



MATTER

@PURE\_THESHOW  
#CHANGEWORLDS

# WELCOME TO MATTER

IDEAS  
THAT  
CHANGE  
WORLDS

8-9 SEPTEMBER

HOSTED AT



# FLOOR PLAN



- # MASTERCLASSES
- BUSINESS STAGE  
*in partnership with PIRELLA GÖTTSCHE LOWE*
- WELLNESS STAGE  
*in partnership with MASONJOSE*
- SUSTAINABILITY STAGE  
*in partnership with*
- LUNCH AREA
- TOILETS
- AIR CONDITIONING
- SCREENING ROOM
- RELAXATION ZONE
- INFORMATION
- FIRE EXIT
- FIRST AID
- STRIKE A POSE
- SWIMMING POOL
- CASH BAR

# AGENDA DAY 01

SUNDAY 8 SEPTEMBER

## OVERVIEW:

6:15-12:15	COMMUNITY PROJECT   MAKE IT MATTER		
14:00-15:00	DOORS OPEN   NETWORKING		
	<b>MAIN STAGE</b>	<b>HOW TO MASTER...</b> 15:00-16:30 17:30-19:00	<b>SCREENING ROOM</b>
15:15-16:00	<b>BOOSTING BRAND LOVE:</b> How to Create Distinctiveness and Difference to Grow your Business	<b>MASTERCLASSES 1 - 10</b>	<b>TRIO OF CONSERVATION:</b> The Edge of Existence, Rise of the Matriarch & The Wildlife Protector
16:30-17:15	<b>BE MORE PIRATE:</b> The Art of Professional Rule Breaking – Part 1		
17:30-19:00	<b>BE MORE PIRATE:</b> The Art of Professional Rule Breaking – Part 2		<b>CHANGING WORLDS:</b> How We Made a Film and the Importance of Educating Women
19:00-19:30	#NOFILTER		
19:30-20:00	SUNSET NETWORKING		

## MASTERCLASS BREAKDOWN



15:00-16:30   17:30-19:00		
<b>HOW TO MASTER:</b>		
ALL MASTERCLASSES WILL RUN TWICE ON SUNDAY. MASTERCLASSES 1,2,3,5 & 10 WILL ALSO BE REPEATED ON MONDAY AT 10:00-11:30. MASTERCLASSES ARE FIRST COME, FIRST SERVED. CAPACITY: 30 PEOPLE.		<b>01</b> Creating Food Tourism Experiences with a Positive Impact
<b>02</b> Making Social Media an Extension of Your Brand	<b>03</b> Cultivating the Hospitality Gene Within Local Communities	<b>04</b> Creating Social Currency Through Experiential Branding
<b>05</b> Using Brand, Culture and Growth as the Framework for Your Business	<b>06</b> Future-proofing Your brand and Business	<b>07</b> Using PR and 360 Communications to Cut Through the Noise
<b>08</b> Creating Sustainability Stories that Engage Guests and Staff	<b>09</b> Getting Started on your Sustainability Journey	<b>10</b> Giving Language to the Unspoken

