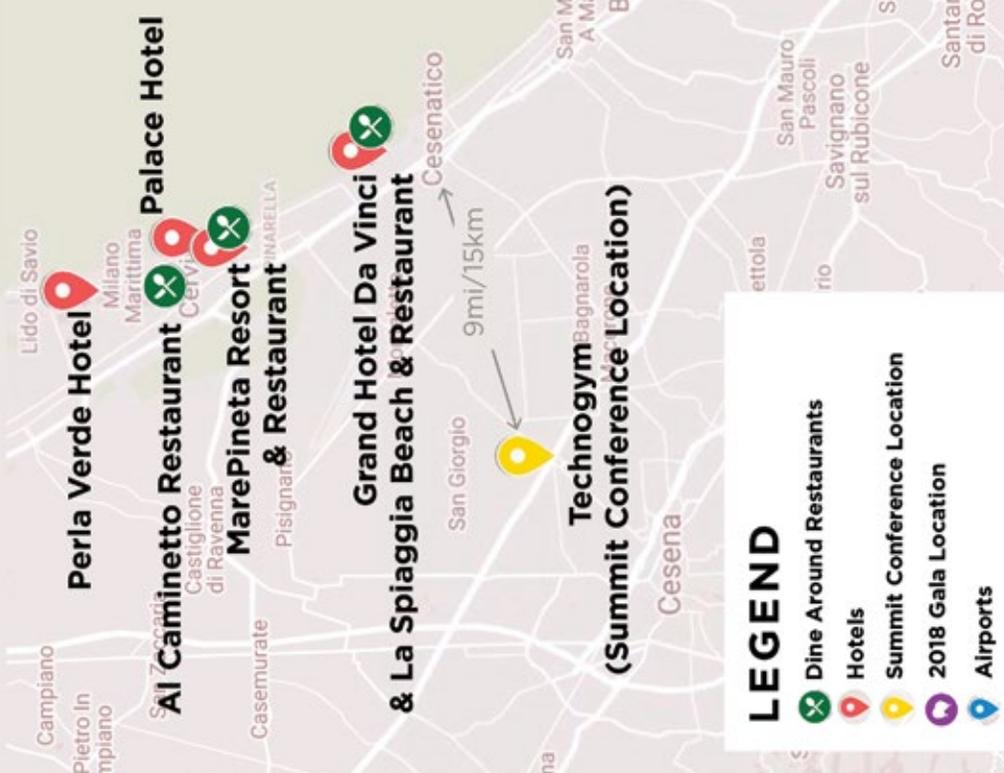
## SILVER SPONSORS



# AREA MAP



↖ Switzerland, 221mi/356km  
↘ Rome, 205mi/330km



**LEGEND**

- Dine Around Restaurants
- Hotels
- Summit Conference Location
- 2018 Gala Location
- Airports

# 2018 SUMMIT LOCATION, HOTELS & VENUES

## GWS 2018 EVENT VENUE:

**Technogym**, Via Calcinaro, 2861, 47521  
Cesena FC

## GWS PARTNER HOTELS:

MILANO MARITTIMA

### **Perla Verde Hotel**

Viale 2 Giugno, 144, 48015 Milano  
Marittima  
+39 0544 994014

### **Palace Hotel**

Viale 2 Giugno, 60, 48015 Milano  
Marittima  
+39 0544 993618

### **MarePineta Resort**

Viale Dante, 40, 48015 Milano Marittima  
+39 0544 992263

CESENATICO

### **Grand Hotel Da Vinci**

Viale G. Carducci, 7, 47042 Cesenatico  
+39 0547 83388

## DINE AROUND LOCATIONS:

MILANO MARITTIMA

### **MarePineta Resort Restaurant**

Viale Dante, 40, 48015 Milano Marittima  
+39 0544 992263

### **Al Caminetto Restaurant**

Viale Matteotti, 46, 48015 Milano  
Marittima RA  
+39 0544 994479

CESENATICO

### **Grand Hotel Da Vinci, La Spiaggia Beach & Restaurant**

Via Piave, 47042 Cesenatico FC  
+39 0547 82208

## GALA LOCATION:

### **Grand Hotel Rimini**

Parco Federico Fellini, 1, 47921 Rimini  
+39 0541 56000

## TAXI SERVICES

### FROM HOTELS TO TECHNOGYM:

For travel from Milano Marittima/  
Cesenatico to Cesena

#### **Company name: Cervia TaxiMinibus**

Contact numbers:  
+39 0544 973 737  
+39 347 638 6646

Standard prices (day & night):

Car €40,00/ride  
Minivan €60,00/ride

### FROM TECHNOGYM TO HOTELS:

For travel from Cesena to Milano  
Marittima/Cesenatico

#### **Company name: Cesena Taxi**

Contact numbers:  
+39 0547 610 710  
+39 0547 21995  
+39 331 241 9855

Standard prices (day & night):

Car €40,00/ride  
Minivan €60,00/ride





**GLOBAL WELLNESS  
SUMMIT 2018**

333 S.E. 2nd Avenue, Suite 2048  
Miami, FL 33131, USA

**[GLOBALWELLNESSSUMMIT.COM](http://GLOBALWELLNESSSUMMIT.COM)**