



CONGRESS PROGRAMME

5th Swimming Pool and Wellness Forum of Cologne 22. – 25. October 2013

NEW: In hall 10.1
• attendance free*



Welcome to the 5th Swimming Pool and Wellness Forum of Cologne from 22 to 25 October 2013

For the fifth time this year, the Swimming Pool and Wellness Forum of Cologne presents itself as the source of impulses at the international level in the sports and wellness industry. The programme of the congress accentuates the innovative energy of the aquanale and the FSB.

At this venue the industry discusses the current challenges of both national as well as international significance. The programme relies on a wide array of topics and offers insight in the various interests among all visitor target groups - specialised swimming pool entrepreneurs, planners, architects, public bath operators and hoteliers.

In specific:

On one hand, technology and trend topics are at the forefront. Presenters introduce, among other topics, the revised DIN 19643, the central standard for water treatment, while they also explain the factors for the success of baths and provide tips for planning reliability in the construction of swimming pool facilities.

On the other hand, cross-industry issues are at subject, which play a significant role in the market: marketing, communication and human resources. Answers to the following questions are in the foreground: How can my pool facility or my company surf successfully on the social media wave? How do I position my offer cleverly in the web 2.0? How can communication be more effective and how can adversities be navigated? How do I find employees and bind them to my company for the long term?

Energy efficiency, sustainability and „green swimming enjoyment“ – these three keywords summarise the third field of topics. Presenters introduce energy optimisation concepts with regard to public swimming pools, and explain at the same time by means of best practice models, what the prerequisites are so that baths will be profitable in the long term. Additionally, presenters cast the focus on hotel pools. How do I operate my hotel pool in an economically and ecologically sensible way? This is the central question at the heart of the presentations for hoteliers. Seminars on natural pools and swimming ponds round out this group of topics.

Shedding light on new developments and being inspired by international bathing cultures and architectures. In the fourth topical field it is all about „boundless swimming and wellness enjoyment“ as well as new trends, such as „salt & brine“.

Organiser:



bsw
Federal Association for Swimming Pools & Wellness inc. soc.
(Bundesverband Schwimmbad & Wellness e.V.)



IAKS
International Association for Sports and Recreation Facilities inc. soc.
(Internationale Vereinigung Sport- und Freizeiteinrichtungen e.V.)

in cooperation with:



BDS
Federal Association of German Pool Supervisors inc. soc.
(Bundesverband Deutscher Schwimmmeister e.V.)



DGfNB
German Society for Natural Bathing Waters inc. soc.
(Deutsche Gesellschaft für naturnahe Badegewässer e.V.)



EWA
European Waterpark Association e.V.



IAB
International Academy for Pools, Sports and Recreational Buildings in Germany inc. soc.
(Internationale Akademie für Bäder-, Sport- und Freizeitbauten in Deutschland e.V.)



IHA
German Hotel Association inc. soc.
(Hotelverband Deutschland e.V.)

All presentations can be attended free* of charge and without registration.

* A valid admission ticket of aquanale/FSB is required.

Languages: German, English (simultaneous interpreting)

Venue:

Koelnmesse GmbH | Hall 10.1
Messeplatz 1 | 50679 Cologne | Germany

Tuesday, 22 October 2013

PLANNERS' FORUM FOR POOL CONSTRUCTION

Organiser:

bsw - Federal Association for Swimming Pools & Wellness inc. soc.

IAKS - International Association for Sports and Recreation Facilities inc. soc.

10:30 a.m. - 11:15 a.m. **Planning certainty for construction projects in the pools sector: a task for specialists?**

Andreas Veauthier, Veauthier Meyer Gesellschaft von Architekten mbH

11:30 a.m. - 12:15 p.m. **Factors for the success of pools**

Dr. Stefan Kannewischer,
Kannewischer Management AG

1:30 p.m. - 2:15 p.m. **Swimming pool and ice stadium Lentpark: Concept, construction and equipment**
(N.N.) SCHULTZ Architekten GmbH

PERSONNEL & MARKETING

Organiser:

bsw - Federal Association for Swimming Pools & Wellness inc. soc.

