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imagine

THE POSSIBILITIES

2007 ISPA CONFERENCE & EXPO | NOV. 12-15
GAYLORD PALMS RESORT & CONVENTION CENTER
KISSIMMEE, FLA. U.S.A.

Focus on Education



Angelou

Ending on a High Note – Dr. Maya Angelou to speak at ISPA's Closing General Session
A closing General Session you won't want to miss. Poet, actress and author, Dr. Maya Angelou, will inspire and encourage you to open your heart and your mind to the possibilities. [Read more...](#)

Back By Request - Arch Stokes to Deliver Tuesday Keynote Address

He impressed you with his legal knowledge of the spa industry last year in Las Vegas and he's back by popular demand. Arch Stokes will teach you what you don't know you don't know. [Read more...](#)



Stokes

Greatness Revealed – Jim Collins Set to Kick-off ISPA's Opening General Session

ISPA is thrilled to announce highly acclaimed author and business guru Jim Collins as the keynote speaker for the opening Conference General Session. [Read more...](#)



Collins

Super Sessions Added to Thursday Agenda

You asked for more executive-level education and ISPA has delivered. John Moore, former marketing exec with Starbucks and Whole Foods; Barbara Lippert, renowned ad critic with Advertising Age; and human resources expert Mel Kleiman will round out ISPA's professional development sessions. [Read more...](#)

[More on education](#) at the 2007 ISPA Conference & Expo.



Conference Highlights

[Registration](#) is now open for the 2007 ISPA Conference & Expo!

Secure your [room at the Gaylord Palms](#) today as well.

[Bertice Berry](#) returns for her third appearance as ISPA's Master of Ceremonies. Learn more about Berry's most recent work, "[When Love Calls, You Better Answer.](#)"

Peruse the [Conference agenda](#) to get a head start on planning your 2007 Conference experience.

[ISPA's Expo](#) is THE place to learn about the latest products & services in the industry. See [who's exhibiting](#).

[Donate today](#) to the ISPA Foundation Live & Silent auctions.

Tranquility awaits in the 2007 [Relaxation Area](#). Make your appointment today.

Search:

ISPA WWW

Moore



Lippert



Kleiman

[Last Year's Conference](#)

ISPA extends great appreciation to our [corporate partners and Conference sponsors](#) for their continued support of the 17th Annual ISPA Conference & Expo.

INTERNATIONAL SPA ASSOCIATION®

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Passionate

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2007 Professional Development Session Descriptions

Monday, Nov. 12
1 - 2:30 p.m.

MARKETING/BRANDING

Marketing Roadmap – How to Navigate the Crossroads and Never Lose Direction
Debi Barnes, Wanda Love, Craig Oliver, Loren Stone; Moderator: Darlene Fiske

- Debunking Myths and Walking the Talk in the Medical Spa Industry
- Maximizing Revenues and Staying True to the Marketing Message
- What's in a Name? Creating a Story that Can Stand the Test of Time
- Get Your Blog On! What Marketers Need to Know about Emerging Technology

OPERATIONS/MANAGEMENT

Knowledge Network: Compensation Structures
Facilitator: Kay Cannon

- Engage in this roundtable setting to share your thoughts, concerns and ideas with your colleagues on the topic of compensation structures in the spa.

MEDIA/PR

Meeting the Media
Peter Kerr

- Realize why you should talk to the media.
- Discover what is "news"?
- Learn how to prepare for an interview.
- Understand the different types of interviews.
- Become skilled on techniques, tools and traps used by media.
- Participate in a Media Training Workshop.

INDUSTRY TRENDS

Search:

ISPA

WWW

Integrating Guided Imagery and Wellness into the Spa Experience

Dr. Martin Rossman and Jenean LaRoche

- Learn about guided imagery and how it can enhance the spa guest treatment experience.
- Gain ideas of wellness techniques, programs and workshops that can be easily implemented in the spa setting.
- Discover how to begin a conversation with wellness providers in your area.
- Determine how to align your spa with the growing wellness/medispa trend.
- Differentiate your spa from the typical spa experience.
- Learn how to implement and market a wellness program in your spa.

OPERATIONS/MANAGEMENT

Need More Space? More Time? More Life? Get Organized to the Max!

Ann Max

- Determine who you are, what you value and what you want.
- Discover the reasons behind your disorganization and lack of time. Realize you are not “alone.”
- Receive decluttering, organizing, time management and balanced lifestyle principles that work.
- Learn how to manage your workload effectively.
- Discover how to control your time through delegation, communication and “saying no.”
- Learn to take control over your time and your environment to reduce the stresses of everyday life.

SUSTAINABILITY

From Green to Gold: How Sustainability Can Translate into Spa Profits

Mary Bemis, Steve French, Mark Wuttke; Moderator: Ted Ning

- Learn who the consumers are who are interested in sustainability aspects of spa.
- Discover what the LOHAS market opportunity is for spa.
- Understand how sustainability improves bottom line business practice.
- Hear examples of innovative ways other companies have utilized sustainability to improve their market position.
- Learn LOHAS trends that spas can capitalize on.

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