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The Global Spa Think Tank ...

THE TURNING POINT Spa Industry Seminar 2006

As I sit to write about The Turning Point Spa Industry Seminar held in the Philippines last year I am moved to try to identify exactly what it is that makes this annual Spa conference different to the others. Why does it have this cult like following amongst the Spa business international community? What is the point of difference?

It's sometimes hard to pinpoint when something works, why it works!

I think its something about the intimate nature of the events, that makes the experts and the key industry drivers relax to a point that the information shared, both from the podium and informally amongst peers is far deeper and more 'personal' from a business perspective than is usual for conference environments.

How often do we attend events and the info from the stage is either a glossed over overview of a subject with no grunt, or an obvious advertisement for the speaker's business again, with no substance. But at Turning Point the key industry players who attend and speak share deep stuff! Core business information that one just normally doesn't get access too.

This sets the tone and the networking enjoys the same quality, deep discussion of our industry's issues leading to major sharing of valuable experience and the informal workshopping of ideas that creates the seedbed for major industry change as well as an individual business' progression.

Attending The Turning Point is important to my business and perspective every year. A milestone always being achieved either from a shift in my own visioning, practical strategies learnt that I can pass on to my clients or vitally important new relationships formed or deepened with existing international associates.



By Kirien Withers

Co-Director: Spa Consultants International; Editor: Spa Australasia Magazine; Managing Editor: Spa Life Magazine, Board Member: Australasian Spa Association

But don't just listen to me ... here is what some of the other attendees had to say for 2006.

"The Turning Point was a source of education and inspiration granting us each deep sea-shifts of change. I returned with new skills that ranged from innovative algorithms and other mathematical models for lodging and hospitality, hands-on take-aways for retail, as well as the experience of significant and productive discussions with delegates from Asia and the Middle East. I now understand why The Turning Point sets the standard by which all other conferences are now judged."

> Mary-Elizabeth Gifford, Vice-President & Creative Director, Jurlique International (USA)

"Thank you for inviting me. The Turning Point has been a turning point for me. Wonderful." > Clodagh, Clodagh Design International (USA)

"Congratulations on this year's Turning Point ... it was nothing short of stellar! The quality of speakers, topics, and sense of intimate community created by your vision, outstanding professionalism and organizational skills certainly gave the industry a significant leg up



to a whole new level of consciousness. The entire industry is better due to Turning Point and extremely grateful for your efforts, commitments and deliverables." > Mark Wuttke, Principal, Wuttke Group (USA)

"I now understand why the seminar is called The Turning Point. I think today I have a different vision thanks to you and your network of friends and colleagues." > Mary Elizabeth Bondu, International Development Director, Hydrotherm Ltd (UK)

"The Turning Point seminar is one that people in Spa development can't afford to miss." > Rhett Pickering, Director of Spa Development (Asia), Marriott International



THE TURNING POINT

Spa Industry Seminar 2007

Shanghai's Pudong Shangri-La, 27th to 29th. April 2007



Already widely recognised as one of the best global spa-related events, the fifth Spa Industry Seminar for 2007 promises to raise the standard of The Turning Point seminar series even higher with a program that features a sterling line-up of renowned international speakers and a broad range of industry-specific topics.

Spa Industry Seminar 2007 represents a significant milestone for The Turning Point, as it will be the first time that this event is held in a major international city. Added to this significance is the fact that it will be the first ever Global Spa Conference held in China.

When asked, "why Shanghai", Don Siegel, MD of The Turning Point replied: "Although we know that people who have attended our past events have loved the tranquillity and informality of a resort setting, we also know that there are many more people interested in attending that cannot afford the time required to travel to resorts. So have determined that the general interest in China, combined with the direct travel access to Shanghai, will make it possible for more people (especially from Europe and North America) to experience what we are offering first hand."

Topics covered at Spa Industry Seminar 2007 will be presented with a global perspective. They will range from Spa branding challenges to the latest trends in Spa Architecture and interior de-



sign ... strategies for effective promotion and retailing, to expanding the Spa experience with mind/spirit menu options ... eye-catching Spa photography to a global overview of indigenous treatments and rituals ... challenges faced by cross border Spa Operators, to measuring and enhancing Spa business profitability ... and much more.

Spa Industry Seminar 2007 will feature speakers who are new to The Turning Point event as well as some repeat speakers who have shown an exceptional ability to present topics in a manner that is, at the same time, entertaining, highly informative and inspiring.

The list of speakers at Spa Industry Seminar 2007 reads like a "Who's Who" of the Spa industry. "New faces" at the Shanghai event include: Ron Jean, Snr Project Manager, Inter-design Spa Consulting Group (Canada) Bob Henry, Architect, Robert D. Henry Architects (USA) Bija Bennett, Pres., YogaAway (USA) Jamie Waring, MD, Six Senses Resorts & Spas (Thailand) Carina Chatlani, Pres., Body Bistro (USA) Daniel Aubry, Photographer & Imager, Daniel Aubry Studio & Gallery (USA) Bernadette Lai, Director of Spa Development (China), Shangri-La Hotels & Resorts (HK)

Plus top industry pros that have kept delegates "glued to their seats" at previous Turn-



ing Point events include: Clodagh, CEO, Clodagh Inc (USA) Susie Ellis, President, Spa Finder Inc (USA) Prof. Marc Cohen, Head of Dept. of Complementary Medicine, RMIT University (Australia) Carroll Dunham, Director, Wild Earth (Nepal) Mark Wuttke, Principal, Wuttke Group (USA) Heather Stuart, Director of International Projects, Spa Consultants International (UK) Richard Dusseau, Principal, Spa Strategy Inc (USA) Guy Tulloh, Principal, DRP Architects (Australia) Ian Brewis, Director of Group Spa Development & Operations, Shangri-La Hotels & Resorts (HK) Anna Bjur-stam, MD - Raison D'Etire (Sweden)

In addition to providing attendees with a wealth of knowledge, and much inspiration and motivation, Spa Industry Seminar 2007 will also offer world-class entertainment. Dinner entertainment on the first day of the seminar will feature an amazing kungfu performance by the famous monks from the Shanghai Shaolin Temple.

Other event attractions will include: morning tai chi sessions conducted by martial arts expert David Schneider, and instructional classes for Spa Operators by yoga expert Bija Bennett.

Spa Industry Seminar 2007 promises to be one of the best Spa-related events for learning

and high level networking ever held. For Spa Professionals with a serious interest in trends, opportunities and challenges, this is an event not to be missed.

Book Now! Email: Contact@turningpoint.com.sg, or visit: www.turningpoint.com.sg

