



## **NATIONAL SPA AND WELLNESS CONFERENCE "SYNERGY AND INNOVATION" 2010**

**11th & 12th October 2010**

**Hodson Bay Hotel & Spa, Athlone, Co. Westmeath**

# NATIONAL SPA AND WELLNESS CONFERENCE

DAY 1, MONDAY 11TH OCTOBER

9:30 - 10.00AM: REGISTRATION

10:00 - 10.15am: Welcome Address from Dr. Tony Lenehan

WELCOME ADDRESS



## Dr. Tony Lenehan

Head of Food, Hospitality & Standards,  
FÁILTE IRELAND

2010 has been a challenging year for the Spa Sector. In the current economic climate, the need to be innovative and to generate new business ideas when it comes to maximising business revenues has never been more pressing. 'Synergy and Innovation' on the 11th and 12th October in the Hodson Bay Hotel, Athlone, represents an opportunity for you to learn from leading Spa Industry experts how to remain competitive, identify new business opportunities and actually gain market share.

Fáilte Ireland promotes the categorised spa sector on [www.discoverireland.ie](http://www.discoverireland.ie) and via ongoing publicity campaigns each year. For Fáilte Ireland categorised spas, 'Synergy and Innovation' represents an opportunity to learn more about the new Fáilte Ireland strategy for the Spa sector. For those of you that are not yet categorised, this Fáilte Ireland conference represents an opportunity for you to learn more about the range of benefits categorisation can offer to you. I look forward to addressing you on the day.

10:15 - 10:30am:

PRESENTATION



## Tracey Coughlan

Manager - Sector Liaison & Planning  
FÁILTE IRELAND

### "Synergy & Innovation"

- Synergy - Connectivity within the Spa & Wellness Industry
- Innovation - In product & offering
- And beyond... Fáilte Ireland supporting you to achieve your business goals

*Tracey will outline how Ireland's Spa and Wellness offering is currently positioned and the implications of this. She will also discuss how Fáilte Ireland propose to work with Spa & Wellness as an industry to maximise it's potential within 'Brand Ireland'.*

10:30 - 11.00am:

PRESENTATION



## Dick Whelan

Managing Director  
ALMIR BUSINESS LTD

### "Green Business Tourism"

- The importance and benefits of monitoring, measuring and managing the environmental costs associated with running a Spa.
- Details of upcoming bespoke training programme which Fáilte Ireland is developing for the Spa & Wellness Sector across Ireland.

*Dick is Managing Director of Almir Business Ltd. Almir Business Ltd offers consultancy support, coaching, training and online solutions to SMEs in the areas of quality, environmental, health and safety and organisational / business planning.*

11.00 - 11:30AM: NETWORKING BREAK

11:30 - 12:30pm:

PRESENTATION



## Gregor Ritchie

Head of Consultancy  
EXCLUSIVE HOTELS

### "Managing in the Face of Adversity"

- Overview of the economic landscape for the Spa and Wellness Sector in 2010 – how Spa & Hotel Managers can maximise their revenues and manage their cost base in the new trading environment.

*Gregor is a seasoned hotel/leisure entrepreneur and senior executive, who is head of consultancy for Exclusive Hotels the family owned luxury 5 star hotel, spa and golf operator.*



## Chris Moore

Director and Head of Hotels  
COLLIERS INTERNATIONAL

### "Stabilising & recovering hotel values in a tough market."

- The development cycle – getting the money back & adding value through joint ventures, management or branding.
- The importance (and value) of the paperwork.
- And back to basics – it's a hospitality business!

*Colliers International is experienced in worldwide hotel markets and commercial property. Services including sales, acquisitions, hotel valuations feasibility studies, operator selection and operational assistance etc.*

12:30 - 1:00PM DISCUSSION

1:00 - 2:00PM: NETWORKING LUNCH

# "SYNERGY AND INNOVATION" 2010

DAY 2, TUESDAY 12TH OCTOBER

2:00 - 2:30pm:



**Mark Walton**  
CO - FOUNDER - VOYA

## "Selling Irishness"

- How to retail "Irishness", win business and gain market share – the VOYA case study
- Breaking into new markets, challenges faced and obstacles overcome

*Mark Walton is a co-founder of VOYA. VOYA & VOYA Seaweed Baths are a family-owned, Irish business, proud to have produced the world's first range of luxury certified organic seaweed-based products and therapies*

CASE STUDY

2:30 - 3:00pm:



**Kevin Turnbull**  
CEO - SPA FINDER  
EUROPE, MIDDLE EAST & AFRICA

## "A Global Perspective on Spa Trends"

- Learn about the latest in international trends in the Spa Industry and where the growth areas are for 2011 from SPA FINDER
- Developments in medical tourism – how Irish spas can maximise this key growth area to their advantage.

*Kevin is the Chief Executive of SpaFinder Europe, Middle East & Africa ([www.spafindereurope.com](http://www.spafindereurope.com)), the world's largest spa marketing and gifting company, connecting a global network of spas to millions of active spa consumers.*

CASE STUDY

3:00pm - 4:00pm

**Panel Discussion**  
Chaired by Dr. Tony Lenehan;  
*Conference speakers to form part of the panel*

4:30 - 6:30pm:

## Today's Consumer... Action Learning Activity

\* Please bring comfortable, casual attire and flat/sports shoes.  
An opportunity to change between 4.00 & 4.30pm.

