

MMI Associates, Inc. Case Study – “Wine, Welcome, and Wellness” for Iatria Spa and Health Center

MMI Associates, Inc. develops solid marketing and public relations solutions that bring success to a company and enhance its reputation with the public. From galas, seminars, open houses, and charity auctions to specialized public events, MMI handles all the details, assisting clients to define event objectives, select the site, work with a caterer, and manage logistical details for a successful promotion or event that is remembered long after it is over.

For instance, MMI Associates, Inc. helped Iatria Spa and Health Center to develop “Wine, Welcome, and Wellness,” a unique event that allows people to indulge their senses during an evening of relaxation and education. Originally billed as “Wine, Women, and Wellness,” the event proved popular with men as well, and the name was subsequently changed.

Wellness education may not seem like the most exciting way to spend an evening, until you add wine, hors d'oeuvres, prizes, and several hundred Triangle area men and women in a party atmosphere. Iatria Spa and Health Center's periodic event is filled with beauty treatments, spectacular jewelry, and good company served along with delicious appetizers and wine. Attendees float from station to station, where they take advantage of complimentary services such as chair massages, paraffin hand dips, eyebrow waxing, and skin analysis. People learn about many of the most popular spa treatments and participate in informative demonstrations by an ergonomic evaluator, a chiropractor, a personal trainer, and a florist. They view the latest advances and trends in cosmetic dentistry, makeup, and jewelry. All the while, they sip wine and nibble on assorted treats, taking a moment to escape the hectic rush of life.

Iatria Spa and Health Center is a full-service medically oriented spa with four locations in the Triangle area of North Carolina. Under the direction of Erika Mangrum, President of Iatria Day Spa, the spa specializes in nourishing the body, mind and spirit through massages, facials, hand, face and body treatments, and spa day packages. Partnering with Dr. Angela Baylis, DC, Iatria Health Center offers chiropractic and applied kinesiology, ion cleanse, acupuncture and nutrition counseling services. The firm offers its own line of health and body care products, as well as a Caleel+Hayden glō™ minerals cosmetic line. Iatria Spa and Health Center was named a Five-Star Beauty Destination by *NewBeauty Magazine*, one of the Top 20 Day Spas in the country by *Launchpad Magazine*, and the Best Spa in western Wake County in *The Cary News'* yearly “Best of the West” poll. The *Triangle Business Journal's* 2005 Book of Lists named Iatria Spa and Health Center one of the Top Women Owned Businesses in the Triangle and the firm is a two-time recipient of the Pinnacle Business Award for Steady Growth and Profitability.