IAKS - International Association for Sports and Recreation Facilities inc. soc.

2:30 p.m. - 3:30 p.m. **Staff for pools and businesses: How to find and bind qualified employees from Generation Y?**

Stephan Dahrendorf,
Inplace Personalmanagement GmbH

3:45 p.m. - 5:00 p.m. **What is next after the social media wave? Let your baths communicate!**

Lars Schmiedgen, Schach & Matt GmbH

Wednesday, 23 October 2013

TECHNOLOGY & KNOW-HOW

Organiser:

bsw - Federal Association for Swimming Pools & Wellness inc. soc.

IAKS - International Association for Sports and Recreation Facilities inc. soc.

10:30 a.m. - 12:30 a.m. **DIN 19643: The central regulations on water treatment have been revised. What has changed?**

Thomas Beutel, Lutz-Jesco GmbH,
Jürgen Elgg, Wassertechnik Wertheim GmbH & Co. KG,
Alexander Reuß, Ospa Apparatebau Pauser
GmbH & Co. KG

COMMUNICATION

Organiser:

bsw - Federal Association for Swimming Pools & Wellness inc. soc.

IAKS - International Association for Sports and Recreation Facilities inc. soc.

2:00 p.m. - 3:30 p.m. **Creating one common wave: Targeted communication with guests, colleagues and employees**

Martin Wiedemeyer, Inplace Development GmbH

ENERGY OPTIMISATION AND SUSTAINABILITY

Organiser:

IAB - International Academy for Pools, Sports and Recreational Buildings in Germany inc. soc.

IAKS - International Association for Sports and Recreation Facilities inc. soc.

4:00 p.m. - 4:30 a.m. **Welcome and introduction**

Cert. Arch. Engineer Christoph Keinemann,
GSF - Planungsgesellschaft für Sport- und
Freizeitbauten mbH, Hamm

4:30 p.m. - 4:45 a.m. **Energy costs and their causes**

Cert. Engineer Jürgen Kannewischer, Kannewischer
Ing.Ges.mbH, Baden-Baden

4:45 p.m. - 5:15 a.m. **Foundations of structural physics**

Cert. Engineer Erik Fischer, Kurz u. Fischer GmbH,
Winnenden

5:15 p.m. - 5:30 a.m. **Sustainable pool buildings**

Univ. Prof. Brigitte Häntsch, University Kassel,
AHM Architekten, Berlin

starting at 5:30 p.m. **Exchanging expertise in comfortable settings**

Thursday, 24 October 2013

COMMUNICATION

Organiser:

bsw - Federal Association for Swimming Pools & Wellness inc. soc.
IAKS - International Association for Sports and Recreation Facilities inc. soc.

10:30 a.m. - 12:00 p.m. **Creating one common wave: Targeted communication with guests, colleagues and employees**
Martin Wiedemeyer, Inplace Development GmbH

INTERNATIONAL SPA CULTURES

Organiser:

bsw - Federal Association for Swimming Pools & Wellness inc. soc.
EWA - European Waterpark Association e.v.
IAKS - Internationale Vereinigung Sport- und Freizeiteinrichtungen e.V.

1:00 p.m. - 1:45 p.m. **International spa cultures and building styles as a source of inspiration for spa architecture at the present time**
Gerhard J. Geising, geising + böker Architekten

1:45 p.m. - 2:30 p.m. **Spa FUN – Current developments and trends in the segment of leisure pools, water parks and attractions**
Petra Probst, EuroAmusement Professional - Trade Magazine

TECHNOLOGY & KNOW-HOW

Organiser:

bsw - Federal Association for Swimming Pools & Wellness inc. soc.
IAKS - International Association for Sports and Recreation Facilities inc. soc.

