

# EUROPEAN SPA SUMMIT

OCTOBER, 4<sup>TH</sup> - 5<sup>TH</sup> 2008, Paris Nord Villepinte / Paris - **FRANCE**

2 days to learn all about  
**how to make profitability** from your spa services



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Organized by :



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WELLNESS SUMMIT  
2008  
Oct 13-17, 2008  
Cannes-Les Palmes, France

## A concrete, practical approach

Organized by Beyond Beauty Paris, this European summit is intended for all hotel sector professionals today expecting concrete solutions to problems involved in setting up and renovating spas. How to set up, manage, develop and make a spa profitable: this is the practical approach that will be taken over the two-day period of the summit, held on 4 and 5 October 2008.



### WHO SHOULD ATTEND ?

The European Spa Summit will bring together some of the most important and influential players in the spa and hospitality industry, including:

- Spa professionals,
- Spa consultants,
- Spa owners,
- Hoteliers,
- Spa architects and planners,
- Manufacturers of Spa Cosmetics and treatments,
- Manufacturers of spa products and equipment,
- Manufacturers of health aesthetic and fitness equipment,
- Spa engineers,
- Spa managers,
- Investors,
- Spa practitioners...

### REASONS TO ATTEND

#### LEARN FROM LEADING EXPERTS

Hotel directors, architects, consultants from Europe, the US and Asia will share their experience and expertise on how to conceive, carry out, develop, manage and make a spa profitable.

#### MOVE IDEAS FORWARD

Meet, exchange and debate with your peers. Get an edge over one of the most dynamic and creative markets in the wellness industry.

#### NETWORK

Set up a real synergy of skills between people who are committed due to their successful professional experiences in the hotel sector.

# STARTING, MANAGING, DEVELOPING & MAKING A SPA PROFITABLE

SATURDAY 4<sup>TH</sup> OCTOBER 2008

STARTING AND MANAGING A SPA

8.35 am - 10.00 am

## THE RIGHT CONCEPT FOR THE CLIENTELE

- Introduction: Identifying the customer base, the type of spa, the theme, a coherent treatment menu:  
**Raoul ANDREWS SUDRE**  
(President and CEO of Aspen Spa Management)
- Spa trends
  - Europe  
**Isabelle CHARRIER** (Editor-in chief of Emotion Spa Magazine, Spa consultant)  
**Fiorella BASERGA** (Publisher of BE-MA Editions)  
**Kevin TURNBULL** (CEO of Spa Finder Europe)
  - North America  
**Guy JONKMAN** (Founder, Publisher & Chief Editor of Spa Management Journal)
  - Africa  
**Magda BERRADA** (Organiser of the Spa Show in Casablanca, President and founder of the Moroccan Spa Association)
- The notion of customers, how to win them over and meet their needs:  
**Olivier ARNOUX** (Director of the Customer Experience department of Sofitel)
- Coming trends and innovative concepts:
  - Why organic and natural products are essential in spas?  
**Pascale BROUSSE** (Director of Trend Sourcing)
  - How a HQE (Haute Qualité Environnementale) standard can be integrated into a spa resort?  
**Véronique BREGEON** (Head of "Coq Gadby", Châteaux et Hôtels de France)
    - A new hotel spa concept: "Terroir and wellness":  
**Dr Dominique HOAREAU** (Spa consultant)
    - Discovery: a Geolodge concept  
**Ludovic LAINE** (President of LaPaz Group)

10.00 am - 11.30 am > THE SETTING

- Introduction: **Raoul ANDREWS SUDRE** (President and CEO of Aspen Spa Management)
- Directing spa traffic: How to set up a spa in a hotel under renovation  
**Brigitte DUMONT DE CHASSARD** (Director of Latitudes Consultants, Interior Architect, Spa Designer)
- Design in service to the spa experience:  
**Matteo NUNZIATI** (Italian architect)
- The latest spa trends (design and architecture):  
**Alexia SARKIS** (Interior Decoration Manager of Thalgo Spa Management).
- The spa: an enemy or a growth area for thalaso-therapy:  
**Erwan MADEC** (Director of Thalgo Spa Management)

11.30 am - 11.45 am > BREAK

11.45 am - 12.40 pm > EQUIPMENT AND BRANDS

- Introduction: **Isabelle CHARRIER** (Editor-in-chief of Emotion Spa Magazine, Spa consultant)
- How to do a good job of choosing brands and equipment?  
**Nabiha VOLPI** (Spa Director of Royal Mougins Hotel)
- Equipment trends  
**Franck TRECCO** (Director of Hydro Concept)
- How to do a good job of choosing your management software?  
**Hervé COLLY** (CEO of ADN Informatique)

12.40 pm - 1.30 pm > EFFECTIVE RECRUITMENT, TRAINING AND MANAGEMENT FOR YOUR SPA

- Introduction: **Isabelle CHARRIER** (Editor-in-chief of Emotion Spa Magazine, Spa consultant)
- How to recruit a good spa manager?  
**Karine HELIE** (Spa consultant)
- Managing and developing your spa team:  
**Jean Marc ORTEGA** (coach and spa manager trainer of l'Institut Equilibre et Performances)
- Inculcating the notion of service in spas:  
**Aldina DUARTE RAMOS**  
(President of Association – Spa-A)

1.30 pm - 3.30 pm

THEME LUNCHE including questions

4 pm - 6 pm > PRACTICAL WORKSHOPS

Exchange, meet and benefit from the expertise from all the speakers who gave a lecture on the same day. The workshops will bring concrete answers to the following topics :

- Concept and place
- How to do a good job of choosing brands and equipment?
- Effective recruitment, training and management for your spa

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# STARTING, MANAGING, DEVELOPING & MAKING A SPA PROFITABLE (CONT.)

