



EUROPEAN SPA CONGRESS

Innovative
strategies for the
spa development

1ST APRIL, 2017, KRAKÓW

An event within 35th LNE International
Cosmetology Congress and Fair

 EUROPEJSKI
KONGRES SPA

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THE EUROPEAN SPA CONGRESS

Innovative strategies for the spa development

Join the global elite of wellness & spa!

This year, Kraków will not only become the capital of beauty for one day, but also the most important city in the spa industry: for the first time, the European Spa Congress will be held within the LNE Congress. It is a prestigious event aimed at directors and senior managers of the spa business. Thereby, professionals throughout the whole wellness & beauty business will be able to meet in one place in order to jointly acquire the knowledge and inspiration that will help them to spread their wings in the spa business.

The best experts from Poland, Austria, France, Germany, Switzerland, the UK and the USA, those who define trends and create innovative strategies in the global wellness industry, will share their experience. Therefore, you can be sure that it will be the most inspiring wellness & spa congress in Poland. So, if you are planning a career in the industry or you are going to develop it dynamically, you cannot miss the event!

See you!

Rafał Długosz
Director of the LNE publishing house

Arkadiusz Dawidowski
Chairman of the European Spa Foundation.





TERMS OF PARTICIPATION

Register at
www.lne.pl or
www.kongresspa.pl

As part of the ticket booklet you will get:

- the participation in the European Spa Congress
- simultaneous interpretation of lectures
- coffee and lunch breaks
- 2-day admission to 35th LNE International Cosmetology Congress and Fair

Cost of participation
699 zł
Only up to 27th March

REGULAR PRICE: 749 zł

* limited number of tickets

PARTNERS



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THE PROGRAM OF THE CONGRESS

9.30am. Registration of the participants

10.00am. Greeting of the participants and presentation of the key topics, RAFAŁ DŁUGOSZ, ARKADIUSZ DAWIDOWSKI (POLAND)

10.15am. Trends. Wellness & spa inspirations and innovations.

- Are wellness facilities still able to surprise us?
- From the medical spa to the medical wellness, or integrational medicine as the basis of a business model.
- Modern diagnostic methods. How to effectively determine the individual needs of a wellness facility guest?

EXPERTS: DR FRANZ LINSER (AUSTRIA), NILS BEHRENS (GERMANY), DR N. MED. KRZYSZTOF KRUPKA (POLAND)

MODERATOR: ARKADIUSZ DAWIDOWSKI (POLAND)

11.45am. - 12.15pm. **Networking and coffee break**

12.15pm. Managing a spa. Practices that will help take your business to the next level.

- Rebuilding the spa menu, or how to create an innovative offer.
- Luxury in a spa. When your guests feel that they are the most important people in your spa.
- Spa Manager. Their role in a hotel structure through the eyes of a CEO.

EXPERTS: JEAN-GUY DE GABRIAC (FRANCE), LARISA MARINICA (SWITZERLAND), ZIEMOWIT MAJEWSKI (POLAND)

MODERATOR: ANITA BAJDALSKA (POLAND)

1.45pm. - 3.00pm. **Lunch and visiting the Fair**

3.00pm. Polish wellness & spa brand. Prospects for the development, opportunities and threats.

- How deep is the Polish spa service market? Does it make sense to build new facilities? If so, what type of them?
- Is the Polish wellness sector attractive for foreign tourists?
- Do we have our own export wellness product?

EXPERTS: DR BARTŁOMIEJ WALAS, ADAM HOK, DR JAN GOLBA (POLAND)

MODERATOR: RAFAŁ SZUBSTARSKI (POLAND)



A BONUS FROM LNE

3.45pm. Spa design. From the concept to innovative design solutions.

- Art or nature? What should guide us when designing a wellness facility/hotel?
- A slippery issue, or the basic principles of designing a bath and sauna complex.

EXPERTS: KONRAD RUBASZKIEWICZ (POLAND), DON GENDERS (THE UK & THE USA)

MODERATOR: EWA NICKIEL (POLAND)

5.00pm. The end of the European Spa Congress.

Lecture: "Profitable communication with a customer" (Bratysława room, Saturday, 5.10pm.) - a mandatory lecture for every SPA manager.

AND THIS IS NOT THE END...

Stay with us until Sunday 2nd April. Keep in mind that by buying a ticket for the European Spa Congress you also receive the admission to all the International LNE Congress lectures. Take advantage of this opportunity, because we have prepared another dose of knowledge for you on Sunday:

- Massage & Spa session - first-time presentations of innovative massage techniques demonstrated by experts from Poland, France and India (Budapeszt room)
- Medical beauty session (Bratysława room)
- Body expert & body detox session (Bratysława room)
- Make-up session (Wiedeń room)
- Company presentations of new treatments, "Cosmetology in practice" (Lwów A i Lwów B rooms)
- B2B meetings with the LNE Fair exhibitors - more than 200 popular brands!

* Follow the programme at www.lne.pl and www.kongresspa.pl.