# AGENDA DAY 02

MONDAY 9 SEPTEMBER

9:00-10:00	ARRIVALS			ARRIVALS	
	MAIN STAGE	SUSTAINABILITY STAGE	BUSINESS STAGE	WELLNESS STAGE	MASTERCLASS
10:00-10:40	<b>BE HAPPY FIRST:</b> Increasing your Wellbeing in Work and Life	<b>MAKE IT A MINDSET:</b> Why Sustainability Needs to be More Than Just a Project	<b>GROWING WITH INTEGRITY:</b> How to Scale Up Without Losing Touch	<b>WORKPLACE WELLNESS:</b> Why it's Essential for Your Business	<b>REPEAT MASTER-CLASSES FROM DAY 1: 1,2,3,5 &amp; 10</b>
11:00-11:40	<b>MANAGING THE FALLOUT:</b> Responding to Natural and Political Crises	<b>FUELLING THE FUTURE:</b> How Tourism, Biodiversity and Conservation Can Drive Each Other	<b>BEYOND PROFIT:</b> Building Purposeful Brands	<b>OVERCOMING ADVERSITY:</b> How to Embrace Change and Trust Your Intuition	
12:00-12:30	SPARKS <i>(main stage)</i>				
12:40-13:10	DISCUSS <i>(see more information onsite)</i>				
13:10-14:30	NETWORKING LUNCH			NETWORKING LUNCH	
14:30-15:10	<b>WOMEN AT THE TOP:</b> Why the Future of Hospitality Leadership is Female	<b>COMMERCE AND LEGACY:</b> Making a Business Case for the Future	<b>BUILDING COMPANY CULTURE:</b> Why a Good Workplace Starts with Great Leadership	<b>BEYOND THE SPA:</b> Creating Transformational Journeys through Authentic Wellness	<b>SCREENING ROOM</b>  14:30 <b>CHANGING WORLDS:</b> The Power of Visual Storytelling
15:30-16:10	<b>ENHANCED EXPERIENCES:</b> How to Use Emerging Tech in Experiential Travel	<b>OUR BIGGEST ASSET:</b> Creating Positive Partnerships with Local Communities	<b>CRACKING GEN Z:</b> Appealing to the Future Travellers of the World	<b>CONSUMER CONSCIOUSNESS:</b> Attracting High-Spending Wellness Seekers	
16:30-17:10	<b>THE CONSCIENCE ECONOMY:</b> A New Era for Business	<b>COLLABORATION NOT COMPETITION:</b> Why the Industry Needs to Work Together for Positive Change	<b>CREATING COMPASSION:</b> How to Use the Power of Empathy in Business and Life	<b>FAMILY FOCUS:</b> Why Wellness isn't Just for Individuals	
17:15-18:00	NETWORKING DRINKS			NETWORKING DRINKS	
20:00-23:00	WELCOME PARTY <i>hosted at Royal Mansour</i>			WELCOME PARTY <i>hosted at Royal Mansour</i>	

# MAIN STAGE LINE UP

SUNDAY

MAIN STAGE | SUNDAY



ANDY LARK  
brought to you by Tourism Australia

15:15 - 16:00

Over the past decade, Andy Lark has been instrumental in resetting how businesses are run by creating a new framework for understanding how to create genuine distinctiveness and difference.

## BOOSTING BRAND LOVE:

*How to Create Distinctiveness and Difference to Grow your Business*

In a crowded market where DMCs, destinations and property owners are constantly being disintermediated, how do you create difference and distinctiveness for your offering? Tapping into his extensive experience in helping businesses grow and win consumers around the world, Andy Lark's talk will look at how your brand can use

rapidly evolving technology to create new offerings and orchestrate unmatched experiences. Taking a long-term view, he will also probe what market shifts and prevailing trends are most likely to reshape your business – helping you to adapt to succeed now and in the future.



SAM CONNIFF-  
ALLENDE

16:30 - 17:15 & 17:30 - 19:00

As a purpose-driven strategy consultant, and with 10 start-ups to his name, there isn't much that Sam hasn't achieved. His inspiring book, *Be More Pirate*, acts as a manifesto for each of us to create the sort of 'good trouble' the world so desperately needs.

## BE MORE PIRATE:

*The Art of Professional Rule Breaking*

Realising that most of the 'rules' of work are just age-old bad habits that need to be broken is one of the most important breakthroughs you can make for you and your company. All it takes to change the rules – and get away with it – is for you to prove your new ideas work. This boundary-breaking headline talk will shatter the preconceptions

surrounding rule breaking; encourage you to 'Be More Pirate' in your approach to business; and inspire you to stop asking permission, and prepare to start asking for forgiveness instead. After his Main Stage talk, join Sam for an interactive workshop that will help you rip up the rulebook on traditional business and learn how to truly master the art of professional rule breaking.

