

Sunday, September 5, 2010
2010年9月5日星期天

课程价格
Price US\$220

先进水疗管理技巧 Advanced Spa Management Skills

首次登陆中国! FIRST TIME IN CHINA!

与来自美国Wynne Business
水疗顾问公司的Lisa M. Starr于
海南悦榕庄酒店共度一日课程

水疗业竞争日趋激烈, 面对如此挑战,
你准备好了吗?

在国内, 水疗业发展迅猛, 由此为立足市场, 就要求水疗经理们在这场“角逐”中不断充实自己。在水疗中心的运营上, 确保每个细节是成功的关键。华美的设计, 仅是水疗中心通往成功的第一步。而如何保证你的水疗中心能吸引广大客源, 持续盈利, 及稳固运营才是挑战的真正所在。

如果你是一位水疗总监, 水疗经理或水疗业主, 那就不可错过此课程。该课程强调实践, 详解了改进水疗中心业绩的方法。国际水疗资深顾问, 并曾在多家水疗连锁店任总经理一职的Lisa Starr女士将在课上与你分享业内先进技术, 让你掌握令水疗中心壮大及成功的四要素。

- 先进的财务管理技巧
- 水疗市场战略
- 如何选择及培训雇员, 如何留住优秀人才
- 建立高效的运营设施

该专业课程将在海南悦榕庄举办。
与课人员均可拿到讲义, 并可享用由酒店提供的午餐、及茶点。
与课人员还将获得结业证书。

课程于晨间9点半开始, 晚5点半结束, 为英文授课。

参与SpaChina研讨会或中国水疗协会VIP会员, 可享受折扣价**178美元**。中国水疗协会普通会员, 可享受折扣价**198美元**。

A one day class with Lisa M. Starr of
Wynne Business Spa Consulting at
The Banyan Tree, Hainan

Competition is increasing! Are you ready?

The rapid growth of the spa industry in China requires managers to be at the top of their game. Attention to detail in every aspect of the spa operation is essential to its success. A beautifully designed spa is just the beginning. This class will supply the tools you need to ensure that your spa can attract customers, operate smoothly, and be profitable.

If you are a spa director, manager or owner, you can't afford to miss this outstanding program, which emphasizes practical and proven methods for improving spa performance. International spa consultant Lisa Starr, a former GM of a group of spas herself, will share advanced techniques for mastering the four pillars of spa growth and success:

- Advanced financial management skills
- Spa marketing strategies and tactics
- Selecting, training and retaining the top employees
- Building an efficient operating infrastructure

This outstanding professional education will be presented at the luxurious Banyan Tree Resort. Admission includes lunch and tea breaks as well as your course text. Attendees will receive a certificate of completion.

The class begins at 9:30 a.m., ending at 5 p.m., will be conducted in English.

US\$178 for the SpaChina Summit attendees, and VIP members of the China Spa Association.
US\$198 for regular members of the China Spa Association.



关于讲师

来自美国Wynne Business公司的资深顾问Lisa M. Starr在水疗业内有近30年的经验。作为一名杰出讲师, Lisa曾在Wynne Business举办的教学研讨会上为水疗业主及经理数次主讲。她的客户遍及全美及亚洲, 包括日间水疗中心(为其创办及运营周转提供咨询), 医疗水疗中心, 酒店水疗, 医院, 健身中心, 及提供水疗服务的沙龙等。

Lisa在业内的盛会活动中, 包括IECSC展, ISPA展, 水疗及酒店博览会, 水疗亚洲疗养峰会上, 均是炙手可热的讲师。她是美国水疗杂志固定的专栏写手。同时Lisa也是尖端水疗商务门户网站SpaTrade.com的总监。

如需了解有关Wynne Business水疗顾问公司的更多详情, 或是订购我们免费最新的水疗业务信息, 请登录wynnebusiness.com。

ABOUT THE INSTRUCTOR

Wynne Business Senior Consultant Lisa M. Starr has almost 30 years of experience in the spa industry. An accomplished instructor, Lisa leads Wynne Business educational seminars for spa owners and managers. Her consulting clients throughout the U.S. and in Asia include day spa start-ups and turnarounds, medi-spas and hotel spas, hospitals, fitness clubs, and salons offering spa services.

She is a popular speaker at industry events, including IECSC, ISPA, Spa & Resort Expo, and the Spa Asia Wellness Summit. Lisa is a regular columnist at American Spa Magazine and is Director of Community for SpaTrade.com, a top spa business portal.

To learn more about Wynne Business Spa Consulting and Education, and to subscribe to our free Spa Business Update, please visit wynnebusiness.com



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