

TOURISM EXCELLENCE

destination
melbourne

SPA BUSINESS DEVELOPMENT WORKSHOP 28 OCTOBER 09

Destination Melbourne in conjunction with Tourism Victoria and the Tourism Excellence Program invites you to attend the Spa Business Development Workshop, Wednesday October 28th.



This full day business development workshop for spa managers and spa property owners will cover:

- Global trends and recent development explored in relation to the Australian Spa market
- The client journey explored – how to create lasting memories through exquisite experiences

- Making it happen - profitable time and financial management of the business
- Understanding our customers, buying behaviours and marketing planning and implementation
- Looking after your people

Following the workshop each delegate is entitled to a complimentary half hour follow up telephone consultation with Susie on any business matters of focus for them and to follow up on what has been achieved since attending the workshop.

Susie Santiago – Workshop facilitator

Susie Santiago is an international spa and salon business development coach and mentor. Her clients are based in Australia, the UK, Europe, the Middle East, South Africa and the Far East.

With over 17 year's operational experience in the spa, beauty and hairdressing sectors, she is well placed to help her clients take their business to the next level of profitability and success.

Susie is the founder of the award winning Santi Development Programme. This is an annual business development programme designed for owners and managers of spas and salons who wish to make positive changes in the way they lead manage their businesses.

TESTIMONIAL -

"Susie's ability to understand your business better than you know it yourself in a matter of minutes is remarkable, and an asset that everyone in the beauty industry should utilise"

Laura Bateman
Skin & Tonic Beauty Salon

REGISTRATION FORM/TAX INVOICE

ABN 75 453 745 951



DATE – Wednesday 28 October

TIME – 9.00am for a 9.30am start, finish 5.30pm

COST - \$50 +GST. Bring along a second participant from the same company for only \$30 +GST.

VENUE – Oaks on Collins - 480 Collins Street, Melbourne

NAME – 1st Participant:

NAME – 2nd Participant:

ORGANISATION:

POSTAL ADDRESS:

PHONE NUMBER:

EMAIL:

PAYMENT OPTIONS:

Your registration Total \$

1. Enclose a cheque made payable to Destination Melbourne Ltd.
2. Payments can be made by credit card (AMEX and Diners Club not accepted).

Credit Card Type: Credit Card Number:

Expiry Date: Name on Credit Card:

Signature:

Please list any special dietary requirements:

REGISTRATION INFORMATION:

RSVP - Registrations close 22 October 2009.

Cancellation of registration after 22 October 2009 and non attendance at the event incurs full payment.

Fax or Mail registration to:

Attention: Renee Ashcroft

Destination Melbourne Ltd.

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290 Collins St, Melbourne 3000

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