DEVELOPING AND MAKING YOUR SPA PROFITABLE

SUNDAY 5<sup>TH</sup> OCTOBER 2008

## 8.35 am - 10.15 am MAKING YOUR SPA PROFITABLE

- Introduction: **Isabelle CHARRIER** (Editor-in-chief of Emotion Spa Magazine, Spa consultant)
- How profitable are hotel spas?
  - Boutique hotel example: **Eric DE TOURTIER** (Sales Director of Cinq Mondes)
  - Three-star hotel example: **Jean-Luc PLEUVRY** (Director of the Thalazur Group operations)
  - Four-star hotel example: Domaine de Rochevilaine, Spa Trophy 2008, Relais et Chateaux: **Bertrand JAQUET** (General Manager - Domaine de Rochevilaine)
  - Luxury hotel example: **Stéphane REUMONT** (Spa Manager of Beau Rivage Palace, Lausanne)
- How to train your team well in retail sales?  
**Mark WUTTKE** (Founder of Wuttke Group)
- How to implement the "renuew" to your Spa?  
**Florence SCHAEFFER** (Hotel Franchise Development Manager of Cinq Mondes)

10.15 am - 10.30 am > BREAK

## 10.30 am - 11.45 am LIVENING UP AND PROMOTING YOUR SPA

- Introduction: **Isabelle CHARRIER** (Editor-in-chief of Emotion Spa Magazine, Spa consultant)
- Creating new offers:  
**Martial DENETRE** (hotel manager at Carnac)
- How can a brand win over a hotel owner?  
**Jean RONALD** (Managing Director of Pevonia)
- Spas and the Internet, an essential communication tool: **Kevin TURNBULL** (CEO of Spa Finder Europe)
- Sound in service to treatment: Sound design:  
**Thomas MADRID** (Director of SETandSEE)
- How to win over the media?  
**Nathalie COMPAGNON** (Head of the agency A Chacun Son Image, public relation)
- Image in service to spas:  
**Pierre TRAVERS** (Director of Speed Magic Production)

11.45 am - 1 pm > TRADE SHOW VISIT

1 pm - 2.30 pm > THEME LUNCH

3 pm - 6 pm > PRACTICAL WORKSHOPS

Exchange, meet and benefit from the expertise from all the speakers who gave a lecture on the same day. The workshops will bring concrete answers to the following topics :

- Making your spa profitable
- Livening up and promoting your spa



Program regularly updated online : [www.spasummit.com](http://www.spasummit.com). Additional speakers are still to be confirmed.  
The organisers reserve the right to change the content and/or speakers of the program.

As the first European Spa Summit enjoyed a great success, a new conference program is being organized by Beyond Beauty Paris in order to promote new ideas in the Spa industry.

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- **Beyond Beauty Paris is a new generation event.**

With 5 professional exhibitions, it covers interconnected fields to provide a 360° view on all the latest aspects of innovation and trends in the industry: from raw materials to packaging, from niche brands to mass-market cult products, from the worlds of spa to the new dimensions of pharmacies. Beyond Beauty Paris has become the must attend educational event of the industry.

[www.beyondbeautyparis.com](http://www.beyondbeautyparis.com)

- **Make the most of your time. Visit, SPA & INSTITUT at Beyond Beauty Paris.**

The European exhibition and summit on beauty and wellness professional treatments

Sunday 5th to Tuesday 7th October 2008.

**PRE-REGISTER ONLINE TO RECEIVE YOUR FREE BADGE\*.**

\*For any person not pre-registered before the 26th September, there will be an entrance fee of:

- 35€ for 1 day

- 50€ for 3 days.

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## Speakers

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- » [Mark WUTTKE](#)

(Pre program - additional speakers are still to be confirmed)

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**Raoul ANDREWS SUDRE**

President of Aspen Spa Management

After graduation from the Cornell University Hotel Management program and a short time as a Director of Inspection Services for the Duncan Hines Institute, he joined the Cornell University staff and began his consulting career. He consulted for the Ministries of Tourism of France, Morocco, Tunisia, Brazil and Mexico and for major corporations such as the Ritz Carlton, Bulgari, Four Seasons, Accor, and Omni.

He also writes regular columns for Spa Management, Healing Retreats, Pulse, and American Spa and has been featured in Medi-Spa, Skin Inc, Spa Asia, and Nouvelles Esthetique. His hands on expertise in fitness, spa treatments, esthetics and alternative medicines give him a unique holistic global vision of the industry and brings to Aspen Spa Management an international expertise second to none.

