

Stand out from the crowd and reach more potential guests!



# SPA MARKETING SEMINAR

2-day Seminar on Marketing for Medical Spas, Wellness Hotels and Day Spas

12 - 13 January 2017

Cologne | Germany



EuropeSpa

## Receive tips and insights on how to stand out from your competitors and reach more potential guests!

There are countless spas all around the world. And even though, at first sight, they seem to offer similar treatments to comparable prices, each and every spa is special and unique. This is where marketing comes in to communicate and promote this uniqueness. A good spa marketing strategy will help you make your spa recognizable, reach more potential clients and, thus, make your spa more successful.

However, this is easier said than done. This is why we are offering a 2-day Spa Marketing Seminar. It will give you in-depth insights into marketing in general and, furthermore, will permit you to find the right marketing strategy for your spa. The seminar mainly addresses spa managers and marketing professionals in the spa industry. It will be held in English by Tobias Bielenstein, Head of Marketing & Communications at EuropeSpa.

### With a mix of theory and practice the course will cover the following topics:

- Marketing Basics & Challenges
- Particularities of the Spa Industry & Market Data
- Cross-Cultural Marketing
- Brand & Reputation
- Tools & Instruments (i.e. website, social media, storytelling, photos, brochures and more)
- Cooperation with tour operators and rating sites
- Practical Workshop & Case Studies using real examples
- Special: "How to best communicate a EuropeSpa certification"

### All participants will receive:

- A certificate of attendance
- A booklet with all topics covered in the course
- A checklist for their own business

Registration via  
[seminars@europespa.eu](mailto:seminars@europespa.eu)

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(close to Airports Cologne, Düsseldorf and Frankfurt)

**545 € (Early Bird Discount: 495 € - payment before 30 November 2016)**

Providers certified by EuropeSpa will receive a 50 € discount  
(fees plus 19 % VAT)

### Your Lecturer: Tobias Bielenstein



Tobias Bielenstein is Head of Marketing & Communications at EuropeSpa, the official quality system of the European Spas Association. He has more than twenty years of experience in communications, notably in the areas of health tourism, medical spa and wellness. He is founder and CEO of BC Kommunikation and Bielenstein Consulting GmbH. Furthermore, he is Managing Partner of Branding-Institute CMR AG, a think tank for brand and reputation. Tobias is a regular speaker at international conferences with focus on subjects in the intersection of Brand & Reputation, Marketing and CSR & Sustainability.

### About EuropeSpa

EuropeSpa is the international quality system for medical spa and wellness providers worldwide. Its purpose is to develop and publish internationally standardised quality criteria, offer certifications based on these criteria as well as disseminate this know-how in courses and seminars worldwide. The EuropeSpa certificates are the official seals of quality of the European Spas Association (ESPA). They are considered the most sophisticated quality assessments and allow an international comparison with their cross-border standards.