MATTER 2019

# SUNDAY MASTERCLASS LINE UP

15:00 - 16:30

Repeated at:

17:30 - 19:00

M A S  
T E R  
C L A S S

## HOW TO MASTER:

## CREATING FOOD TOURISM EXPERIENCES WITH A POSITIVE IMPACT

**LOCATION: MASTERCLASS 01** \*REPEATED ON MONDAY

**Rebecca Mackenzie**, Culinary Tourism Alliance

Rebecca will look at how brands can develop partnerships along the food tourism value chain, running the full spectrum of touch points – from farms, fishermen, beverage producers and farmers markets to restaurants, hotels, culinary schools and tours, local attractions, festivals and events. You'll learn how to enhance your visitors' experience, support local economic development and provide increased return on investment for your business.

**HOW TO MASTER:**

**MAKING SOCIAL MEDIA AN EXTENSION OF YOUR BRAND**

**LOCATION: MASTERCLASS 02**

**Anne-Cecile & Kimberley Blanchot, August/28**

When it comes to branding, social media shouldn't just be an afterthought – it should be a fully integrated part of everything your company does. Working out which platform is best for you, and how to use it properly, is vital. You'll learn to adapt your brand for social media; identify your brand pillars and style; work out who to follow to build your community; and interact with the people who matter. It will also cover the right way to collaborate with macro and micro influencers, as well as photography essentials like angles, colour schemes, hashtags, content variety and caption-writing.

**\*REPEATED ON MONDAY**



**HOW TO MASTER:**

**CULTIVATING THE HOSPITALITY GENE WITHIN LOCAL COMMUNITIES**

**LOCATION: MASTERCLASS 03** **\*REPEATED ON MONDAY**

**Harsha Chanrai, Leah Della-Guardia & Sophia Hock, Saira Hospitality**

The travel industry needs to change its approach to entering neighbourhoods. Hospitality owners and operators know the value of embracing the local community, but other than supporting the occasional local coffee grower or artisan, how can companies truly integrate into

the communities in which they operate? This masterclass will look at the importance of giving back before taking in order to engage the local population; understand their needs and concerns; and ensure their buy-in while also achieving long-term business success.

**HOW TO MASTER:**

**CREATING SOCIAL CURRENCY THROUGH EXPERIENTIAL BRANDING**

**LOCATION: MASTERCLASS 04**

**Jerome Mass, The Flash Pack**

How can high-end travel companies apply the skill and success of world-leading experiential brand campaigns to their own destination marketing? Using the seven key steps to approaching experiential design – understanding your audience, knowing your business objectives,

setting a budget, planning, getting creative, being brave and amplifying your narrative – this masterclass will provide a strategic overview for brands looking to create social currency to engage existing and potential audiences.

**HOW TO MASTER:**

**USING BRAND, CULTURE AND GROWTH AS YOUR BUSINESS FRAMEWORK**

**LOCATION: MASTERCLASS 05** \*REPEATED ON MONDAY



**Gabbi Cahane, Multiple**

This masterclass will draw on Gabbi's extensive experience in various areas of brand strategy. It will provide a tangible framework for companies to better define their purpose, positioning and personality; develop their internal culture and behaviour; and also

look ahead to future growth. By showing how to develop these foundational principles for your brand, Gabbi will give you the tools that will enable you to take a position of leadership, take on threats and opportunities, and, ultimately, take over the world.



**HOW TO MASTER:**

**FUTURE-PROOFING YOUR BRAND AND BUSINESS**

**LOCATION: MASTERCLASS 06**

**Steven Overman**



Businesses that become more sustainable and better for the world will enjoy clear brand differentiation, customer preference and the bottom-line benefits of sustainable operations. Luxury brands are poised to lead this shift by becoming 'conscious economy companies', which is why

this session will explore practical ways to embed business practices as a force for good into your operations to make what you do more meaningful for yourself, staff and guests.

**HOW TO MASTER:**

**USING PR AND 360 COMMUNICATIONS TO CUT THROUGH THE NOISE**

**LOCATION: MASTERCLASS 07**

**Tanya Rose, Mason Rose PR**

With so much information available when it comes to marketing and brand development, how do you know which strategy best suits your business? This insightful conversation with leading PR and communications experts, moderated by Mason Rose founder Tanya Rose, will discuss the overarching trends across multichannel platforms and how you can best navigate the changing media marketplace. The direction of the discussion will draw from Mason Rose's 25 years' experience in international luxury travel, creating sales, marketing, digital marketing and PR services for some of the world's most iconic properties and wellness resorts.



