

# **Pre-Congress Certified Course on Medical Spa Operations**

Certified by A4M Iberia

Sponsored by Nelly Devuyst, Durocher Enterprises and GenoSolutions

Taught by Bryan Durocher & Manon Pilon

**Date: May 28th 2008, from 10am to 6pm**

**Location: Hotel Miragem Cascais**

## **"Medical Spa: Combining the Traditional Spa with the Medical Clinic"**

### **Course Outline**

#### 1. Medical Spa Concepts and Design Overview

How to set up the Appropriate Spa Environment within a Medical Setting  
What Services Make Money and Which Ones Don't  
How to Choose the Right Service Offerings for Your Business  
How to Effectively Cross Market Spa Services in the Salon Environment

#### 2. Hiring a Championship Team

15 Traits Essential to Every Employee  
Learn How to Hire Hard and Manage Easy  
Job Descriptions, What Needs to be There and Why  
Learn the Three Motivational; Environments That Impact People's Performance

#### 3. Retail Strategies that Produce Revenue

Learn What Creates a Successful Retail Environment  
What Products Match Your Business's Identity and Mission  
Inventory Management and Turnover  
Retail Incentives that Produce Results  
Creating a Promotional Calendar and Loyalty Programs

#### 4. Compensation Structures

Learn How Pay Needs to be Tied to Performance  
Which Compensation Plans Work and Which Ones Don't  
Taking Your Team through Compensation Changes without a Walkout  
Discover What Benefits are Key to Retention

## 5. Marketing Your Med Spa

Learn different ways to increase revenue and increase your credibility by offering new approaches.

Generate more than 500,000 Euro per treatment room.

Get easy and effective marketing ideas in a few minutes.

Learn how to double your revenue and built customer loyalty.

Learn the marketing strategies that have transformed Medical-spas, spas and clinics around the world.

### **Course Leaders:**

Manon Pilon

World Spa consultant, researcher, medical esthetician, spa owner, recognized educator international Director of Education for Europe Cosmétiques/Europelab and author of “The Anti-Aging Cure: Based on your Body Type”, Manon Pilon has conducted seminars throughout the world, educating physicians, skin care specialists, estheticians, dermatologists, nurses as well as plastic surgeons on skin health, skin disorders and their prevention. Founder of multiple day spas and a private school in Montreal, Pilon has dedicated over 20 years in the skin care industry and continues to extend her advanced, clinical and business expertise amongst skin care professionals around the world. Manon Pilon remains very active in the medical-spa industry, continuously using her voice to give back to the esthetic, spa & medical community. She host a weekly radio show called The NewLifestyles Show on CJAD Radio.

Bryan Durocher

Bryan Durocher is the author of Wakeup Live the Life You Love in Beauty, an expert for Health Journal TV, Life and Leisure TV, and contributor to NBC South Florida Today and the founder of Durocher Enterprises. Bryan was named in 2008 one of the “Top 20 People to Know in the Beauty Industry” by Global Cosmetic Industry Magazine. Durocher Enterprises provides coaching, consulting, global industry trends, marketing solutions for med spas, spa and industry professionals internationally. Durocher Enterprises has been published in many articles and has provided business education internationally including Spa Asia, TSA, International Beauty Show NY, Organization Mondiale Moscow, Allured’s Face & Body, America’s Spa Expo, ISSE, the Premiere Beauty Show in Orlando, and the International Esthetics, Cosmetics, and Spa Conference.

### **Course Fees:**

Course Fee: 275 Euros plus 21%VAT

Participants who have purchased a Full passport to the Congress: 240 Euros plus 21% VAT

*Please note: course fee includes lunch and two coffee breaks*

**To Register Please Call +351 214 830 057 or email [info@a4miberia.com](mailto:info@a4miberia.com)**

**Register online at [www.a4miberia.com](http://www.a4miberia.com) and benefit from a 5% discount**