



▶ **APSWC STRATEGIC PLANNING FORUM 2011** ◀

>> STRATEGIC PARTNERSHIPS & ALLIANCES <<

**Dates:** **Wednesday 23<sup>rd</sup> March 2011** – Welcome Cocktail  
**Thursday 24<sup>th</sup> March, 2011** – Strategic Planning Forum  
**Friday 25<sup>th</sup> March, 2011** – Strategic Planning Forum

**Venue:** Evason Phuket  
100 Vised Road, Rawai Beach  
Muang District, Phuket 83130  
Thailand  
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**APSWC**

**Australia**

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**India**

**Japan**

**Korea**

**Malaysia**

**Mongolia**

**Nepal**

**New Zealand**

**Philippines**

**Taiwan**

**Thailand**

**Cost:** SGD\$350 (Singapore Dollars) per person, includes welcome cocktail, meeting venue, morning and afternoon tea, and lunch for the two days.

Please note that accommodation is *not* included in the Forum price. See separate **Hotel Options** document for official hotel rate options through our Travel Agent. To enjoy these rate please book your accommodation direct with the travel agent, not APSWC. The Forum payment is due to APSWC.

**Deadline:** Reservations (confirmed only with full payment) close **11<sup>th</sup> March 2011**.

If you wish to attend, or would like to recommend someone to attend, please contact Andrew Jacka at [chairman@apswc.org](mailto:chairman@apswc.org).



**STRATEGIC PLANNING FORUM**  
**PRELIMINARY AGENDA**

**23<sup>rd</sup> – 25<sup>th</sup> March, 2011**

**Phuket, Thailand**

**>> STRATEGIC PARTNERSHIPS & ALLIANCES <<**

*As our industry continues to grow, we need to be more creative in how we raise the profile of the spa and wellness industry. Strategic partnerships and alliances are a potential and mutually beneficial cost effective means of enabling this.*

*We will explore a diverse variety of potential partnerships and alliances; and the APSWC invites you to join us in this exploration. Over two days, we will engage with experts in a number of fields to see how these strategic partnerships and alliances can benefit our industry and our own businesses.*

*As per APSWC tradition, this is a highly interactive forum dedicated to creating a vision and plan for the region, therefore all delegates should expect to play an active role throughout the two days. Attendance is strictly by invitation only.*

*As per APSWC tradition, the Spa Forum is highly interactive and all delegates can expect to play an active role throughout the two days. Attendance is strictly by invitation only.*

**ALL NEW & EXCLUSIVE:** *to delegates of the APSWC Spa Forum, the inaugural **APSWC Regional Report** covering all 42 Asia Pacific countries, prepared by our Premier Research Partner, Intelligent Spas.*

*We are in the final planning stages, and will be send you updated agenda including all speakers by the end of January.*

**Wednesday, 23<sup>rd</sup> March, NETWORKING OPPORTUNITY**

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18.30 – 20.30 **Welcome Cocktail** hosted by  
Networking with early arrivals and invited members of Sukko Spa, Phuket  
The Phuket Spa Association at Sukko Spa, Phuket  
(return transportation will be provided between host venue  
& Sukko Spa)



Thursday, 24<sup>th</sup> March, TRAVEL, TOURISM and MARKETING

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- 08.30 - 09.00 Registration
- 09.00 - 09.15 Welcome, Introduction & APSWC Report
- 09.15 - 10.30 **Country & Association Reports**  
Summary of issues, challenges, opportunities of the countries and interest groups within Asia-Pacific
- 10.30 – 10.45 'Speed Dating'
- \*\*\*\* Morning Tea (10.45 – 11.00) \*\*\*\*
- 11.00 - 11.30 **Utilising Association Resources**  
What makes associations or industry groups effective and how you can expand your association through partnerships
- 11.30 - 11.45 **APSWC Project Updates**  
A reality check on the status of APSWC proposed projects
- 11.45 – 12.30 **Asia Pacific Spa Trends for 2011**  
Are we leading or just following the crowd?
- \*\*\*\* Lunch (12.30 – 13.30) \*\*\*\*
- 13.30 - 14.30 **New Media Marketing – Be there or Be Square**  
What new media are available and what are the advantages and how to do it.
- 14.30 – 15.30 **Building Partnerships**  
Case study on the development of LOHAS Asia
- \*\*\*\* Afternoon Tea (15.30 – 15.45) \*\*\*\*
- 16.15 – 16.45 **Professional Indemnity and other Spa Industry Insurance**  
What standards do you need to meet to be insurable, and why it's important to know your personal and/or professional liability
- 16.45 – 17.00 **Group Discussion**  
Where is the Spa industry going with its Medical Partnerships and why is Professional Indemnity insurance not more widely accepted or understood?

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- 17.00 - 17.45 **Strategic partnerships - Credit Card Marketing**  
Case Study on credit card marketing activities and their positive impact on your business
- 17.45 – 18.00 **Questions & Answers**
- 18.00 **Close**
- 18.30 **Cocktail Reception/Dinner**

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**Friday, 25<sup>th</sup> March, HEALTHCARE, ACCREDITATION and HUMAN RESOURCES**

- 09.00 - 09.10 Day open and recap of Day 1
- 09.10 - 09.55 **Healthcare – Partnering Hospitals and Wellness Centres**  
Case Study: Running an Integrative Wellness Centre
- 09.55 – 10.30 **Identifying Medical Tourism Partners**  
That are succeeding to feed business into the spa and wellness service sector
- \*\*\*\* Morning Tea (10.30 – 10.45) \*\*\*\*
- 10.30 – 11.15 **Accreditation Models**  
Adopting and ISO type standard or accreditation model and what benefits this can bring your spa
- 11.15 – 12.00 **Group Discussion**  
All about accreditation
- \*\*\*\* Lunch (12.00 – 13.30) \*\*\*\*
- 13.30 - 14.30 **Challenges of HR in a Global World**  
Panel Discussion and insight from those that understand the challenges faced.
- 14.30 - 15.00 **Group Discussion**
- 15.00 – 15.30 **Sustainable Business Practices**  
Case Study: What a Spa with an environmental conscience can do
- \*\*\*\* Afternoon Tea (15.30 – 15.45) \*\*\*\*



- 15.45 – 16.00 **Evidence Based Research**  
What Scientists know and how the spa industry can utilise their research
- 16.00 – 16.15 **Questions & Answers**
- 16.15 – 16.45 **Spa Study Tour 2011**  
Once known as *Lho Men Jong – southern land of medicinal herbs*, the Kingdom of Bhutan is about to reveals some of its secrets
- 16.45 – 17.15 **Feedback and Discussions**  
Development of the key points as related to strategic partnerships and alliances
- 17.15 – 17.30 **Summary and Close**

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