



BISA networking in Baden-Baden



European Spa's Contributing Editor **Berni Hawkins** reports from the British International Spa Association's Annual Conference at The Brenner's Park Hotel in the famous German spa town of Baden-Baden

December 2008 saw operators, suppliers and experts in every field – from education and accreditation schemes to natural therapies and medical wellness – turn out for an action-packed industry event, hosted by the British International Spa Association (BISA) at the renowned Brenner's Park Hotel & Spa.

A wealth of educational sessions to discuss the issues and opportunities facing the spa industry were interspersed with visits to the supplier showcase, which included Babor presenting the latest in skincare, Sunshine Showers and Rosenthal Interiors, to name but a few.

The conference attracted delegates from as far as Japan and the US as well as all over Europe, totalling in excess of 150. The well-known phrase 'everyday is a school day' was never more apparent; the speakers delivered advice and gave possible solutions, food for thought and in some instances practical actions.

BISA updated this year's delegates on its progress to create an internationally recognised accreditation scheme. The conference also cemented a strong alliance with Christian Erbst (Rhineland Technical Standards Association) and Linda Bankoski (Spa Quality LLC, USA), who currently have internationally recognised schemes in various industry sectors. Spa consultants Ute Rührig and Wilfried Dreckmann represented

the operators.

Nigel Wallace from Mclean Events covered Entrepreneurial Methodology, highlighting the importance of creating business relationships that are built to last: targeted networking, the effects of positive communication and motivational interviewing. Wallace referred to his experience with accreditation and made comparisons with 'best practice' from his days at The Fitness Industry Association and its implementation of the 'FIA Code of Practice'.

Marion Schneider, BISA Chair, commented: "I am delighted that so many people were able to make the conference and that the programme suited so many in the fields of both spa and natural healing procedures.

"Input from the delegates will certainly scope aspects of BISA development for the future, openly sharing information and involving the industry in such important topics such as spa classifications, education and accreditation programmes."

The next BISA Conference is scheduled for 3-6 June 2010 in Budapest.

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SPATEC's Nigel Wallace and BISA Chair Marion Schneider



BISA's 2008 conference host Brenner's Park Hotel & Spa, attracts thousands of international spa visitors each year

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