



**International  
Wellness  
Conclave**

# EXCELLENCE IN WELLNESS

INTERNATIONAL WELLNESS CONCLAVE - NEW DELHI 2018  
27<sup>TH</sup> - 28<sup>TH</sup> SEPTEMBER 2018

**International Wellness Conclave (IWC)** with a theme of “Excellence in Wellness” is a platform for the global spa and wellness industry to ideate and discuss the possibilities of taking the market to a new height. IWC also serves as an ideal meeting point for all the wellness industry experts to discover innovations in this dynamic market. The 2018 Conclave is scheduled to happen in New Delhi on 27<sup>th</sup>- 28<sup>th</sup> September 2018. It will bring together the experts from health, wellness and beauty segments to give insights on the way forward for this emerging segment as not just patrons but as ‘partners’ of this flourishing business. The audience at IWC will talk about the prowess with which the industry is growing and pave the way for “Excellence in Wellness”.

## WHO SHOULD VISIT IWC INDIA?

Those attending IWC India are wellness industry leader and decision makers. The list includes owners, CEOs, Presidents, Directors, therapists and educators, manufacturers, retailers, importers, exporters, distributors, investors, and key people from

- Day Spas
- Destination Spas
- Treatment-specific Spas
- Medical Spas
- Wellness Centers
- Nutrition Centers
- Hotels / Resorts
- Health and Fitness Clubs
- Health and Fitness professionals
- Tourism Organizations
- Travel Operators
- Architects
- Real Estate
- International Media and influencers

## INDIA AS A WELLNESS DESTINATION

Indian wellness industry is rapidly growing making India the centre of attraction for many global wellness leaders who are looking at investing here. The Indian wellness industry is set to reach Rs. 1.5 trillion by Financial Year 2020 (according to a report published by FICCI). India is appreciated as a wellness destination globally and is developing infrastructure rapidly to support it. With the idea of promoting wellness in India, IWC will gather insights from global leaders for further growth in the country.

## WHY VISIT IWC 2018

- Networking opportunity with the wellness experts from different countries and getting an insight about their markets.
- Get to know about the Indian wellness market in details and opportunities lying in the market.
- Perfect platform to collaborate with the trade professionals from different countries.
- Gaining an immense knowledge bank on wellness industry.
- Gaining an access to the rapidly growing Indian market.
- An opportunity to interact with HNIs and Wellness Enthusiasts to know more about the consumer behaviour.

## SCHEDULE

### Day 1

#### Session 1: Industry Overview

- Spas And Wellness 2000 to 2018; Industry Growth & Trends
- India Emerging
- The way forward

#### Session 2: Technology In Spas & Wellness

- Efficient Management Of Client Data
- Use Of Technological Innovations
- Design: Efficiency Beyond Aesthetics

#### Session 3: Manpower: The Only Way For Excellence In Wellness

- Why Training, Training And Training Is The Key
- Retention Is Critical
- Growth Paths Defined

### Day 2

#### Session 4: Branding And Marketing

- Innovative Marketing Techniques For Sustainability
- Branded Vs Stand-alone: Do Brand Associations Always Work?
- Role Of Social Media

#### Session 5: Wellness Tourism

- Case Studies

#### Session 6: How Big Is Nutrition In Wellness

- Holistic Revolution: Going beyond the FLUFF

#### Session 7: Alternate Therapies

#### Session 8 – Financing In Wellness Industry

#### Session 9: Pharma Industry Invasion In Wellness: The Debate For The Future

\*Subject to change

Pre and Post customised tours, shopping and spa visits can be arranged. Please request for details



The International Wellness Conclave 2018 is organised by Pinnacle Connect LLP under Globalspa and Wellnessmatters , two of the emerging platforms which are promoting wellness in India. The conclave is also supported by PEAKLIFE, the luxury lifestyle magazine and portal, which is connecting affluent audiences to the brands. The team behind Pinnacle Connect LLP has played a huge role in promoting wellness and premium lifestyle industry in India for many years.

**PEAKLIFE**  
LUXURY LIFESTYLE MAGAZINE

*Global*  
Spa

*Wellness*MATERS



Look forward to an exciting event on 27<sup>th</sup> - 28<sup>th</sup> September 2018 in Delhi, as the forum opens a thought-provoking discussion on industry trends, addressing the challenges, and planning for the flourishing future of the wellness industry!

TO VISIT IWC INDIA, REGISTER NOW  
PLEASE CONTACT US TO ASSIST YOU WITH THE PROCESS

325 Star Tower, Sector 30, Gurgaon, India-122002  
Contact: +91 124 464 8592  
marketing@pinnacleconnect.in