LECTURERS OF THE CONGRESS

◆ 10.15am. Trends. Wellness & spa inspirations and innovations.



DR FRANZ LINSER (AUSTRIA)

Founder and director of Linser Hospitality GmbH, a consulting firm based in Austria. Expert and strategist with over 20 years of experience in the wellness industry. Creates high-tech and innovative projects in the fields of preventive health and wellness. A Global Wellness Summit board member.



DR N. MED. KRZYSZTOF KRUPKA (POLAND)

Internist, neurologist, rehabilitation specialist, Head of Rehabilitation Ward in Hospital of St. Raphael in Kraków. He combines the latest medical knowledge with traditional therapeutic systems. With the cooperation of Heidelberg scientists, he has developed an innovative diagnostic system (STRD) and created a unique diagnostic method, which he has managed to implement in the research in medicine and psychology as well as in the first beauty & spa facilities. University lecturer, author of numerous books including "How to eat" and "Body and stress".



NILS BEHRENS (GERMANY)

Marketing director at Lanserhof Group, a leading medical institution on the European market, which has developed its own LANS Med concept – a combination of traditional natural medicine and ultramodern academic medicine. Currently, the group has got its facilities in Lans (Austria), Tegernsee and Hamburg (Germany) and a hotel at the design stage on the island of Sylt.



ARKADIUSZ DAWIDOWSKI (POLAND)

President of the European Spa Foundation. International consultant in the spa & wellness market, creator of the of spa facility concept, including Głębołek Vine Resort & Spa, Villa Park Med & Spa, Czarny Potok Luxury Collection, Kormoran Wellness Medical Spa, Narvil Conference & Spa and Studio Sante. Director of ForSpa Group. He represents Poland at the Global Spa & Wellness Summit. Ambassador of Global Wellness Day. Lecturer in the field of wellness & spa facility management at University College of Tourism and Ecology.

◆ 12.15pm. **Managing a spa. Practices that will help take your business to the next level.**



JEAN-GUY DE GABRIAC (FRANCE)

Founder and director of TIP TOUCH International. For 16 years a spa consultant, trainer and creator of original author massages for the best hotel chains and cosmetic brands in the United States, Europe and Asia. He conducts trainings in spa managing best practices. Chairman of the Global Career Development Initiative project at the Global Wellness Institute. Juror for the World Spa & Wellness Awards.



ZIEMOWIT MAJEWSKI (POLAND)

General Manager at DoubleTree by Hilton Kraków & Convention Center. He has worked in the hotel and catering industries for more than 20 years. For the past three years board member and CEO managing the City Park Poznań hotel, retail and commercial complex. Before that, he had been connected with the InterContinental hotel in Warsaw.



LARISA MARINICA (SWITZERLAND)

Director of the Willow Stream Spa at Fairmont Le Montreux Palace hotel. She graduated from the University of Physiotherapy in Romania and gained her experience working for the best hotels in Europe and the Middle East – Marriott, Starwood, Jumeirah Swissotel, Fairmont. She effectively combines the knowledge of physical therapy, cosmetology and fitness with the business approach to spa facility management. Global Wellness Day ambassador and juror for the World Spa & Wellness Awards.



ANITA BAJDALSKA (POLAND)

Owner of Manager SPA consulting company. She worked as a spa manager in the biggest Polish city spa called Baltica Wellness & Spa in Szczecin. She created and managed the spa area at the Aquarius hotel in Kołobrzeg and was the first director of the Zdrojowa Hotels chain spas. Auditor and trainer. She collaborates with the "Hotelarz" (Hotelier) magazine. She has been the European SPA Foundation board member since 2011.



LECTURERS OF THE CONGRESS

8 3.00pm. Polish wellness & spa brand. Prospects for the development, opportunities and threats.



DR BARTŁOMIEJ WALAS (POLAND)

Vice President of the Polish Tourist Organization, responsible, among others, for strategic planning and foreign marketing. Co-author of "Polish Marketing Strategy in the Tourism Sector" (2008 – 2011, 2012 – 2020). As director of the Polish Tourist Information Centre (POIT) in Paris, he developed plans for the Polish tourism marketing on the French market. Author and co-author of books, articles, scientific and implementation works as well as professional evaluations. He was awarded an honorary "Service For Tourism" decoration, Bronze and Silver Cross of Merit (Poland) and Gold Medal of Tourism (France)..



DR JAN GOLBA (POLAND)

Chairman of the Board for the Association of Polish Spa Communities. Mayor of the Muszyna Health Resort (former Mayor of Krynica-Zdrój, General Director of the Małopolska Voivodeship Office, Deputy Mayor of Szczawnica). Well-known and respected council, economic and social activist. Author of numerous scientific and popular-science papers in the tourism and spa fields.



ADAM HOK (POLAND)

President of the Kotobrzeg Polish Centre Spa Foundation. General director of the Wellness Provita Hotel in Kotobrzeg, involved in the promotion of wellness and work-life-balance ideas. Member of the Program Board for the Health and Beauty Consortium at the Polish Tourist Organization. He implements a pioneering program to support the organization in implementing the holistic management systems and the work-life balance idea in Poland.