8:00pm:

**Networking Dinner in the renowned Wineport Lodge Restaurant with Guest Dinner Speaker, Norah Casey – CEO- HARMONIA PUBLISHING**

*(Transport to and from the Wineport Restaurant and the Hodson Bay Hotel will be provided)*

9:30 - 11.00am

## New Market Opportunities ACTION LEARNING FEEDBACK

- Facilitated session/Breakout sessions
- Markets 2011
- Sales & Revenue
- Spa & Wellness Categorisation

11.00 - 11.30AM: NETWORKING BREAK

11:30am -12:15pm:



**Mark Sobczyk**  
Managing Director  
BRAND ENGINE

## "Spa & Wellness - Ireland's Brand Strategy"

- Understanding and meeting consumers' changing needs
- Creating a unique promise for the spa and wellness industry
- Consistently upholding and delivering the promise

*Following a successful career in UK and International advertising agencies, Mark Sobczyk founded **brand engine**. Based in Dublin, the company has had the privilege of working with a wide array of Irish brands.*

PRESENTATION

12:15-1:00pm

**Panel Discussion & Wrap Up**  
Chaired by Dr. Tony Lenehan  
*Conference speakers to form part of the panel*

1:00PM - NETWORKING LUNCH

Conference draws to a close.

*Optional complimentary afternoon programme at Temple Spa (see back page)*

**"Synergy and Innovation" 2010**  
11th and 12th October 2010  
Hodson Bay Hotel, Athlone, Co. Westmeath

**REGISTRATION FORM**

*RSVP by Wednesday 6th October 2010*

**Date:** 11th and 12th October 2010  
**Venue:** Hodson Bay Hotel, Athlone  
Co. Westmeath  
**Name:** .....  
**Position:** .....  
**Organisation:** .....  
**Address:** .....  
.....  
**Tel:** ..... **Fax:** .....  
**Email:** .....

**Conference Fee**

€100.00 excluding 21% VAT for Categorized Spas  
€300.00 excluding 21% VAT for Non Categorized Spas

**To Register for the Event:**

Price includes attendance at the conference, overnight accommodation on 11th October plus dinner and lunch on Day 1, transfers between the Wineport Lodge Restaurant and the Hodson Bay Hotel on Day 1, as well as breakfast and lunch on Day 2, 12th October.

**Payment Options:**

1) Credit Card – please provide the name, email address and the telephone number of the person whose credit card you are using here and we will contact that person to process payment. Please send/fax your registration form to **Gemma Shannon** at the address/fax number below.

**Gemma Shannon, Fáilte Ireland**  
**88-95 Amiens Street, Dublin 1**  
Tel: 01 8847139, Fax: 01 855 6821  
Email: gemma.shannon@failteireland.ie

**Credit Card Holder details:**

**Name:** .....  
**Tel:** .....  
**Email:** .....

2) Cheque – please send your cheque payable to **Fáilte Ireland** together with your registration form to **Gemma Shannon** at the above address.

**Who should attend:**

This conference is aimed at key decision makers within their organisation such as **General Managers** as well as **Directors, Spa Managers** and **Sales and Marketing Managers** who are responsible for marketing the Spa product within their organisation.

**Dress code for the event:** Smart Casual Attire

**Hotel Details**

Hodson Bay Hotel & Spa, Athlone, Co. Westmeath, Ireland  
T + 353 (0) 90 6442000 F + 353 (0) 90 6442020  
www.hodsonbayhotel.com  
Hodson Bay Hotel is located just 5km from Athlone Town Centre on the N61 Roscommon Road

*Special Rates apply to enjoy the Spa at the Hodson Bay Hotel for delegates, please contact the Hodson Bay Hotel for further details. In addition, there are complimentary leisure facilities available at the hotel.*

**Sat Nav Coordinates:**

Lat: 53.468528, Lon: -7.988867

**Train and Bus station:** the hotel is located five miles from the train and bus station. A taxi rank is located just outside the train station in the centre of Athlone.

**Reserved parking:** available at Leisure Centre and Spa entrance.

**Optional Afternoon Option Tuesday 11th October**

**3:00 -5:00pm: "Move, Eat, Sleep & Smile"**

Temple Country Retreat & Spa's mindful approach to wellbeing - concept, tour and taste.

An opportunity to visit the spa, hear an outline of the concept from Declan & Bernadette and sample complimentary sessions in;

- Mindful movement (Chi Kung),
- Mindful breathing (short guided relaxation)
- Mindful eating (complimentary refreshments).

**Venue:** Temple Country Retreat & Spa, Horseleap, Moate, Co. Westmeath; For further details of special offers available to delegates contact: 057 9335118; www.templespa.ie

Please tick here if you wish to avail of the **optional complimentary afternoon programme** hosted by Temple Country Retreat & Spa, Horseleap, Moate, Co. Westmeath, on Day 2