

MEETING OF MINDS

Make a note in your diary for this November – the second annual BISA conference looks set to be quite an event.



The stunning Toskana Therme will play host to the second BISA conference

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The British International Spa Association (BISA) is going from strength to strength. With the plans for worldwide standardisation of spas well under way, in addition to the new spa therapies qualification about to begin at a pilot site, it's an optimum time to be hosting the second annual BISA conference, which is to be held this year in Toskana Therme Spa, Bad Sulza, Germany.

Following the success of last year's conference in Scotland, this November will see a longer event with a broad range of top international speakers meeting in one of the longest established and best known spa towns in the world.

While the conference sessions themselves will take place on Friday, November 25 and Saturday, November 26 2005, pre and post conference events have also been organised to run from Wednesday 23 until Sunday 27 November.

Kicking off with the topic of salt, Wednesday's events include a visit to the salt extraction machinery and facilities and the graduation house in Bad Sulza, as well as a visit to the water-powered graduation wall in neighbouring Bad Kösen.

With the title of Hydrotherapy in Medicine and Spa Applications, Thursday takes delegates behind the science of hydrotherapy with a morning of lectures, followed by an excursion to the Institute of Physiotherapy at the Friedrich-Schiller-University in Jena. Delegates may also experience 'hands-on' hydrotherapy and state-of-the-art hydrotherapy equipment in the Klinikzentrum Bad Sulza and the School for Massage Therapists and Physical Therapists. The evening also marks the sixth anniversary of Toskana Therme and will be celebrated with a pre-conference poolside party.

The two core days of the conference will focus on theory and practice. Friday is dedicated to the past, present and possible futures of the spa business, as well as aspects of design and marketing. The day will feature a number of speakers, including Dr K. Resch of the Spa and Balneology Institute, Germany; Dr Bruce Osborne of the Spa Research Fellowship, UK; Dr J. DeVierville of Alamo Spa, USA; Linda Troeller, spa photographer, USA; and Micky Remann multimedia artist and creator of Liquid Sound, Bad Sulza.

Saturday is the practical day and will feature workshops, demonstrations and a chance to try new therapies, rounded off with another conference party at the nearby Auerstedt Castle.

Finally, Sunday will focus on the use of sound and light in spa therapies, including a closer look at Liquid Sound and the other therapeutic employments of the methods in Bad Sulza; a timely theme which coincides with the Liquid Sound Festival, a non-stop festival of light and music taking place in three locations across Germany – the Toskana Therme in Bad Sulza, the Toskana Therme in Bad Schandau near Dresden, and the Liquidrom in Berlin.

"Speakers will examine not only new trends, developments and opportunities in spa marketing, design and business organisation but also reflect upon the origins, context and history of spa and their potential in today's cultural climate," says organiser Marion Schneider. "The BISA Second Annual Conference and associated pre and post conference activities offer spa professionals and operators, as well as all who are interested, the opportunity to broaden their horizons, to exchange experiences and to learn from one another at several levels: informative, practical and with luck also inspirational!" **PS**