

Beauty Industry Powerhouse Elizabeth Fantetti Joins Questex Wellness as Partnerships & Events Director to Grow Event Portfolio

NEW YORK, NY – June 1, 2022 — Questex Wellness today announces [Elizabeth Fantetti](#) has joined as Partnerships & Events Director. With a wealth of knowledge in the beauty and spa industry, Fantetti will lead the events strategy and expand Questex’s beauty and spa event portfolio including the International Beauty Show (IBS), the International Esthetics, Cosmetics & Spa Conference (IECSC), and Spatec by developing partnerships across the industry and creating new solutions and opportunities to better serve beauty and spa audiences.

“Elizabeth comes to Questex with a wealth of industry knowledge and relationships that will propel our business to another level,” said Jill Birkett, Vice President, Questex Wellness Group. “We are excited for her to join our team to bring these relationships into our Wellness portfolio as the industry continues to recover from the pandemic and we move forward with our events.”

Fantetti was the Director of Member Engagement for Professional Beauty Association (PBA) for nearly 15 years where she created relationships with manufacturers, distributors, salon/spa owners, licensed professionals, school owners, students and suppliers. Fantetti managed the sales efforts for multiple membership groups, curated a portfolio of multi-channel marketing resources to help members elevate and grow both their careers and their brands, created a Partner Program that exceeded financial goals within its initial launch year and managed the company’s largest data conversion initiative. In addition, Fantetti enhanced PBA’s membership recruitment efforts and dramatically increased member retention rates.

“Questex’s tradeshow and hosted buyer events have terrific reputations in the industry and I am excited to be a part of this team. I look forward to bringing my industry knowledge and commitment to providing memorable customer experiences to building new relationships for IBS, IECSC and Spatec,” added Fantetti.

Reach Fantetti at efantetti@questex.com.

Upcoming Events

Networking and educational opportunities for spa, beauty and wellness professionals will take place throughout 2022 and 2023:

- **Spatec North America**, June 5-8, 2022 at the Fairmont Scottsdale Princess in Scottsdale, AZ. Visit www.spatecna.com for more information.
- **IBS and IECSC Las Vegas**, June 25-27, 2022 at the Las Vegas Convention Center in Las Vegas, NV. Visit <https://www.iecsclasvegas.com> and www.ibslasvegas.com for more information.
- **Spatec Europe**, September 20-23, 2022 at the Anantara Vilamoura Algarve Resort in Quarteira, Portugal. Visit www.spateceu.com for more information.
- **IECSC Florida**, October 9-10, 2022 at the Palm Beach County Convention Center in Palm Beach, Florida. Visit iecsctflorida.com for more information
- **IBS and IECSC New York**, March 5-7, 2023 at the Javits Convention Center in New York City. Visit iecsctnewyork.com and ibstnewyork.com for more information.

About QUESTEX

Questex helps people live better and longer. Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

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