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**Olivier ARNOUX**

Director of the Customer Experience department of Sofitel

Olivier ArnoUX, 38, has been in charge of the Customer Experience Department at Sofitel Monde since October 2007.

In 2003, he joined Nissan Europe as head of sales and service quality, where he was in charge of propelling the Japanese auto maker into the Top 3 carmakers by customer satisfaction and recommendation criteria.

He started out as a management advisor with General Motors in 1994, working with car dealerships, before becoming head of regional sales.

After a short period in sales with Toyota, he moved to the French subsidiary of a consultancy specializing in automotive retail (development of distribution networks, optimizing sales and financial performance, etc.) and worked with most European car manufacturers.

From 2005, he was in charge of setting up sales subsidiaries in the Nordic countries and Eastern Europe.

In 2007, he completed his commercial training with an MBA at HEC, the elite French business school. His main objective at Sofitel is to help reposition the brand on the luxury segment, notably by putting customer expectations at the heart of the services offer and by deploying systems designed to guarantee their perfect delivery.

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### Fiorella BASERGA

Publisher of BE-MA Editions

Fiorella Baserga is the Editor of the Wellness , Hospitality and Trends area for BE-MA EDITRICE, one of the top five technical publishing houses in Italy. In addition to publishing 28 magazines, 4 websites and several annual directories, BE-Ma EDITRICE is also active in the field of video production([www.bema.it](http://www.bema.it)).

In particular, since 1999, when the first issue came, she has been responsible for the coordination of the magazine, SUITE BENESSERE, a leading reference tool for all those active in the wellness industry (hotels, beauty institutes, spas, fitness centres, Day Spas and specialist medical centres).

She is also responsible for all the editorial aspects involved in the publication of GUIDA AL BENESSERE, the only reference of its kind to offer a complete, updated overview of the wellness industry in Italy.

Fiorella Baserga has always played a key role in the organization of highly successful events with particular emphasis on highlighting and giving increased exposure to the latest trends in the sector.

She has participated in workshops and debates regarding the definition of precepts and strategies inherent in wellness centre management.

Ms. Baserga boasts in-depth expertise in all areas related to the range of services available in the Italian wellness industry and is always in search of innovative proposals in the sector. A keen traveler, she researches the market not only from a more general but also scientific viewpoint.

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### Majda BERRADA

Organiser of the Spa Show in Casablanca, President and founder of the Moroccan Spa Association



After completing a degree in Communication and Management at the Ecole Supérieure des Cadres (Management School) in Casablanca, and a number of work placements abroad, Majda founded her own Communications and Event Organisation company in Casablanca: "MAGUY WORK".

The company specialises in health, beauty and well-being. It was Majda who organised the very first *Festival de la Beauté* in Casablanca. She founded and became President of the Moroccan Spas Association.

She also helped to set up the Spa Academy in Casablanca in collaboration with the "International Hôtel Spa Academy, USA", of which she is General Secretary.

She is currently organising the first Moroccan Spa Hotel Congress to be held in November 2008. As a business associate, she brings her expertise to this sector which involves a wide number of countries, including Senegal, Turkey, Tunisia, Syria and several of the Arab Gulf countries.

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### Véronique BREGEON

Head of Coq-Gadby, Châteaux et Hôtels de France

Véronique Bregeon, owner of the four-star Coq Gadby urban resort located in the center of Rennes, was not at all interested in running this flagship Breton hotel even though it had been in her family for four generations.

Traditional and intuitive, Véronique left behind the exporting of art objects, and "due to family

In 2001, with the assistance of André Gédouin, she started the Armor Arcoat spa, which in Breton means sea and land, a permanent invitation for a stationary journey. In 2006, she received her department's bronze medal for tourism for setting up the spa and for the excellence of her career.

obligations” as she so well puts it, she decided on her parents’ death to pursue their work, making the hotel a home away from home so that guests, on leaving, would have a great desire to return.

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### Pascale BROUSSE

Director of Trend Sourcing

After having spent 9 years in the Sales and Marketing Department of a big cosmetic group, Pascale becomes an independant, in 2000, as a “trendsetter”. She travels all over the world looking for future trends and life styles, and discovering new products (Japan, USA, UK, Australia...).

She can thus gives companies ideas and creative clues in order for them to create tomorrow’s products and centers. She specializes in wellness & nature in all shapes and forms (nutrition, beauty, plants, massages, alternative medicines, therapies...). Furthermore, she is training to be a coach in order to help people during the changing periods of their lives, by being either a guide or a catalyst.

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### Isabelle CHARRIER

Chief Editor of Emotion Spa Magazine

Isabelle CHARRIER has been involved since many years in the Spa, as she has always been passionately fond of beauty and wellness.

After she had worked in marketing and communication then collaborated in various magazines about the universe of voyage, thalasso and Spa, she creates in 2004 EMOTION SPA Magazine, edited by the I.M.C company, specialised in the publication of magazines and books on the Spa and pool material industry.

In every issue, Isabelle CHARRIER, with her team of specialists, takes it upon herself to provide a complete panorama of the international wellness market, analysing the latest trends and influences of the wellness industry.

