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**GLOBAL WELLNESS**  
SUMMIT



Dear Esteemed Colleague,

It is our great pleasure to invite you to the 2017 Global Wellness Summit (GWS) at The Breakers, Palm Beach, Florida on October 9-11, 2017. Our theme this year is **“Living a Well Life,”** and if any property embodies the spirit of this theme, it’s The Breakers.

This is a historic year, as it marks the first time a privately owned destination is the host sponsor of our Summit, and we could not be more thrilled. The Breakers boasts a breathtaking oceanfront setting, miles of palm trees, magnificent pools and cabanas, two golf courses, exquisite dining and a newly renovated indoor/outdoor spa. While these 5-star amenities are enough of a backdrop for our Summit, it is the attributes that are invisible to the eye, but felt in the soul that will make our 2017 Summit a truly extraordinary experience.

It begins with the Flagler family, who have been the owners of The Breakers for over 120 years. Their commitment not only to the wellbeing of their guests and employees, but also to the community in which they operate, is a model for global hospitality. You will have the unique opportunity to understand their “secret sauce” as you hear from one of the owners as well as the CEO.

In fact, you might say The Breakers has “good genes.”

And genetics is one of the lenses through which we will experience and explore what **“Living a Well Life”** means now and in the future. As a delegate to our invitation-only conference, you will experience the highest-profile lineup of keynote speakers in our history, be immersed in stimulating discussions, engage in powerful networking, and dance the night away at our Gala Event. All of which will help build your business.

Please join us on a future-focused exploration of **“Living a Well Life.”**

With warmest regards,  
*The Global Wellness Summit Board of Advisors*

*Jean-Claude Baumgarten, France; Anna Bjurstam, Sweden; Dr. Marc Cohen, Australia; Gina Diez Barroso de Franklin, Mexico; Susie & Pete Ellis, U.S.; Andrew Gibson, UAE; Susan Harmsworth, UK; Mia Kyricos, U.S.; Dr. Franz Linser, Austria; Mary Tabacchi, PhD, U.S.*



**YOU ARE CORDIALLY  
INVITED TO ATTEND THE**

# **2017 GLOBAL WELLNESS SUMMIT**

**“LIVING A WELL LIFE”**

**THE BREAKERS PALM BEACH, FLORIDA, USA | OCTOBER 9-11, 2017**





# SUMMIT: AT A GLANCE

## OVERVIEW

The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively impact and shape the future of the \$3.7 trillion global wellness economy. The 2017 Summit will take place October 9-11 in Palm Beach, Florida at The Breakers, under the theme, “Living A Well Life.”

## DELEGATES

Every effort is made to ensure that those attending the annual GWS are leaders and decision-makers, representing a variety of industries. Delegates must have senior executive titles such as CEO, president, chairman, divisional SVP or owner. Company size, yearly sales, number of employees and length of time in business are also taken into consideration when reviewing applicants. Special room is allotted for educators, media and those from the non-profit sector.

## FORMAT AND AGENDA

The Summit's carefully developed agenda features high-profile speakers, presenters and panelists, who address the timeliest issues and guarantee the GWS delivers with its trademark vibrancy and relevancy. As invitees register, their expertise, interests and areas of concern are noted. This information is taken into consideration, along with global events and industry trends, to create the final Summit agenda and roster of presenters.

## SPIRIT OF THE SUMMIT

The spirit of the Global Wellness Summit is one of shared purpose rather than individual gain — with a willingness to put aside competitive egos and personal business goals. Participants engage in collaborative discussions and activities with the goal of furthering the wellness industries. Everyone contributes time, expertise and resources to ensure the Summit's success.





# SETTING & ACCOMMODATIONS

## LOCATION

The 2017 Global Wellness Summit takes place at The Breakers Palm Beach. As this year's host sponsor—a first for a hotel property—The Breakers' inherent beauty and coveted beachfront location will undoubtedly be a draw for our global delegation. The property has a vast assortment of pools and two legendary golf courses with an array of outdoor sports options and programs. The Breakers is supported in their GWS sponsorship efforts by two Florida-based institutions: Palm Beach Atlantic University and Cigna Corporation. GWS delegates will be given the unique opportunity to experience some of The Breakers own wellness initiatives firsthand.

## ACCOMMODATIONS

The Global Wellness Summit is pleased to offer registered delegates special negotiated room rates at The Breakers Palm Beach. When booking a room at The Breakers, please identify yourself as a 2017 Summit Delegate. This will ensure that you receive the preferred group rate and all room drop gifts organized by the GWS.