**HOW TO MASTER:**

## CREATING SUSTAINABILITY STORIES THAT ENGAGE GUESTS AND STAFF

**LOCATION: MASTERCLASS 08**

**Juliet Kinsman, Bouteco & Holly Tuppen, The Long Run**

People don't just want to buy into what you do; they want to know why you do it, and to feel part of your company's purpose. To really sell the sustainable side of your business you need to be an expert in storytelling. This masterclass will cover sharing

your sustainability journey with integrity and impact, whether you're a seasoned sustainability pro or just getting started, covering everything from greenwashing to identifying talking points and trends.

**HOW TO MASTER:**

## GETTING STARTED ON YOUR SUSTAINABILITY JOURNEY

**LOCATION: MASTERCLASS 09**

**Delphine Malleret King, The Long Run**

This masterclass will focus on how to make the 4Cs (conservation, community, culture and commerce) the guide for your journey to true sustainability – using them as a mindset to understand that long-term business growth is

inextricably linked to nature and community wellbeing. You'll hear five easy ways to reduce resource and increase profits; how to communicate your vision to staff and guests; and the key to understanding your place and identifying your role.



**HOW TO MASTER:**

## GIVING LANGUAGE TO THE UNSPOKEN

**LOCATION: MASTERCLASS 10** \*REPEATED ON MONDAY

**Spencer Honeyman, Founder, Enliven**

Our capacity to navigate complex environments is drastically improved by developing a deeper relationship with our own nervous system. We are aware of so much more information than we typically give language to – which is why this session will help you discover how and when to tap into this to unlock new potential in your team and organisation.

# SCREENING ROOM

15:15

## TRIO OF CONSERVATION

**The Edge of Existence, Rise of the Matriarch and The Wildlife Protector**

Black Bean Productions documents three stories of conservation and humanitarian issues in Africa.

17:30

## CHANGING WORLDS

**How We Made a Film and the Importance of Educating Women**

**Thomas Reilly**, British Ambassador for Morocco, **Juliet Kinsman**, Bouteco and **Mike McHugo**, Education For All

An inspiring look at the World-Changing work of Education For All and a timely lesson in crafting a charity film that really connects.



# #NOFILTER

19:00-19:30 | MAIN STAGE

**IT'S TIME TO CELEBRATE FAILURE AND LEARN SOME VALUABLE LESSONS AS OUR SPEAKERS AND COMMUNITY SHARE THEIR MOST MEMORABLE MISTAKES.**



NOW  
PLAYING

# MAIN STAGE LINE UP

MONDAY

MAIN STAGE | MONDAY



SAMANTHA  
CLARKE

10:00 -  
10:40

Samantha has started a revolution around happiness at work, achieving big results with clients including Nespresso, Innocent, Shopify and Dishoom. She also hosts the podcast series 'Conversations with Samantha &' and has a book on workplace happiness lined up for 2020.

## BE HAPPY FIRST:

*Increasing your Wellbeing in Work and Life*

Wellbeing is more than just a trending buzzword: it's the crucial ability to consistently feel good and function effectively, both in work and your day-to-day life. Delivered by one of the most renowned and accomplished experts in workplace happiness, this session will help you create

a clear roadmap on how to consistently feel better, be happier and be more productive. You'll leave with a stress-proof toolkit of happiness and wellbeing approaches that will enable you to confidently navigate the natural highs and lows that come with modern life.

## MAIN STAGE | MONDAY



### MIGUEL CUNAT, TED MUHLNER & ANDREAS GROSSKINSKY



11:00 - 11:40

This panel discussion will be moderated by Ben Schott, a writer, journalist and consultant specialising in 'un-Googleable information'. Ben writes for The New York Times, The Spectator, The Telegraph, Condé Nast Traveller, and many others.

