

# Cosmoprof Worldwide Bologna And Ispa Announce Line-Up And Agenda For First Spa Symposium

With the recently announced collaboration between Cosmoprof Worldwide Bologna and the International SPA Association (ISPA), the organizers of the Spa Symposium are releasing the educational agenda and speaker line-up of the eagerly anticipated event.



**C**osmoprof Worldwide Bologna and ISPA have organized a Spa Symposium and other initiatives designed to support the global spa community will follow. The SPA SYMPOSIUM IN COLLABORATION WITH ISPA will consist of a two-day educational conference on Friday, March 17 and Saturday, March 18, 2017, in Bologna, Italy, at Cosmoprof Worldwide Bologna, the leading beauty trade show, celebrating its 50th anniversary. The SPA SYMPOSIUM IN COLLABORATION WITH ISPA will offer ample opportunities for networking and learning with key decision makers. A line-up of nine industry leaders will share their valuable insights and experience during the featured presentations and panel discussions.

“The International SPA Association is world-known for its outstanding education and impact on leading key decision makers in the spa community,” said Enrico Zannini, director of Cosmoprof Worldwide. “We are pleased to start collaborating with ISPA with the upcoming Cosmoprof Worldwide Bologna 2017 edition for a two-day spa symposium, and we will work in order to evolve the collaboration, with a focus on the spa industry at a global level.”

“ISPA is recognized for delivering top-notch education to the spa industry. Being able to bring this education around the world further strengthens the spa community,” said ISPA

President Lynne McNees. “We are grateful for the strong partnership we are building with Cosmoprof.”

Industry leaders serving as speakers at the SPA SYMPOSIUM IN COLLABORATION WITH ISPA are: • Sharilyn Abbajay, founder, Abbajay & Associates • Todd Hewitt, corporate director of spa, Shangri-La Hotels and Resorts • Jeremy McCarthy, group director of spa, Mandarin Oriental Hotel Group • Garrett Mersberger, director, Kohler Waters Spas & Development, Kohler Co. • Frank Pitsikalis, founder & chief executive officer, ResortSuite • Todd Shaw, spa director of The Peaks Resort & Spa • Ella Stimpson, director of spa, fitness and racquet sports, The Spa at Sea Island • Michael Tompkins, partner at Huffman Hospitality Concepts • Bryan K Williams, owner, B.Williams Enterprise

The topics of the educational sessions available to attendees during the event include: ISPA Consumer Report, Using Analytics to Take Your Spa to the Next Level, Retail and Revenue: Building Teams that Sell, Customer Service – the Heart of the Spa Experience, and What’s Trending in the Spa World.

Generous sponsors within the SPA SYMPOSIUM IN COLLABORATION WITH ISPA include Black Pearl, Comfort Zone, ESPA, Noel Asmar Group, ResortSuite, and Technogym. For more information or to purchase tickets to

the event, visit [www.cosmoprof.com](http://www.cosmoprof.com).

#### **About Cosmoprof Worldwide Bologna:**

BolognaFiere Group, the world’s leading trade show organizer in the cosmetics, fashion, architecture, building, art and culture sectors, and features in its portfolio more than 80 exhibitions, both domestic and international. BolognaFiere Cosmoprof S.p.a., a company of BolognaFiere Group, is the organizer of Cosmoprof, an international platform, with events in Bologna (established 1967), Hong Kong (established 1996) and Las Vegas (established 2003). For further information, [www.cosmoprof.com](http://www.cosmoprof.com)

#### **About the International SPA Association:**

ISPA is recognized worldwide as the leading professional organization and voice of the spa industry. Founded in 1991, ISPA advances the spa industry by providing invaluable educational and networking opportunities, promoting the value of the spa experience and speaking as the authoritative voice to foster professionalism and growth. More details on ISPA are available on [experienceispa.com](http://experienceispa.com).