Allencompassing and innovative, this magazine is an invaluable work tool, reflection tool and promotional tool for all players in the wellness market.

Today, EMOTION SPA Magazine is placed in the top 30 in the PRO WELLNESS PRESS sector out of 350 titles referenced internationally.

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### Hervé COLLY

CEO of ADN Informatique

Even if he received an engineer training period, Herve Colly integrated in 1986 the software company ADN of which he became the C.E.O. in 2003.

He was the creator, as entering the Cie, of the data-processing management solution. NYMPHEA is dedicated to the market of the hydrotherapy and the wellness. This long experience conferred to him, like with its teams, a thorough knowledge of these activities.

The solution equips the majority of the French’s thermal centers , thalassotherapy ones and the Spa orientation logically was essential in the development, specially in the last 5 years.

High class hotel branch are equipped with the solution NYMPHEA, which is also voted unanimous by many trade marks.

ADN’s knowledge is trade worldwide today within 15 countries on the 5 continents.

ADN informatique is also editor of HOMING, the hotel and resorts management solution and, according to his needs SOFTBOOKING, which is a management solution of online booking called RESALYS.

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### Nathalie COMPAGNON

Head of the agency A Chacun Son Image, public relation

Nathalie Compagnon has been a press agent in the tourism and lifestyle sector since 1989. After working as a journalist, she decided to

Today she has upwards of a dozen clients including airlines, tour operators and hotel groups such as the upscale Starwood Hotels and Resorts group in Africa and the Indian Ocean. Starwood’s hotels include Le Méridien, Sheraton

"switch to the other side" and became a press agent for her clients. Her move to the other side means she has the dual culture that is essential for the proper understanding of the customary practices of both sides.

After setting up two companies (Néos and Indigo) with her business partners, and that are still in operation, Nathalie Compagnon went out on her own once again and four years ago registered her own brand, A CHACUN SON IMAGE ("To each his image"), in the public relations and advertising sectors.

and Luxury Collection.

Small up-market units such as Le Richelieu in the Ile de Ré, a Michelin-starred 4-star Luxury Relais & Chateaux establishment, have also called on her services.

Nathalie Compagnon has recently pooled her expertise with those of Eric Fiat of Actis Consulting, which specializes in the sales and marketing representation of foreign hotel groups in France.

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### Martial DENETRE

Manager of Alliance Pornic

After training at the Ecole Hôtelière de Nice, Martial Denêtre began working in the business hotel sector of the chain hotel business in 1986 at the age of 20.

In 1992 he took over management of the Hôtel Alliance Métropole\*\*\*\* at the age of 26. He left the hotel after one year to take over the management of the Hôtel Alliance Pornic in 1993.

In 1995, following the departure of the head of the thalassotherapy center, the opportunity to take over the management of the entire establishment presented itself, and he became one of the first managers at the age of 30 to head a hotel complex combining hotel, restaurant and thalassotherapy services.

Over the past several years he has kept up with market changes by adapting and also anticipating trends such as the incorporation of a fitness center and Qualicert services certification.

Most recently, he has expanded the hotel site and created a spa and beauty space in the thalassotherapy center.

He is a member of the Bureau de la Fédération Internationale Mer et Santé, actively participates in the fitness club of the Maison de la France, and is in charge of the economic observatory for the Syndicat de la Thalassothérapie.

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### Aldina DUARTE

President of Spa Association - Spa-A

Aldina Duarte Ramos's career to date has been structured by the immediate alliance of beauty, wellness and the hospitality industry, notably with luxury Paris hotel Le Bristol and the Anne Sémonin brand.

She went on to oversee the hands-on opening of the first Anne Sémonin concept spa in Bangkok, located in a luxury hotel.

Her experience of luxury hotels means she has been confronted with the exacting service requirements devolving from the lifestyle of a high-end clientele. After that she did a stint with Accor, where she was charged with creating the turnkey LeSpa concept as part of an operational marketing team. She then oversaw its global roll-out for the Sofitel, Novotel and Mercure hotel groups, tailoring the concept to the needs of each location. Through this enriching experience she discovered many types of spas all over the world.

Her experience of the arts of wellness and, more importantly, her in-depth analysis of the requirements of hotels wishing to install a spa, have meant that she was constantly confronted with the recurrent, complex needs of the program, namely: what clientele, what product differentiation, what physical environment, what suppliers, what recruitment, and so on.

Most recently, as part of the strategic repositioning of the Sofitel brand, she was given the task of working on the new Resort & Spa Sofitel identity in international markets. Taking a holistic approach to wellness, she became part of the circle of experts of the SPA-A trade body and has been closely involved in training for careers in spas and in developing a national quality procedure.

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### Brigitte DUMONT DE CHASSARD

Interior Designer CPAI - IDDA

Trained at Boston University in the US, Brigitte Dumont de Chassard has worked for over 25 years on top-quality, highly-regarded programs in

She is a true visionary and the strength and authenticity of her work are concentrated in the synergies between her extreme sensitivity, her cosmopolitan background, and her undimmed creativity that combine with a passion for her

Western and Eastern Europe and Asia in a wide variety of areas and for signature clients, including four- and five-star hotels & resorts, cruise ships, luxury boutiques, club houses and restaurants.