### MANAGING THE FALLOUT:

*Responding to Natural and Political Crises*

The rise in global crises presents a significant challenge to the travel industry, particularly in some emerging destinations. So how can companies respond to natural and political disasters while working alongside governments to provide efficient responses that protect people and businesses? This panel session will look at the role of hotels and DMCs as

well as what you need to do from an insurance perspective: from having the right coverage to working with appropriate organisations. You'll leave with a fuller understanding of the value of preparation and relationships so that your people are ready, aware and available to act when needed.



### ZINA BENCHEIKH & HARSHA CHANRAI



14:30 - 15:10

This panel discussion is moderated by Pavia Rosati, founder and CEO of the travel start-up Fathom, which combines personal stories and destination guides with travel resources and products.

### WOMEN AT THE TOP:

*Why the Future of Hospitality Leadership is Female*

This panel session will take a timely look at why it's the women in local communities who are the real hustlers; the first ones to realise that knowledge equals power; and the first ones to educate themselves to open up a career in hospitality. While just a few years ago women comprised only 9% of US hotel company

presidents and (excluding HR roles) less than 20% of leadership positions in hospitality, the future is looking much brighter. Discover how, in an industry founded on warm and welcoming guest service, the percentage of female leaders could increase to as much as 50% in the next five years.



ERIC  
SHEPARD

15:30 - 16:10

Eric made his name with his first start-up, TRILL Travel, a tech disruptor that was the first company to turn social media content from influencers into bookable experiences. The success of his pioneering idea was recently cemented by the acquisition of TRILL by Lonely Planet.

## ENHANCED EXPERIENCES:

*How to Use Emerging Tech in Experiential Travel*

Drawing on Eric's expertise incorporating groundbreaking tech into experiential travel, this talk will deep dive into the newest trending technology, what problems it solves and how it can work for your business. From using AI and AR for immersive, first person content

to help conversion, to tapping into recognition technology, big data and blockchain for greater personalisation and improved customer experience, you'll learn how to use the latest innovations – as well as which dynamic companies are driving their development.



STEVEN  
OVERMAN

16:30 - 17:10

As a transformational business and brand leader, and author of *The Conscience Economy*, Steven has been at the forefront of global societal change for decades. He has collaborated with the world's leading creative studios and advertising agencies, innovated sustainable hospitality concepts and co-created award-winning youth marketing campaigns.

## THE CONSCIENCE ECONOMY:

*A New Era for Business*

Listen to Steven unpack the key business insights for high-end travel from his fascinating book, *The Conscience Economy: How a Mass Movement for Good is Great for Business*. Against the backdrop of the Information Age and

vast environmental challenges, humanity is poised at a pivotal moment in its history: it has never been more important for business – especially in industries that deliver premium experiences – to drive a better future for all.

# BUSINESS STAGE LINE UP

MONDAY

IN PARTNERSHIP  
WITH

PURE PURSUITS

PURE Pursuits brings together the most influential senior figures in experiential travel to develop ideas and drive the industry forward. Each Pursuit has a dedicated Guru from outside the industry to provide expert insights and guide the conversation, and this year, for the first time ever, some of them are sharing their knowledge with the MATTER community.



## MONDAY

BUSINESS STAGE

10:00 - 10:40

### GROWING WITH INTEGRITY:

*How to Scale Up Without Losing Touch*

**Andy Lark**

Purpose, values and culture are heavily hyped components of brand building, but how do they actually work to drive business growth? This expert session will answer these questions and more, cutting through the hype and hyperbole to look at the real issues facing CEOs and founders looking to see their vision realised through others. You'll leave with a better understanding of the ingredients required to create a high-performance brand supported by a high-performance team; and much more.



11:00 - 11:40

### BEYOND PROFIT:

*Building Purposeful Brands*

**Senta Slingerland**

Purpose is a reason for a brand to exist beyond simply making a profit. But in this era of political turmoil, global warming and ever-increasing competition, there is a temptation to green - and pinkwash. This talk will look at cases from other industries where brands have embraced their values and seen great business success, as well as providing a simple guide that will help you on your way to figuring out the 'what, how and why' of your brand and develop ways to integrate these in your marketing and guest experiences.



