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FOR IMMEDIATE RELEASE

Millennium Systems International Rebrands Annual Conference
Business Mastery by Millennium will be held October 5-8, 2019, in Miami, FL.

PARSIPPANY, NJ (March 5, 2019) – Millennium Systems International, provider of the cloud-based business management platform built exclusively for the beauty and wellness industries, is pleased to announce the rebranding of its annual user-group conference to Business Mastery by Millennium.

The three-day event will include an educational and business-centric focus through targeted learning tracks, business-building classes, Meevo 2 sessions, and valuable resources for Millennium Systems International clients. Business Mastery will move away from stylist-focused education and the traditional hair show, to allocate more resources towards top-notch educational breakout sessions for salons and spa owners and managers such as leadership, revenue-building strategies, and technology utilization. The event will also provide bountiful sponsorship opportunities to place valued partners in front of top salon and spa decision-makers.

Business Mastery will continue to embody the spirit of the industry's the work-hard, play-hard mentality with a wide variety of social events including a pool-side party night and a new selection of team excursions. "As our industry continues to evolve, we found it necessary to go back to our roots and rebrand our conference by focusing on the Business Side of Beauty and Wellness. Business Mastery will offer transformational educational sessions, actionable business courses, thought-provoking roundtable sessions, and Meevo 2 advancement courses, guaranteed to motivate us all. I look forward to bringing together salon and spa leaders to connect, learn, be inspired...and of course have fun," says Director of Marketing, Carolina Van Winkle.

Business Mastery by Millennium will take place on October 5-8 at the JW Marriott Turnberry Resort and Spa in Miami, FL. Registration for the event will open in April.

About Millennium Systems International

With a 30-year track record developing innovative solutions tailored to beauty and wellness businesses, Millennium Systems International has reinvented how businesses operate by rebuilding its solutions from top to bottom. Providing the only true cloud-based business management platform built by beauty and wellness veterans, Millennium's Meevo 2 platform delivers everything needed to run and grow a business – all in one place. From streamlining common tasks, to connecting with clients, to booking appointments, to managing loyalty programs to accessing the insights to help better manage performance, all packaged with ongoing educational resources, training programs, and workshops to help inspire and educate employees. That's what Millennium Systems International calls better performance, delivered. For more information, visit www.millenniumsi.com.

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