In recent years she has been a pioneer in interior design for spa programs, working with Shiseido and l'Occitane in Europe, Six Senses in Asia, and with Sisley on the Byblos in Saint Tropez.

creativity that combine with a passion for hard work, the telling detail, and exacting standards of execution, resulting in consistently high-quality projects, each with a unique soul.

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**Karine HELIE**  
Spa consultant

After specialist university studies in health law, Karine Hélie worked as an intern in the French Ministry of Justice and subsequently at the Paris Necker Public Hospital

for sick children in the Patients' Rights department, subsequently joining a law practice in Paris.

She has also taught health law for a master's law program and has given numerous lectures on health law and intellectual property.

She writes in the health and well-being pages of a Canadian weekly and has written many other articles on legal topics for Editions Tissot.

Wishing to learn about the world of spas, she joined Aspen Resorts International.

After an intensive induction into the various aspects of spa management at international level, she used her legal expertise to specialize in Human Resources and Learning Services. This is the core of an industry that is currently seeing explosive growth but that suffers from a lack of expertise in the area of recruitment and training of spa personnel.

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**Dr Dominique HOAREAU**  
Spa consultant

Dominique Hoareau is a physician and spa and thalassotherapy consultant, the creator of the Nature et Santé and Terroirs et Bien-être Spa concepts, of Thermo-Lumin'Essence (with

Galya Ortega) and of the Apprivoisez votre stress and Spa coaching well-being sessions.

After practicing a holistic approach to medicine using a range of therapies as a general practitioner, he moved into preventive medicine. He became a head doctor for thalassotherapy, and also worked as a consultant on the development and marketing of marine-based food supplements.

He has authored two books, Apprivoisez votre stress (Editions d'Organisation) and Les thérapies marines (Editions Dangles).

He is a regular contributor to radio and TV broadcasts and has co-organized symposiums on nutrition and marine-based therapies: Nutrition Santé Mer in Granville as a member of the Scientific Committee, and MEDEC (Symposium Mer et Santé 2003).

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**Bertrand JAQUET**  
General manager of  
Rochevilaine Domaine

A self-taught business owner and entrepreneur for the past 40 years, Bertrand Jaquet was just 19 years old when he built up his first hotel restaurant. Since then he has always had new projects on the go, establishing a number of hotels in his home area, the Loire valley. Some of these are now managed by worthy young employees, which has helped to get them up and running, particularly in terms of securing financial resources and providing management support as and where required.

In 1983, Bertrand Jaquet developed a hotel cooperative which now has a network of 180 hotels throughout France and has played a pioneering role in the following areas:

Marketing – setting up of an international

Since that time, Bertrand Jaquet has returned to directly managed operations, devoting his attention to his own businesses in the departments of Sarthe (Grand Hôtel de Solesmes) and Morbihan (Domaine de Rochevilaine), which employ 110 staff and have a turnover of 9 million Euros. Public awards: Chevalier of the Légion d'Honneur, Tourism Silver Medal and Chevalier du Mérite Agricole award. Professional awards: Best young barman in France (1968), Michelin starred head chef in the Michelin guide (1980), Personality of the Year 1989 (for the French hotel industry), Relais & Châteaux since 2004, Worldwide award 2004 (best Hotel Spa), best Relais & Châteaux Spa 2007.

booking centre.  
 Establishment of a staff training centre  
 Implementation of a quality control programme.  
 Creation of a central purchasing agency.

This business venture was expanded into Europe in 1985 with the number of hotels growing to 800 by the time Bertrand Jaquet stood down in 1996.

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### Guy JONKMAN

Founder, Publisher & Chief Editor of Spa Management Journal, Medical Spas Review, Medical Tourism Magazine.

Guy Jonkman was one of the original founders of ISPA in 1990; early on he established himself as a leading force through his vision for the industry, but also through his incredible contributions in publication, which have been innovative and have underscored the intrinsic value of the business component side of the industry.

He embarked on furthering this leadership and innovation by introducing the industry's first ever such business-focused dedicated world publication, "Spa Management Journal", since 1990.

Not only as one of ISPA's original founder of "Spa Management Journal", a continued commitment to industry excellence saw this remarkable vision and innovation after the successful launch of the industry's first publication dedicated to medical spas, "Medical Spas Review", since 2000. And since 2006, the industry's first Travel Trade Business "Medical Tourism Magazine", is another major and significant industry first.

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### Ludovic LAINE

President of LaPaz Group

resorts.

A pioneer in the field, LaPaz Group has helped for more than 12 years, governments and private sector clients committed to the sustainable use of their natural and cultural heritages, and to the improvement of the quality of life of the host communities.

Ludovic was previously the Managing Director of the New York office for YPB&R (now Ypartnership), America's leading marketing, advertising, and public relations agency specialized in the travel, leisure, and entertainment industries.

During his time at YPB&R (2001-2004) he guided the research-driven development and execution of branding and marketing communications strategies for several of the firm's prestigious destination and hospitality clients.