# MONDAY

BUSINESS STAGE

14:30 - 15:10

## BUILDING COMPANY CULTURE:

*Why a Good Workplace Starts with Great Leadership*

**Gabbi Cahane & Rohit Kohli**

- moderated by Pavia Rosati



The phrase 'company culture' gets thrown around a lot, but what exactly does it mean and why is it important for business leaders to understand – and implement? This leadership talk will look at how to effectively build your internal culture and what the value is in company values when seeking to improve efficiency and retain talented, hardworking employees. rituals, recognition and rewards really matter; why investing in your people delivers big returns in the long run; and what your role as a leader is in creating a better working environment.

15:30 - 16:10

## CRACKING GEN Z:

*Appealing to the Future Travellers of the World*

**Alexa Alford**

In recent years the topic of Generation Z – and how companies can connect with this young consumer group to secure their loyalty – has been hard to avoid in the travel industry. So who better to reveal the insights your business needs to succeed than a vastly experienced traveller who belongs to this increasingly influential cohort?

16:30 - 17:10

## CREATING COMPASSION:

*How to Use the Power of Empathy in  
Business and Life*

**Gaurav Sinha**

Drawing inspiration from experiences in hospitality, branding and philanthropy, this talk will look how the travel industry can change its outlook on the world, in everything from operations to communications with travellers. You'll discover how to use empathy to transform your business, make connections and future-proof your brand narrative.

# SUSTAIN- ABILITY STAGE LINE UP

MONDAY



IN PARTNERSHIP  
WITH



As one of the world's largest business-led sustainable initiatives, The Long Run are true specialists in the field. They support, connect and inspire nature-based tourism businesses committed to driving sustainability, following the 4Cs of Conservation, Community, Culture and Commerce.

## MONDAY SUSTAINABILITY STAGE

**10:00 - 10:40**

### MAKE IT A MINDSET:

*Why Sustainability Needs to be More Than Just a Project*

**Delphine Malleret King, Julie Cheetham, James Currie**

We are now at a crossroads: the planet needs minds to shift quicker, and that includes how we view the concept of sustainability. This insightful talk from one of the world's most respected conservationists will explore why making sustainability into a mindset, and shifting attitudes from short-term to long-term – from exploitative to nurturing – is the only viable option for taking businesses into the future.

**11:00 - 11:40**

### FUELLING THE FUTURE:

*How Tourism, Biodiversity and Conservation Can Drive Each Other*

**Marit Miners, Roberto Klabin, James Glancy & Delphine Malleret King**

We are witnessing the greatest extinction crisis since dinosaurs disappeared from our planet 65 million years ago. For iconic species like jaguar, stingray and rhino, the threat is now so great that their fate lies in the hands of a few private landowners and tourism businesses. Looking at successful examples from Africa, Brazil and Indonesia, this talk will show you how to use wildlife tourism to protect vital ecosystems while proving the economic value of conservation.



# MONDAY

SUSTAINABILITY STAGE

**14:30 - 15:10**

## COMMERCE AND LEGACY:

*Making a Business Case for the Future*

**Louise Cottar & Roberto Klabin**

One of the most pressing challenges for any business driven by more than just the bottom line is how to secure their legacy and ensure the next generation carries on their good work. This talk will discuss the pioneering tools needed to ensure biodiversity is conserved, intergenerational plans to engage future conservationists and the required financial mechanisms.

**15:30 - 16:10**

## OUR BIGGEST ASSET:

*Creating Positive Partnerships with Local Communities*

**Inge de Lathauwer, Luz Caceres & Jens Kozany**

- moderated by Julie Cheetham

Community is an increasingly compelling buzzword in the luxury travel industry, but what does good community engagement look like and how can it heighten your operational and guest experience? This panel will take you on a journey exploring community relations from rainforest villages in Costa Rica to a hotel school for locals in Indonesia and empowering women from local tribes in Kenya.

**16:30 - 17:10**

## COLLABORATION NOT COMPETITION:

*Working Together for Positive Change*

**Delphine King, Portia Hart, James Currie**

- moderated by Holly Tuppen

Sustainability should not be seen as a competition – it's about realising that even 1% better is still an improvement. This talk will look at what all hotels, regardless of their size, can do to reduce their environmental impact without increasing costs; propose a new model for sustainable charity based on exchanging donations for valuable products and services; and engage local communities, from suppliers and employees to customers and governments.

