



STRATEGIC PLANNING FORUM UPDATED AGENDA

25 – 26 March, 2010

Bangkok, Thailand

>> 2020 VISION <<

What will 'Wellness' look like in the Year 2020?

Who will our customers be? What needs will they have? How should we as an industry respond?

As the Asia-Pacific spa industry passes through its most challenging of times, we have a unique opportunity to refine and re-shape our industry in the process. To ensure that we emerge in a manner that is best for both our business and our clients, APSWC invites you to join us in taking the long term view. Over two days, we engage with experts in a number of fields to see how current trends and technology are shaping our future.

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.

For more details or to request an invitation, please contact secretary@apwsc.org Media enquires please contact info@apswc.org

Dates: Wednesday 24th March, 2010 (Welcome Cocktail)

Thursday 25th March & Friday 26th March, 2010 (Strategic Planning Forum)

Venue: Shangri-La Hotel Bangkok

Wednesday, 24th March, **WELCOME COCKTAIL**

18.30 – 20.30 **Welcome Cocktail**
Networking with early arrivals and invited members
of the Thai Spa Association

Hosted by Thailand
Conventions & Exhibition
Bureau (TCEB)



Thursday, 25th February, WELLNESS – THE MACRO VIEW

08.30 – 09.00	Registration	APSWC Board/TSPA
09.00 – 09.15	Welcome, Introduction & APSWC Report	Andrew Jacka
09.15 – 10.20	Country & Association Reports Summary of issues, challenges, opportunities of the countries and interest groups within the Asia-Pacific	Association leaders Facilitator: Sam Foster
10.20 – 10.25	'Speed Dating'	Facilitator: Melinda Yon
<i>**** Morning Tea (10.25 – 10.45) ****</i>		
10.45 – 11.00	Industry Grants Summary of Asia Invest Program 2008/2009 and the "Internationalisation of Spa Therapists in the Philippines, Thailand, Malaysia & Indonesia Introduction of new industry Grant 2010/2011	Jomar Fleras
11.00 – 11.30	Task Force update Update by Task Force leaders, and the way forward	Task Force Leaders Facilitator: Sharla Charnley
11.30 – 12.30	Our Changing World – demographics 2020 Overview of how the world's populations are changing, and the expected impact on economics, culture, business and health.	Peter Snell Synovate Business Consulting
<i>**** Lunch (12.30 – 13.30) ****</i>		
13.30 – 14.30	Our Changing World – a planetary perspective How climate change will impact the Asia region, and the possible impacts on wellness.	Stuart Scott 'Climate Warrior'
14.30 – 15.30	Identify the issues Group work to discuss today's 'Our Changing World' presentations, and identify key issues.	Facilitator: Sheila McCann
<i>**** Afternoon Tea (15.30 – 15.45) ****</i>		
15.45 – 16.30	...now let's dig deeper Continue group discussions to brainstorm practical actions and applications for the spa & wellness industry	Facilitator: Sheila McCann
16.30 – 17.00	Feedback and discussion	
17.00	Close	Melinda Yon
18.30	Cocktail Reception/Dinner Elegant Cruise along the Chao Phraya River	



Friday, 26th March, **INTEGRATING WELLNESS FOR BETTER BUSINESS**

09.00 – 09.15	Meeting open and recap of Day 1	Andrew Jacka
09.15 – 10.00	Our Changing World – the Impact of Technology How technology is changing lifestyle, consumer behaviour, business models and the labour force.	Apichai Sakulsureeyadej MSL Software
10.00 – 10.20	How connected are we? – Feedback from the floor.	Facilitator: J. Le Sueur
<i>**** Morning Tea (10.20 – 10.35) ****</i>		
10.35 – 11.35	Our Changing World – an Allopathic Perspective How healthcare is evolving across markets to meet anticipated trends	Ruben Toral Medeguide
11.35 – 12.30	Group Discussion Taking the information learned and developing practical solutions	Facilitator: Sharon Menzies
<i>**** Lunch (12.30 – 13.30) ****</i>		
13.30 – 14.30	Our Changing World – the Holistic Perspective Putting the real Wellness into 'Spa & Wellness': moving beyond the fluff – meet needs, not desires	Dr John Brazier
14.30 – 15.30	Step by Step to 2020 Wellness Turning today's learning into something practical and tangible as we move towards 2020	Facilitator: Cathy Turvill
<i>**** Afternoon Tea (15.30 – 15.45) ****</i>		
15.45 – 16.45	Feedback and discussion	Facilitator: Sam Foster
16.45 – 17.00	Summary and close	Andrew Jacka

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