Prior to his position at Ypartnership, he held various leadership positions in luxury hotel chains, and destination resorts & spas in the United States, Europe, and the Asia/South Pacific region gaining extensive experience in property development and operational functions.

Organizations he has provided services to include the French Government Tourism Office, The Leading Hotels of the World, Le Méridien Hotels, Wyndham International, and the International Spa Association (ISPA). Ludovic holds an MBA-accredited Masters of Management in Hospitality from Cornell University and a Bsc from the Glion Institute of Higher Education.

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### Erwan MADEC

Director of Thalgo Spa Management

After having studied literature, obtained a diploma in Political Sciences and a masters degree in public management, Erwan discovered the world of thalassotherapy and was, for 10 years, the Head Manager for the Atlantic and Mediterranean coast centers. Directeur de centre sur la côte Atlantique et en Méditerranée.

At the end of 2001, the THALGO executives asked him to be the Head Manager for the new

4 years of human exchanges and adventures, during the creations and the projects in over 20 countries, has able him to confront the industry's 'French Touch' to the international emergence of the spa industry, especially in the anglo-saxon countries.

In the field, he coordonates the 'help missions' for design and launching of new centers, in France and abroad, surrounded by a pluridisciplinary and very specialized 13-people team.

coaching structure, the THALGO SPA MANAGEMENT, created for the spas and thalassotherapy designers, partners of the group.

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### Thomas MADRID

Director of SETandSEE

After setting up one of the very first internet sound design agencies when the World Wide Web took off, and creating the soundtracks for a number of Paris runway shows, Thomas Madrid teamed up with Jean-Philippe in 2003 to found the SET and SEE agency, offering the Music Skin Care concept.

Music Skin Care is a service that will tailor a sound environment to correspond step-by-step to the treatment protocol. The music is not just an add-on of the kind provided by CDs of relaxing sounds, but is bespoke-designed to form the musical component of a treatment, since each sound environment is tailor-made and perfectly integrated into the care ritual.

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### Matteo NUNZIATI

Italian architect

Matteo Nunziati was born in Bologna in 1972.

He opened his interior design office in Milan in 2000.

The design sector of the studio includes industrial products collaborating with important furniture, lighting and covering firms. The

sector of Interior Design is specialized in designing Luxury hotels, Residences, Wellness Centres, Spa, which have been produced all over the world. (Europe, Asia, Arabia)

Since 2004 he cooperates as a "Project Leader" at the Domus Academy -Milan, in the field of "Master in Interior Design" and is in charge of the "Hotel Design" short-course (edition 2004 and 2005). Since 2004 he works together with the Department of Industrial Design/Graduate Institute of Innovation and Design - National Taipei University of Technology of Taipei, Taiwan

Since 2005 he teaches at the Ateneo Creativo - IDI Interior Design Institute-Milan.

In 2006 he participated at the exhibition "50+2y Italian design" at the National Art Museum of China in Beijing where the most important designers of international Design from 1954 till 2006 were selected.

In 2007 he teaches within the short course "Low cost hotel" at the Domus Academy in Milan in collaboration with the "University of the Arts London Central Saint Martins". "University of the Arts London Central Saint Martins".

In 2007 he's organizing the event "Made in Italy for Dubai" within the exhibition "Abitare il Tempo" in Verona (Italy).

His projects have been published in the most important italian and international design magazines.

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### Jean Marc ORTEGA

Coach and spa manager trainer of l'Institut Equilibre et Performances

Jean Marc Ortega, who heads the Institut Equilibre et Performance, coaches top managers and specializes in team dynamics and

development.

He is a psychotherapist and a trainer of trainers, teaching coaching in a DESU post-graduate program at the University of Paris VIII.

In the past 15 years or so he has developed performance models and excellence strategies that can be applied equally well to spas, hotels and resorts, and the business sphere.

A columnist for Dragon magazine, he has also published seven books on the philosophy and practice of martial arts, personal development, and coaching.

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### Jean-Luc PLEUVRY

Director of the Thalazur Group operations



After completing a degree in management accountancy, Jean-Luc spent 3 years working for Club Méditerranée, where his job took him to places as far afield as the Bahamas, Dominican Republic and

During his seven years in charge of operations, both turnover and financial performance continued to grow.

In 2007, when the group was reorganised, M. Rollin, SCIH President, offered him the post of Director of operations for the entire group of THALAZUR spa centres.

Florida.

In 1989 he joined the Accor group as Tourism & Leisure Manager at the Novotel in Guadeloupe. He remained in the West Indies for 7 years, where his final post was as Assistant Director at the Novotel Diamant in Martinique.

Wishing to explore the business hotel sector, he decided to return to France where he spent two years as Hotel Manager at the Novotel Sénart in Paris. During this spell in the Paris region, he met Stanislas Rollin, owner of the hotel he was managing.

The SCIH group acquired a site in Antibes at the end of 2000, a complex comprising a hotel with 164 rooms, residence of 103 apartments and Thalassotherapy Institute. The initial period was difficult, with teams having to adapt to a new style of management, and of administration in particular.

