

Spa Future Forum (SFF2016) - The Digitalian Spa Consumer -

Overview: Born after 1999, Digitalians are those who does not purchase consumer content on physical media. They have grown up always being connected with access to limitless information, the best video games, and access to the largest library of software. They are a changing face of consumerism.

Saturday 24th September 2016

- 09.00 – 09.30 Registration
- 09.30 – 09.40 **Welcome Address**
- 09.40 – 10.00 **Children are our Future**
Knowing the numbers
Proposed:
- 10.00 – 10.30 **Do Children Spas cater to Digitalians?**
Baby Spa, Teen Spa, Ice-cream Spa, understanding the options.
Proposed:
- 10.30 – 10.45 Milk & Cookies
- 10.45 – 11.15 **The Importance of Staying Connected**
Online Spa & Wellness opportunities
Proposed:
- 11.15 – 12.00 **Parents of Digitalians**
Knowing your customer - Spa Treatments for Mother & Child
Proposed: Spa Director, Le Sens Spa
- 12.00 – 12.05 Topping out
- 12.05 – 12.15 Collection of certificates