# WELLNESS STAGE

# LINE UP

IN PARTNERSHIP WITH  
MASONROSE

Mason Rose have over 25 years' experience providing bespoke sales, PR and marketing for hotel, travel, lifestyle and wellness brands. Using a network of influencers and an experienced in-house team, their focus is on driving business and increasing market share through value- and results-driven brand-building.



MONDAY

## MONDAY WELLNESS STAGE

**10:00 - 10:40**

### WORKPLACE WELLNESS:

*Why it's Essential for your Business*

**Giselle La Pompe-Moore, Tracey Woodward & Dominique Antiglio**

With evidence demonstrating burnout and stress-related illnesses are at an all-time high, it's never been more important for businesses to take stock of their team's wellbeing in order for them, and subsequently your company, to thrive. With customer care comprising the very essence of hospitality, this talk will show you why and how a nurturing approach to staff wellbeing ensures a winning solution for all.

**11:00 - 11:40**

### OVERCOMING ADVERSITY:

*How to Embrace Change and Trust your Intuition*

**James Boyd, Sonia Ferre & Stephanie Haynes**

This intimate talk will begin with a sound healing session by Sonia Ferre, owner of holistic sanctuary MasQi Energy House, followed by an inspiring, insightful account of the journey she and elite business coach James Boyd took – going from a position of strife to strength in their personal and professional lives. They will share the knowledge you need to turn to, and trust, your intuition, eschewing the 'how to live your best life' clichés in favour of a more practical approach.

# MONDAY

WELLNESS STAGE

**14:30 - 15:10**

## BEYOND THE SPA:

*Creating Transformational Journeys  
through Authentic Wellness*

**Nikhil Kapur, Peta Panos, Sonia Ferre & Claudia Roth**

Underpinned by trends of transformational travel, authentic journeys and grassroots experiences, the wellness industry is diversifying and travellers are now looking for more than just a spa. With bespoke treatments, programmes and yoga retreats already a given, this panel will look at what's next for world of wellness travel and, more importantly, how businesses can evolve their offerings for discerning customers.

**15:30 - 16:10**

## CONSUMER CONSCIOUSNESS:

*Attracting High-Spending Wellness Seekers*

**David Leventhal, Jessica Renshaw & Claudia Roth**

As consumer consciousness expands beyond self-care to encompass the wellbeing of the planet itself, how can brands further tailor their offerings to suit holistically minded travellers? This insightful session will delve into the environmental and social sustainability considerations driving travel choices and how the hospitality industry can harness these to ensure consumer loyalty and business success.

**16:30 - 17:10**

## FAMILY FOCUS:

*Why Wellness isn't Just for Individuals*

**Dietmar Müller-Elmau, Sandra Hoffman  
& Emma Barnett Spitzer**

In response to a rise in teenage anxiety; screen time taking over family time; and the overarching trend towards a more wellness-centric lifestyle, the industry is increasingly moving to accommodate the modern family. As travellers seek experiences that offer them more quality, nurturing time with their loved ones, how can high-end hospitality react and provide the type of connective, group sessions they crave? This expert panel will discuss the best ways for the industry to put family connections at the top of the agenda.

# MONDAY MASTERCLASS REPEAT LINE UP

10:00 - 11:30

## HOW TO MASTER:

- > Creating Food Tourism Experiences With A Positive Impact
- > Making Social Media An Extension Of Your Brand
- > Cultivating The Hospitality Gene Within Local Communities
- > Using Brand, Culture and Growth as the Framework for your Business
- > Future-proofing your Brand and Business

# SCREENING ROOM

14:30

## CHANGING WORLDS

### The Power of Visual Storytelling

Juliet Kinsman, Boutecco & Kuba Nowak, Filmmaker

An inspiring look at the World-Changing work of Education For All and a timely lesson in crafting a charity film that really connects. The screening will be followed by a Q&A with writer Juliet Kinsman and filmmaker Kuba Nowak, where you can learn how they crafted the film's narrative to deliver a truly engaging documentary.



# NOW PLAYING