With a host of new projects and ambitions, Jean-Luc was proud to accept his new role – to develop the THALAZUR brand.

As soon as he took up his new post, he set about revising the brand's image, with a change of logo, a new website and creation of a graphic charter. Above all else he sought to motivate all the teams on the various sites to work together – this for him was the key to the future success of THALAZUR.

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### Stéphane REUMONT

Spa Manager of Beau Rivage  
Palace, Lausanne

Following a higher diploma course in tourism and several years' experience in managing sports and leisure amenities in France and Switzerland, Stéphane Reumont moved to head up the Cinq Mondes Spa at the Beau Rivage Palace hotel in late 2005.

A highly service-oriented manager, he built up the Spa operation and improved the service quality, propelling Beau Rivage Palace into the Forbes Magazine ten most beautiful hotel spas rankings and also topping the Leading Spa Of the World quality rankings in 2008.

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### Jean RONALD

General Manager Pevonia

Degree in Oceanography with scientific publication, Master's degree in Engineering. Mr. Jean entered the spa industry in 1978 with a fresh perspective, applying his strong analytical skill sets to unite science, engineering and consulting to create cutting edge, multidisciplinary spa concepts.

Past owner of seven different Esthetic Institutes and Day Spas during the past 20 years. Distributor in the Spa Industry for more than 25 years across many countries. Canadian distributor for Pevonia, Medicalia, Cosmopro Equipment and Spalassium wellness products.

Managing Director & Senior Project Manager, I.S.C.G. (Interdesign Spa Consulting Group) Spa consulting especially in flow design, operations, program development, and feasibility. Projects in Canada, North America, Morocco, France, Andorra.

Educator for Sylvie Hennessy Academy of Advanced Esthetics Educator and speaker worldwide (North America, Europe, Asia) on such topics as applied hydrotherapy, scientific hydrotherapy, spa concept, spa business, skin absorbency, equipment in spas.

Ambassador at many trade events North America, Europe, Asia, South East Asia, Australia, South Africa. Member of the Board of Directors for the Leading Spas of Canada.

Industry visionary, business supplier, researcher, trainer, guest speaker, producer, consultant and Ambassador.

Managing Director AisA Corporation/ Brueckner Group/ Pevonia Canada, a private company providing business to business products and services to the Esthetic and Spa industry. Our lines include Pevonia Botanica (Leading Face & Body Spa Care Line), Medicalia Skin Care (clinically-accurate line for Medical Spas), Spalassium (holistic aromatic line of soaps, candles, salts, teas, and SpAmenity products), Cosmopro Equipment (complete equipment line for beauty institutes and spas), Spassion spa accessories. Advanced Education classes, and complete Spa Consulting (concept, space planning, feasibility study), and Spa coaching.

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### Alexia SARKIS

Interior Decoration Manager of Thalgo Spa  
Management

[top of page](#)**Florence SCHAEFFER**Hotel Franchise Development  
Manager of Cinq Mondes

Following a period in sales and marketing in the business tourism sector, Florence Schaeffer opened and ran the Cinq Mondes Spa in the Méridien Barbarons in the Seychelles

as spa manager.

She moved to the Cinq Mondes corporate headquarters in late 2007 as head of franchising.

She is currently forging partnerships with luxury hotels and is responsible for the management and oversight of existing partnerships, which include hotel and day franchises, in order to optimize the results and operations of spas such as Beau-Rivage Palace in Lausanne and Monte-Carlo Bay in Monaco.

[haut de page](#)**Eric de TOURTIER**

Sales Director of Cinq Mondes

Eric de Tourtier has been working in spa development for many years. He joined Cinq Mondes in June 2007. At Cinq Mondes, the French specialist market leader for spas, he heads a multi-disciplinary team to assist hotel and day spas in their projects, boost their economic development and nurture their brand image.

to assist hotel and day spas in their projects, boost their economic development and nurture their brand image.

[top of page](#)**Pierre TRAVERS**

Director of Speed Magic Production

[top of page](#)**Franck TRECCO**

Director of Hydro Concept

After training with pioneers such as Allan and Tanya Wheway (the designers of spa destinations like Champneys in the UK and Chiva-Som in Thailand), Franck Trecco has since 2000 headed the Hydro

Concept company, which specializes in the design and construction of spa centers.

[top of page](#)**Kevin TURNBULL**Chief Executive Spa Finder,  
Ltd.

Kevin Turnbull's passion for start-up businesses and a detailed knowledge of translating successful American business models to Europe makes him ideally

suited to lead Spa Finder's expansion into Europe.

In addition to hands-on experience launching new Internet marketing concepts to untapped business sectors, Mr. Turnbull brings over 25 years of corporate management and marketing expertise to Spa Finder Europe.

Mr. Turnbull's recent experience as Director of Daimler Chrysler UK's luxury car brand division,

Turnbull also served as Director of Autobytel Europe, where he assisted in Prior to that, Mr. Turnbull was Chief Executive of Toad plc, a technology business start-up focussed on consolidating the fragmented automotive aftermarket business.

