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CONFERENCE

7 October 2020: LIVE IN GENEVA
8 October 2020: ONLINE

10+ speakers from all across Europe,
5000+ online viewers

Offline and online conference

NAVIGATING THE NEW NORMAL:
2 days conference geared to evaluate our
global status, assess current and ongoing
response, and plan our steps toward
recovery post-crisis



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Concept

This 2 days experience will feature dynamic industry leaders and speakers in an interactive presentation that will invigorate and inspire you and your business.

You'll learn how to navigate this period of change, and how to create a playbook for your own transformation — and be ready for the new world that awaits us on the other side.

On the 7th and the 8th of October 2020, more than 10 of the brightest minds will share their vision of how to drive better care and better value.

- * Integrative medicine – an integrated approach to treating the whole person has taken on new meaning;
- * New milestones achieved in gene editing, cancer immunotherapy and AI. What's next? REBOOTING!

- **Eminent international speakers – economists, influential scientists, leading world-renowned experts: medical doctors and wellness pioneers**
- **Verified information source**

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Participants:

health & wellness community:
medical companies, doctors,
holistic health practitioners

business owners, investors,
consultants, C-level management

business clubs, yacht and golf
clubs, family offices, private
banking, concierge services
cultural institutions

media, influencers

Moderator:

**Dr Mikhael Rabaeus, cardiologist
and generalist whose specializes
in primary and secondary
prevention, check-ups,
non-invasive diagnostics, and
cardiovascular rehabilitation in
Switzerland.**



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Topics:

- **The global impact of the coronavirus pandemic: the new normal**
 - Global scientific response
 - Impact on economy
 - Social impact
 - Cultural capital
 - New digital world
- **Health & Wellness: Key Takeaways from new research**
 - Aging – Immunity – COVID-19: connection, biological research
 - Lifestyle diseases
 - Holistic health
 - Mental health
 - New forms of addiction – technology
- **Futurist's Talk. Post digital society**
 - **Integrative medicine – an integrated approach to treating the whole person; medical care that combines conventional medical treatment with complementary and alternative therapies that treat the mind, body, and spirit.**

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Expert Council and Speakers

Join an engaging session with leaders in the economy, finance, bioscience and wellness sectors as they adjust their plans, realigning resources and communicating value.

Jean-René Fournier - Swiss politician, member of the Council of States from 2007 to 2019, serving as the President of the Council from 2018 to 2019.

Pierre-Yves Dietrich - Professor, Head of Oncology Division, The Geneva University Hospitals

Didier Pittet - Professor of Medicine, Hospital Epidemiologist & Director, Infection Control Program and World Health Organization (WHO)

François Pralong - Prof. Dr med., Head of Endocrinology & Diabetes and Obesity Centre, La Tour Medical Group

Antoine Flahault - MD, PhD in biomathematics, Professor of Public Health at Université Paris Descartes and Director of the Institute of Global Health at the Université de Genève at Campus Biotech

Prof. Hubert Professor cardiologie HUG Prof addiction HUG

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Expert Council and Speakers

The Promise of Integrative Medicine:
Is Integrative Medicine the Next New
Frontier in Medicine?
International expert panel discussion and
online webinar.

Anna Bjurstam - Founding board member of the Global Wellness Summit, Owner, Raison d'Etire, VP of Spas and Wellness, Six Senses Hotels Resorts Spas. Wellness Pioneer.

Katie Brindle
Founder of the Hayo'u Method

Frederick Chavalit Tsao Founder/CEO, OCTAVE Institute

Paul Lister
Owner of Alladale Wilderness Reserve, Scotland &
Founder of The European Nature Trust

Bija Bennett
Mind-body wellness industry pioneer; author, speaker; Chair, Global Wellness Institute Yoga Therapy Initiative;
author, "Emotional Yoga: How the Body Can Heal the Mind,"

Maxim Skulachev Mitotech LLC is the hub company of biotech project "Skulachev ions" and Rostok Group

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Top wellness trends

Wellness has gone on to become a booming trillion-dollar market, ranging from wellness trends such as Circadian Health, and Aging Rebranded, to Energy Medicine, and Fertility.

According to the Global Wellness Summit, the wellness industry is worth US\$4.5 trillion, including wellness tourism, wellness architecture and design, wellness lifestyle real estate, and much more. Take a look at some of this year's wellness trends that will be leading the trend.

- Energy Medicine Gets Serious

The medical, technology and wellness worlds are all innovating new tools to optimize the human energy body.

Whether acupuncture, chakra balancing, shamanism, reiki, qigong or sound baths, ancient medicines are based on interventions in the body's energy fields, while Western medicine embraces the anatomical / biochemical model. Despite polar-opposite approaches, traditional medicine and "ancient wellness" are now finding some common ground.

- Aging Rebranded: Positively Cool

With increased longevity and substantial wealth, today's retirees put a premium on health, wellness and nutrition, they are aging radically different than previous generations.

Multiple industries target the 55+ generation with product design, experiences and campaigns that speak to their strengths and capability.

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The Greatest Wealth Is Health

Pandemic's catastrophic impact on all sectors of life critically demonstrated that the world was not ready. Almost every sector of society has been transformed.

