

Turbo Charge Your Online Marketing

Sunday 11:30 a.m. Room 12

Online marketing is a fantastic and wonderful way to promote your business and capture new customers. It can also be a scary place that can look like an abyss. Attend this seminar and learn about strategies and ways to create a successful website presence, be found by Internet searches (SEO-Search Engine Optimization), and promoting through safe email campaigns and data captures. Make your online marketing a profit centre today.

More Customers Please!

Sunday 2:30 p.m. Room 12

Everyone wants more customers, but what can you do about it? We will talk about strategies to help your business grow from the inside out. How do you attract more customers? What are you doing to keep the very best customers happy, and how do you maximize their potential to help grow your customer list? Join us for this important session and learn how to implement strategies today that will pay off immediately and in the long run.

Develop a Thriving Team

Monday 11:30 a.m. Room 12

You can't pay your team whatever they want. If you do, you will go broke. So how are you managing your team for success? Is the pay that each team member receives linked to the overall success and profits of your company? Create an environment where the team is rewarded based on performance and not by chance. We will discuss how to build spa management strategies that deliver the performance you desire. You do not want to miss this program as we will openly discuss compensation strategies and leadership styles and how they can be linked to creating a thriving and profitable team.

Spas Going Green

Monday 2:30 p.m. Room 12

Helping the environment and promoting your business as socially conscious: a real win-win-win scenario. Learn how leading members of the spa industry are answering the call to assist our environmental concerns while capitalizing on the exposure. Hear about best practices relating to building materials, cleanings supplies, treatments, products, daily green programs and much more in this exciting new session.



Doug Coburn & Daniel Francoeur

Doug Coburn and Daniel Francoeur have been in the spa industry for several years. Their first venture was Little House Spa, a day spa set in a century old log building on 80 acres of lush land in Ottawa. They saw an emerging need for men's services and developed the "men's den" at the Little House Spa. Bodé Spa, their current venture, is a spa specifically designed for the needs of the male client. At Bodé, the boys have created a men's spa operated entirely with male staff. For years Doug and Dan have heard all kinds of tales and woes from their male clientele. Many are trying to find a place to go, a place where they feel comfortable. Over the course of their two conferences, Dan and Doug will take you on a little journey through the eyes of men. With a little humour and a few laughs, they hope to show you that men at times can feel left out and misunderstood.

Understand Your Man - The Spa Setting

Sunday 10:30 a.m. Room 12

Doug Coburn and Daniel Francoeur take you through different parts of the spa and provide you with a man's view of the reception area, treatment rooms and other locations in the establishment. They reveal the importance of what men see, hear and smell, and offer valuable insight on how men perceive your spa through their contacts with your staff, your advertising and your products.

Understand Your Man - The Spa Menu

Sunday 1:30 p.m. Room 12

In this conference, Doug Coburn and Daniel Francoeur share their experience and knowledge of the male clientele with regards to services. Topics include waxing, a big issue with men; facials, what type to offer and the three major differences with male skin; foot and hand care; as well as staffing issues, or the importance of having male-friendly professionals. Don't miss this unique opportunity to tap into a profitable market!

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Same as Sunday

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Star Speakers

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