**Deluxe Room (Resort View):** \$320/night single or \$350/night double occupancy

**Premium Room (Resort View):** \$420/night single or \$450/night double occupancy

**Atlantic Room (Oceanfront View):** \$520/night single or \$550/night double occupancy

## WHAT TO WEAR

The weather in Miami in October is warm and wonderful with temperatures ranging from 72°F (22°C) to 85°F (29°C). Evenings are pleasant and just cool enough to enjoy a breeze from the ocean. Delegates are invited to dress in smart, casual clothing (no jackets or ties required) for Summit meetings and are welcome to dress up for evening events.

**To book accommodations, visit [www.globalwellnesssummit.com/accommodations](http://www.globalwellnesssummit.com/accommodations)**





# AGENDA & ACTIVITIES

## AGENDA OVERVIEW

**Sunday, Oct. 8:** Sponsored Knowledge Workshops, welcome cocktail reception

**Monday, Oct. 9:** Summit sessions, forums, evening networking dinner

**Tuesday, Oct. 10:** Summit sessions, forums, evening cocktails and gala dinner

**Wednesday, Oct. 11:** Summit sessions, forums, champagne toast

## 2017 THEME: LIVING A WELL LIFE

This year, the Summit will examine a variety of central content threads, as they relate to the future of an individual's experience of wellness. And experience is what this Summit is about, as delegates will have the opportunity to participate in everything from DNA or other bio-marker testing, to virtual reality, to the overall impact of technology on wellbeing.

## "SHARK TANK OF WELLNESS" STUDENT COMPETITION

The GWS will host its second annual "Shark Tank of Wellness" student competition. Students from all over the world are invited to submit a future-focused, innovative wellness idea that has the potential to become a profitable business venture. The top three finalists will be flown to the Summit, along with one of their professors, to present their ideas on stage in front of judges and Summit delegates.

## PRE- AND POST-SUMMIT TRIPS

PRE-SUMMIT: **Quintessential Miami:** An Urban Retreat with a Miami Vibe (Oct. 6-8 or Oct. 7-8); **BodyHoliday:** A Caribbean Getaway for Body and Mind (Oct. 4-7).

POST-SUMMIT: **Living Wellness at Serenbe** (Oct. 12-14); **Chable:** Shamanism Meets Luxury (Oct. 12-15); **BodyHoliday:** A Caribbean Getaway for Body and Mind (Oct. 12-15).

**To book pre- and post-summit trips, visit [www.globalwellnesssummit.com/trips](http://www.globalwellnesssummit.com/trips)**



# REGISTRATION & TRAVEL

## **The 2017 GWS registration fee includes:**

- All general and breakout conference sessions
- Industry forums
- Breakfasts, lunches, and breaks
- Welcome networking cocktail party on Sunday, October 8
- Dinner on Monday, October 9
- Gala Dinner on Tuesday, October 10
- A printed copy of the 2017 Delegate Directory
- Access to the 2017 GWS mobile application
- Digital copy of the 2017 GWS Briefing Papers
- Access to selected online summaries, presentations, and transcriptions

**Delegate Rates:** USD \$3,080 per delegate until May 31. From June 1 through August 31, USD \$3,230 per delegate. After September 1, USD \$3,380 per delegate.

**Spouse Rate:** USD \$1,585 per person.

## **TRAVELING TO PALM BEACH, FLORIDA**

Flights to the Palm Beach region are available from many international destinations:

**Palm Beach International Airport (PBI)** (approx. 5 mi. or 8 km from The Breakers)

**Fort Lauderdale International Airport (FLL)** (approx. 56 mi. or 91 km from The Breakers)

**Miami International Airport (MIA)** (approx. 81 mi. or 130 km from The Breakers)

## **VISA AND PASSPORT REQUIREMENTS**

Foreign travelers coming to the United States to conduct temporary business (i.e. attending a conference) need visitor visas unless they qualify for entry under the Visa Waiver Program (VWP). The VWP permits citizens of 38 countries to travel to the United States for business or tourism for stays of up to 90 days without a visa. It's recommended that visitors check current regulations with the U.S. Embassy.

**To register, visit [www.globalwellnesssummit.com/register](http://www.globalwellnesssummit.com/register) or email Beatrice Hochegger at [beatrice.hochegger@globalwellnesssummit.com](mailto:beatrice.hochegger@globalwellnesssummit.com)**





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