RAFAŁ SZUBSTARSKI (POLAND)

Editor-in-chief of "Hotelarz" (Hotelier), the most popular magazine in the hotel industry, published since 1962. The magazine is addressed, among others, to investors, owners and management staff of spa & wellness hotels. It provides knowledge and presents best practices concerning managing and equipping such facilities.

◆ 3.45pm. **Spa design. From the concept to the innovative design solutions.**



KONRAD RUBASZKIEWICZ (POLAND)

Architect, he runs his own studio, KM Rubaszkiwicz. Co-author and author of almost forty designs of hotels, including Hotel Narvil Conference & Spa Serock. Currently, his team of architects is working on the documentation of nine hotels. He has had an unlimited construction license since 2003.



EWA NICKEL (POLAND)

Owner of Nickel Consulting. Expert with a 20-year experience in the fields of health-related services, spa & wellness and beauty. She graduated from the Faculty of Management and Marketing at The School of Banking and Management in Kraków, was board member of a German company producing spa & wellness equipment and manager of a company distributing equipment for the beauty & spa market. She works closely with architects and experts in fitness and physiotherapy businesses.



DON GENDERS (THE UK & THE USA)

One of the world's leading experts in the design and implementation of hydrothermal zones, as well as wellness and spa. Over 27 years he has created the best spa facilities on five continents. Chairman of the Global Wellness Institute Hydrothermal initiative operating at the Global Wellness Institute. Initiator of the world's first unified guide for designers of hydrothermal zones, which is now the basis for spa design studios all over the world.



GENERAL INFORMATION

PLACE

EXPO KRAKÓW

9, Galicyjska str., 31-589 Kraków
GPS: N50° 3' 36" E20° 0' 26"

CAR PARK

In front of Expo Kraków, there is a car park available for the participants of the European Spa Congress. An additional car park is situated at the area of Centrum Handlowe M1 (Nowohucka str./Pokoju ave.). For your convenience, a free bus runs between Expo Kraków and M1 on Saturday and Sunday.

TIME FRAMES OF THE EUROPEAN SPA CONGRESS

1st April, Saturday, 10am. – 5pm.

TIME FRAMES OF THE LNE COSMETOLOGY CONGRESS AND FAIR

1st April, Saturday, 9.30am. – 6pm.
2nd April, Sunday, 10.00am. – 5pm.

REGISTRATION OF PARTICIPANTS

Saturday, from 9.30am.

CLOAKROOM

Cloakroom opens at 9.00am.

SPECIAL BUS

A special free bus is available for the participants of the Congress between Pawia street and EXPO Kraków. Buses leave from a stop at Pawia street, opposite the middle entrance of Galeria Krakowska. Buses towards EXPO

leave the Pawia street stop from 8:30am. until 1:50pm. Saturday and Sunday: 8:30am., 8:45am., 9:00am., 9:15am., 9:30am., 9:45am., 10:00am., 10:15am., 10:30am., 10:45am., 11:00am., 11:15am., 11:30am., 11:50am., 12:10pm., 12:30pm., 12:50pm., 1:10pm., 1:30pm., 1:50pm
Return buses from EXPO Kraków: 3:30pm., 3:50pm., 4:10pm., 4:30pm., 4:50pm., 5:10pm., 5:30pm., 5:50pm., 6:10pm., 6:30pm. (on Sunday, the last bus leaves at 5.30pm.).

TRIP

EXPO Kraków has a very good connection with the city center, the main railway station, the Balice Airport and the city bypass. The proximity of the historical center makes it possible to take full advantage of the time that you will spend in Kraków.



TRAIN

If you are going to use Polish State Railways (PKP), look up special and last minute offers. Details at www.inter-city.pl, www.pkp.pl

PUBLIC TRANSPORT

Get off at the following stops: M1 Nowohucka (bus stop, lines 174 and 178) or Nowohucka (bus and tram stop, lines: 1, 14, 22, 174, 178).

TAXI

We recommend: Taxi Barbakan 12 196 61, Taxi Mega 12 196 25

ACCOMMODATION

To get a special price, give the "KongresLNE" password at the following hotels:

- Quality System Hotel Kraków,
- Hotel Unicus,
- City Center Rooms and Apartment,
- Hotel Justyna,
- Hotel Centrum Kraków,
- Hotel Logos,
- Hotel B.A.S.,
- Hotel Krakus,
- InterHouse Hotel,
- Pałac Bonerowski,
- Hotel Santorini.

Special prices at:

- Hampton by Hilton,
- DoubleTree by Hilton.

at a special link available at www.lne.pl and www.kongresspa.pl

DETAILS AT

www.kongresspa.pl i www.lne.pl

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LNE Polish Edition

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90-132 Łódź, Narutowicza 75e/19

is the publisher of the LNE magazine and the
organizer of LNE International Congresses and Fairs

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