2:30 p.m. - 4:30 p.m. **DIN 19643: The central regulations on water treatment have been revised. What has changed?**
Thomas Beutel, Lutz-Jesco GmbH
Jürgen Elgg, Wassertechnik Wertheim GmbH & Co. KG
Alexander Reuß, Ospa Apparatebau Pauser GmbH & Co. KG

Thursday, 24. Oktober 2013

SWIMMING PONDS & NATURAL POOLS

Organiser:

bsw - Federal Association for Swimming Pools & Wellness inc. soc.
DGfNB - German Society for Natural Bathing Waters inc. soc.
IAKS - International Association for Sports and Recreation Facilities inc. soc.

4:45 p.m. - 5:15 p.m. **Swimming ponds and natural pools in publicly and privately used baths**
Wendelin Jehle, Schleitzer baut Gärten creativ & innovativ GmbH

5:15 p.m. - 5:45 p.m. **Error avoidance and quality assurance when building natural bathing waters**
Wendelin Jehle,
Schleitzer baut Gärten creativ & innovativ GmbH

Friday, 25 October 2013

HOTEL POOLS

Organiser:

bsw - Federal Association for Swimming Pools & Wellness inc. soc.
IAKS - International Association for Sports and Recreation Facilities inc. soc.
IHA - German Hotel Association inc. soc.

10:30 a.m. - 12:00 a.m. **Hotel pool operators on the safe side: Which regulations apply to the hotel pools?**
Frank Eisele,
WWS Eisele UGmbH

12:30 p.m. - 1:30 p.m. **Salt and brine: Facts on the new trend - simply feeling well in the wellness hotel**
Frank Eisele,
WWS Eisele UGmbH

The Following Companies Support the 5th Cologne Swimming Pool and Wellness Forum

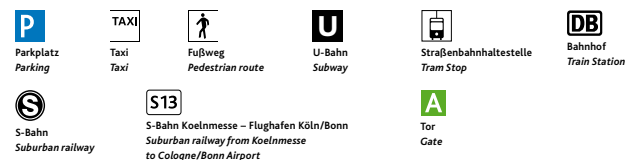
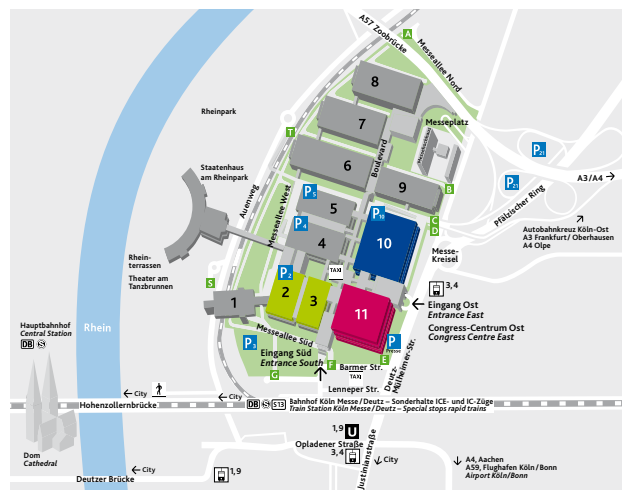
Sponsors



Trade show information

aquanale – International trade fair for Sauna. Pool. Ambience.
Halls 10.1 and 10.2, 22. - 25. October 2013, www.aquanale.com

FSB – International Trade Fair for Amenity Areas, Sports, and Pool Facilities
Halls 2.2, 3.2, 10.1, 11.1, 11.2 and 11.3, 22. - 25. October 2013,
www.fsb-cologne.com



	FSB Amenity areas	Halls 2.2/3.2
	FSB Sports facilities	Halls 11.1/11.2/11.3
	FSB Public Pool Facilities	Hall 10.1
	aquanale	Halls 10.1/10.2

5th Cologne Swimming Pool and Wellness Forum

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