

BISA2010BUDAPEST

INTERNATIONAL SPA CONFERENCE 3-6 JUNE 2010



Four days of business resources and educational opportunities for spa managers and professionals in the Hungarian capital Budapest.

BISA is hosting a selection of presenters from around the world with a wide range of specialties focusing on spa business, education, architecture, spa treatments, medical spa services, products and equipment.

3 JUNE 2010 **RESPONSIBLE SPA** SPA ARCHITECTURE, DESIGN AND ART

Speakers will address international trends in green building standards, certification, and benchmarking programs with profiles of projects specific to the spa, resort, hospitality, travel and personal care product industries. The creative aspect of spas will also be included with presentations on evolving spa concepts and environments. Speakers include: [Janice Gronvold](#) • [Guido Bauer](#) • [Peter Zimmer](#) • [Bradley Cox](#) • [Micky Remann](#) • [Linda Troeller](#) • [Ute Rührig](#)

4 JUNE 2010 **SPA BUSINESS** INTERNATIONAL PERSPECTIVES ON INDUSTRY TRENDS

As the spa industry continues to evolve and diversify, a global outlook is critical to understand diverse economic, demographic, and industry specific drivers stimulating challenges and opportunities facing spa professionals. Speakers: [Terry Stevens](#) • [Yvonne Crook](#) • [Roger Allen](#) • [Anna Bjurstam](#) • [Jane Crebbin-Bailey](#) • [Richard Gomersall](#) • [Kate Hardcastle](#) • [Marion Schneider](#) • [Katinka Will](#)

5 JUNE 2010 **SPAS, MEDICINE, WELLNESS** AND THE HEALING ARTS

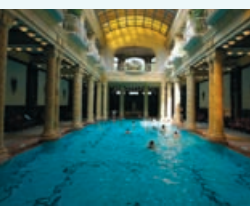
Spas, medicine and the healing arts have centuries of tradition throughout the world. With references to historical influences and an examination of spas in a contemporary context. This day will focus on the role of spas in the wellness, healing arts, and medical arenas including developments in the medical and wellness tourism markets. Speakers include: [Jean-Guy de Gabriac](#) • [Prof. Dr. Peter Elsner](#) • [Mark Wuttke](#) • [Professor Zeki Karagülle](#) • [Dr. László Puczkó](#) • [Mary Elizabeth Bondu](#)

6 JUNE 2010 **WORKSHOPS & SEMINARS** HANDS-ON AND SPA BUSINESS

Expanding upon topics covered during the conference, this day will feature a variety of hands-on seminars and business workshops. Workshop presenters: [Nirvano Martina Schulz](#) • [Mary Elizabeth Bondu](#) • [Hans-Peter Kuhl](#) • [Shambala Cornelia Wegner](#) • [Anna Bjurstam](#) • [Roger Allen](#)

Full details of the conference, exhibition and networking events online:

www.internationalspa.org • www.spaassociation.org.uk



Championing International
Spa Standards for Consumers
and Industry Professionals

Email enquires: spahouse@spaassociation.org.uk

3 JUNE 2010

RESPONSIBLE SPA SPA ARCHITECTURE, DESIGN AND ART

Moderator: Janice Gronvold

Introduction and Overview

Guido Bauer – Green Globe Certification

Green business Practices and Benchmarking Guidelines for Spas, Hotels and Resorts

Guido Bauer, Dr. Peter Zimmer and Bradley Cox

Panel: Green Benchmarking for the Spa, Hospitality and Tourism Industries

Micky Remann

Creative Spa Environments

Linda Troeller

Photo Presentation of “Responsible Spa” Projects

Ute Rührig

The BISA Responsible Spa Action Group

Bradley Cox and Guido Bauer

Green Marketing for the Travel Industry

Blue Wolf

Water, the Essence of Life

Evening: Waters of the World Evening

Moderators: Micky Remann and Musia Heike Bus including the film presentation of “Touched by Water”

4 JUNE 2010

SPA BUSINESS – INTERNATIONAL PERSPECTIVES ON INDUSTRY TRENDS

Moderator: Mark Moloney

Introduction and Overview

Terry Stevens

New Tourists and New Demands: Market Trends in Wellness Tourism

Yvonne Crook

Strategic Branding and Positioning for Spas, Resorts and Destination Travel

Roger Allen

The Business of Creating a Unique Spa

Anna Bjurstam

Maximizing Profitability

Jane Crebbin-Bailey

Future Trends in Spa Education

Richard Gomersall and Kate Hardcastle

Increasing Business Revenue and Enhancing Customer Service

Katinka Will

Attracting High Performance Personnel

“Spa Organizations of the World” Networking Evening

Moderator: Marion Schneider

Joan Thornycroft: BISA UK • Masatsuyo Matsumoto: BISA Japan • Sonal Uberoi: Spain and Portugal • Aldina Duarte Ramos: France • George Tavelis: Cyprus Spa Association

5 JUNE 2010

SPAS, MEDICINE, WELLNESS AND THE HEALING ARTS

Moderator: Jean-Guy de Gabriac

Overview to the evolving roles of spas in the medical, wellness and healing arts arenas

Professor Dr. Peter Elsner

Natural cosmetics- requirements for efficacy and safety

Mark Wuttke

Evolving International Standards for Skin Care Products

Professor Zeki Karagülle

Medical Hydro Climatology Education

Dr. László Puczkó

Medical and Wellness Tourism

Mary Elizabeth Bondu

Developing Water Therapies for Spas

Evening: Cocktails and Networking

6 JUNE 2010

HANDS-ON SEMINARS & BUSINESS WORKSHOPS

Expanding upon topics covered during the conference, this day will feature a variety of hands-on seminars and business workshops available for an additional fee.

Coordinators: Janice Gronvold and Marion Schneider

Healing Arts Presentations: Nirvano Martina Schulz •

Mary Elizabeth Bondu • Hans-Peter Kuhl • Shambala Cornelia Wegner

Spa Business Workshops: Anna Bjurstam • Roger Allen