



The IMG Advantage

With IMG's **innovative marketing and communication strategies**, the ISPA Foundation was able to award a scholarship to encourage students to embark on a career in the spa industry.

Managing multiple events and tradeshow for ISPA each year, IMG's event team has continued to create "wow" conferences for 11 years. We attribute much of this success to our **blended staffing model** which allows us to share best practices and event specialists across associations.

Interest in the spa industry is exploding, and ISPA continues to be at the forefront. At IMG, **we immerse ourselves in our clients' universes** and offer expert staff support tailored to the association and industry.

The global resources of other IMG divisions can benefit our association clients. For example, ISPA was able to distribute its *LiveSpa* magazine at the Fall 2008 New York Fashion Week, produced by our sister organization, IMG Fashion. The 2009 edition of *LiveSpa* will once again be distributed at this event.

IMG Associations: Creating Customized Solutions for Extraordinary Organizations

International SPA Association | ISPA

Since 1991, the International SPA Association has been recognized worldwide as the professional organization and voice of the spa industry, representing more than 3,200 health and wellness facilities and providers in 83 countries. ISPA strives to advance the professionalism of the spa industry by providing invaluable educational and networking opportunities, to promote the value of the spa experience to society, and to be the authoritative voice of the spa industry.



ISPA's Story

ISPA's global membership comprises the entire arena of the spa experience, from resort/hotel, destination, mineral springs, medical, cruise ship, club and day spas to service providers such as physicians, wellness instructors, massage therapists and product suppliers. With a large and varied membership, ISPA has dynamic member benefits and a staff of IMG Associations professionals to support these changing needs.

From the early days when they were perceived as merely "fat farms," spas have evolved into one of the most popular leisure industries. Along with this evolution has come an increased demand from the more than 32 million active spa-goers for knowledge of and access to the spa lifestyle.

ISPA offers its members educational and networking opportunities through its annual Conference & Expo, now in its 18th year, as well as the ISPA Knowledge Network & Marketplaces, which are held several times each year. Widely considered the spa industry's premium event, the ISPA Conference & Expo annually draws more than 3,000 attendees and features four days of speaker presentations covering business strategy, customer service, leadership and management, along with 300 exhibitors and more than 100 launches of innovative new products — all managed by IMG Associations.

Members and other spa industry professionals look to ISPA for resources that will help advance their businesses while sustaining the overall industry. With this manifesto, another focus for ISPA is the generation of research and other business tools. One new development is ISPA's monthly Snapshot Surveys. Short by design, these new e-mail surveys provide members with immediate statistics to help monitor their businesses' standing in the industry. In just a couple weeks time, members who participate in the survey can find out how they compare to others in the industry. Each quarter, the Snapshot Survey solicits financial data from the membership, giving respondents sound statistics to use in their business financials, which is especially helpful in this evolving economy.

Additional member tools include annual industry studies, the ISPA Global Consumer Study (the first of its kind), *Pulse* and *LiveSpa* magazines, an interactive Web site and more. Practical tools like the *Spa Operations Manual*, *Spa Professionals Career Guide* and the *Uniform System of Financial Reporting* help ISPA members manage their businesses successfully. In addition, several colleges are using ISPA's textbooks and educational resources as part of their curriculum.

ISPA membership has grown from 600 when Host Communications (now IMG Associations) took over management duties in 1997 to more than 3,200 members worldwide today. ISPA's significant growth could only have been possible with the support of the IMG Associations management team.

"After 11 years of working with the management staff of IMG, we see them more as an extension of our association rather than simply managers. They have committed to learning our business and helping us grow in a truly mindful way. It is through their nimble support and valuable customer service that ISPA has become the voice of the spa industry."

— Jim Root

President of Glen Ivy Hot Springs Spa and
2008 ISPA Chairman