Mr. Turnbull played a pivotal role in raising £16m in City funding for the company and was also responsible for successfully floating Toad on the London Stock Exchange.

Mr. Turnbull spent the early part of his career working his way up from Graduate Trainee in the Marketing Department of Ford Britain to Advertising Manager for Ford Europe.

He also served as a Director at Nissan Motors (GB) Ltd and Reliance Security Services Ltd. Mr.

where he oversaw sales and marketing for the ultra-luxurious Maybach and the Mercedes-Benz SLR McLaren – has given him unique insight into the luxury travel market.

Previously, Mr. Turnbull served as CEO of Autobytel UK, a subsidiary of Inchcape plc, introducing Autobytel.com, the successful online car buying and selling model developed by Pete Ellis, current CEO of Spa Finder, Inc., to the United Kingdom's automotive market.

Turnbull received a BA (Hons) in History/Politics from Warwick University and holds an MBA from Durham University.

He is a Fellow of the Chartered Institute of Marketing (FCHIM), a Fellow of the Institute of the Motor Industry (FIMI) and a member of the Institute of Personnel and Development (MIPD).

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## Nabiha VOLPI

Spa Director of Royal Mouglin Hotel

Nabiha Volpi is a woman of body and mind. This former dance professor knows how the mind influences the physique and vice-versa.

This is why she developed, notably, an exclusive relaxation technique known as the Body Wave.

But, in order to take her quest for body-mind balance further, this 45 year old Mediterranean woman made herself over at the end of the 1980s to become a practitioner. After earning diplomas as a beautician and professional masseuse, her reputation grew rapidly.

It was to her that the prestigious Paris palace Le Bristol turned, in 1993, to open one of its first eastern Spas.

After a stint at Bergdorf Goodman on 5th Avenue in New York she returned to Paris in 2001, to the very connected Hôtel Costes, where she was tasked with creating a Spa. Since then, Nabiha Volpi travels the world; her professional expertise in matters of acquisition and training, as well as her skills as a practitioner, have become an international reference.

Physical well-being and mental serenity Quite naturally, the Management of the Golf Resort has called upon the services of this unparalleled professional so that its new Spa should be not only one of the most beautiful but above all one of the most effective, thus guaranteeing the best possible quality of care to its clients.

Even better, on 15 January of this year Nabiha Volpi was recruited as Spa Manager, so that her expertise might be available on a full-time basis. "I accepted because, after having established the Spa at the Park Hyatt in Dubaï, I saw that the Spa has several points in common with golf.

In both cases we are looking at a solitary sensory adventure where each person is alone with himself or herself in search of physical well-being and serenity of mind. The difference is that, at the Spa, a team of professionals contributes to intensify this sensation and, consequently, the performance played out on the golf course."

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## Mark WUTTKE

Founder of Wuttke Group

Mark Wuttke heads the Wuttke Group, LLC, a business development team with a focus on sustainable luxury, spa, boutique retail, organic luxury and the emerging category of eco-chic.

- Born and raised in the Barossa Valley, the heart of South Australia's old-growth vineyard region, Mark has long understood the importance of sustainable agriculture and that has strengthened the Wuttke Group's commitment to plant-based medicines, plant-based skin care, and the emerging category of Organic Luxury. The Wuttke Group counts among its resources top academics and wellness marketing specialists as well as noted biochemists, scientists, naturopaths, and homeopaths.

- Active in the international luxury spa market, Mark is a regular speaker at Cornell University's School of Hotel Administration and on the founding editorial advisory board of Organic Spa Magazine. Mark is a founding board member of the Global Spa Summit, board member of the Green Spa Network, and works closely with the International Spa Association, LOHAS, and the New York Spa Promotion Alliance. He has worked with spas ranging from Arizona to the Middle East, and the Pacific Rim, including Australasia.

- Global in outlook, Mark's experience includes

Developing business internationally, his clients are in the UK, France, Germany, Italy, New Zealand, Canada, UAE and Hong Kong in addition to the USA and Australia. He has served over 12 years on numerous boards in green industries. He is a noted speaker on such topics as: profitable sustainability, how to drive sales through a spa/retail financial model, how to minimize multi-channel distribution conflict, how to create a culture of simplicity, authenticity, continuity, and integrity through brand development.

- Most recently Mark launched the organic skin care collection, Jurlique, in the US. Recognizing the potential for an Organic Luxury niche, Mark opened 15 retail and spa locations ranging from Beverly Hills to New York's Madison Avenue.

- Recognized for his contributions to the field of drug-free health care solutions, Mark was awarded 1993 Outstanding Young Achiever Award of Excellence by the Nutritional Foods Association of Australia (NFAA) now known as the Complementary Health Care Council. He was actively involved with the NFAA from 1990-1997 and has held various positions including Vice President of the National Executive Council, National Convener of Marketing, Vice President of South Australia's state chapter and Diffusion Coordinator for the National Strategic Planning Group.

14 years as President/CEO in the USA and Australia within the wellness industry and over 20 years strategic and tactical management experience in operations, marketing, and sales. Mark has been associated with luxury spas and high end boutique retail, specializing in organic/biodynamic skin care and natural medicines.

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