

Mitchell Berkman – VIP Spa & Wellness

Certified: National Safety Council, Athletic & Fitness Association of America
Member: Institute of Management Consultants, Florida Spa Association, SAG-AFTRA

Consultation History

- Porto Vita's Villa Grande Club Spa & Wellness, Aventura, Florida 2013
- Turnberry Ocean Colony – Spa Serenity, Sunny Isles Beach, Florida 2006
- The Standard Spa, Miami Beach, Florida 2004
- La Playa Beach & Golf Resort, North Naples, Florida 2002
- The Breakers - Salon, Palm Beach, Florida 2001
- Universal Companies – Abingdon, Virginia 2000

Consultation Services

Feasibility & Strategies

- Client Aims & Objectives
- Review Architectural & Project Plan
- MEP Evaluation
- Space Allocation & Room Relationships
- Spa Layout [working with appointed designer]
- Defining the Scope
- Staff Structure & Cost

Preparation

- Analysis of Required Guest Touch Points
- Extent Brand Elements
- Review Project Objectives
- Site Review
- Risk Assessment
- Spa Flow & Control Plan
- Technology & Communication

Concept Planning

- The Look, Feel, Emotion, Function
- Review Furniture Selections
- Review Design Specs

Facility Development Review

- Review Final Layout Plan
- Review Final Material Selection
- Final FF&E Sign Off
- Review Electrical Layout Scheme
- Review Lighting Scheme
- Technical & Specialist Information
- Update on Budget & Project

Design Assistance

- Spa Layout & GA Refinement [with appointed designer]
- Spa Operating Concept
- Advise Lighting Consultant
- Suggest Computerization & Software
- Advise Signage & Guest Guidelines
- Equipment Cut-Sheets [to assist design accommodation]

Spa Branding & Treatment Menu

- Matching Spa Product Brand with Spa Concept
- Purveyor Review & Selection
- Spa Services Menu
- Presentation of Brands
- Retailing Concept & Merchandising

Training & Pre-Opening

- Pre-Opening & Operational Budget
- Spa Equipment Schedule
- Recommended Guest Supplies & Consumables
- Content Check [Print & Media]
- Advise on Staff Uniforms
- Job Descriptions
- Operational SOP Manual

Skillsets

- Languages: English, Italian, Spanish
- Systems: Northstar, Jonas, Micros-Fidelio
- Programs: Microsoft Office, Apple OS
- Equipment: AED, Stack-weight & Cardio
- Abilities: Voice Overs, Promotional Scripts, Public Speaking, Class Instruction



www.VIPSpaAndWellness.com

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