Climate induced pandemics have fundamentally reshaped society and politics. With climate change disasters, as with infectious diseases, rapid response time and global coordination are of the essence. Given that COVID-19 fatality rates rise sharply with age, that substantially affects the number of people at risk and the gains from social distancing. Ageing societies and longer lives support considerably longer economic shutdowns compared to past pandemics. Right now, business strategies need to evolve and adapt to the current market, but they also need to work towards shaping a future that will help pave the way for stronger and more resilient communities that are better prepared for the challenges that lie ahead.

Social Impact

If not properly addressed through policy the social crisis created by the COVID-19 pandemic may also increase inequality, exclusion, discrimination and global unemployment in the medium and long term. Comprehensive, universal social protection systems, when in place, play a much durable role in protecting workers and in reducing the prevalence of poverty, since they act as automatic stabilizers. The goal of a sustainable business strategy is to make a positive impact on the environment and society. We are in the world where reputation increasingly drives the behavior of a business. Responsible business, governance, transparency and fairness all now come into play as well as engaging with everyone who is touched by a business.

Hidden consequences

Addiction to devices and technology is turning out to be a modern-day parent's challenge. The more time that children spend on their devices, the more it can impact their brains. This digital addiction is similar to heroin and cocaine addiction—and causes similar changes within the frontal cortex of the brain.

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Sponsorship Package: Silver

- Your company logo with a link will be featured on the SMG HEALTH IS WEALTH website
- You will be recognized on the main stage during the Conference
- You will be invited to the VIP sponsor reception with SMG HEALTH IS WEALTH Conference Advisory Board members
- Your logo will be featured throughout the Conference: on the sponsor wall, and in the Agenda.
- 1 min video played between the speakers and panel discussions
- Your company information and logo with a link will be featured on SMG post Conference Online Brochure – distributed via elite business clubs, family offices, through partners of the conference and other channels
- Your company logo with a link will be featured on SMG Monthly Newsletter (3 months): Health News Digest including insights from the world-renowned health and wellness experts
- General Screening – 1 online consultation
- Case management by SMG

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Sponsorship Package: Gold

- Your company logo with a link will be featured on the SMG HEALTH IS WEALTH website
- You will be recognized on the main stage during the Conference
- You will be invited to the VIP sponsor reception with SMG HEALTH IS WEALTH Conference Advisory Board members
- Your logo will be featured throughout the Conference: on the sponsor wall, and in the Agenda.
- 1 min video played between the speakers and panel discussions
- Short interview with your company representative: “Best practice”, Q&A
- Your company information and logo with a link will be featured on SMG post Conference Online Brochure – distributed via elite business clubs, family offices, through partners of the conference and other channels
- Your company logo with a link will be featured on SMG Monthly Newsletter (6 months): Health News Digest including insights from the world-renowned health and wellness experts
- General Screening – 1 screening in Switzerland
- Case management by SMG

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Sponsorship Package: Platinum

- Your sponsorship will be announced in the formal, printed invitation letter sent to the entire SMG database
- Your company logo with a link will be featured on the SMG HEALTH IS WEALTH website
- You will be recognized on the main stage during the Conference
- You will be invited to the VIP sponsor reception with SMG HEALTH IS WEALTH Conference Advisory Board members
- Your logo will be featured throughout the Conference: on the sponsor wall, and in the Agenda
- 1-2 min video played between the speakers and panel discussions
- Short interview with your company representative: “Best practice”, Q&A
- Your Topic will be integrated in the content of the discussion (e.g., demonstration, video inclusion from the surgery room or the office, etc.)
- Your company information and logo with a link will be featured on SMG post Conference Online Brochure – distributed via elite business clubs, family offices, through partners of the conference and other channels
- Your company logo with a link will be featured on SMG Monthly Newsletter (12 months): Health News Digest including insights from the world-renowned health and wellness experts
- Special mailings: exclusive offers and preferences to selected target groups in countries of interest
- General Screening – 2 screenings in Switzerland
- Case management by SMG
- Support with organizing a Client/Partner event during the year

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Sponsorship Package: Options

You can enhance your
sponsorship package with the
following options

- Tickets to the famous Opera performance
- Previews of the international art fairs with curators
- Invitations to the opening of the Antique fairs
- Invitations to prominent golf tournaments
- Tickets to the Classical Music concert “Riga-Jurmala” with the worlds’ 4 best symphonic orchestras in Riga, Latvia
- Gift certificates for the check ups
- Webinars prior or after the SMG Conference – 4 hosted conferences in Zoom during 12 month period
- Presentation at the Business breakfast in London, Dubai, Paris, Geneva, Zurich, Moscow, St. Petersburg during 12 month period
- The Sponsorship packages will be tailor-made to meet your business needs. Along with standard offers we are happy to create custom sponsorship packages for your company based on your needs and requirements.

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ORGANIZERS OF THE EVENT

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Marina Werbitzky
Managing Director

Club des Leaders
Jean-Sébastien Robine
Founder

Brand Communications
Sandra Dimitrovich
Founder



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“It is health which is real wealth, and not pieces of gold and silver”
– Mahatma Gandhi

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THANK YOU!