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FOR IMMEDIATE RELEASE

Success for Millennium Systems International at Business Mastery

Millennium Held Annual Conference October 5-8, 2019 in Miami, FL

Parsippany, NJ (October 23, 2019)- Millennium Systems International, provider of Meevo 2, the leading cloud-based growth platform built exclusively for the beauty and wellness industries, held their annual educational conference October 5-8th in Miami, Florida.

The highly successful Business Mastery event was rebranded and restructured for 2019. Throughout the two and a half days, beauty and wellness owners and managers chose from a wide selection of targeted learning sessions with top industry educators, networked with like-minded colleagues, and met with powerful partners who provide Business Boosters and Integrations for Meevo 2. The JW Marriott Miami Turnberry Resort & Spa venue offered clients award-winning accommodations, as well as, the perfect venue to showcase Millennium's valued partners in a format that bolstered client engagement and elevated the experience overall.

Top-notch education is what clients have come to expect from Millennium. Offering an abundance of education at this leading educational conference sets Millennium apart from its competitors. The event offered beauty and wellness owners and managers an exceptional educational experience with a business-centric focus, featuring over 40 sessions dedicated toward revenue-building strategies, leadership tactics, and popular Meevo 2 Certifications.

Breakout sessions provided valuable takeaways for clients looking for growth opportunities for their salon or spa. *Motivating Your Team Toward Milestones: Goal Setting in Meevo 2* with John Harms was a much anticipated and highly attended session that challenged clients to leverage service provider KPIs, as well as, overall salon or spa KPIs to better measure business growth. "It was so important when we built Meevo 2 Goal Setting that we could set monthly benchmarks that would be intelligent enough to derive weekly and daily goals. Helping our clients learn how to implement and monitor it is exciting, as it will help drive the right behaviors that lead to success," remarks John Harms, Founder and CEO of Millennium. In addition to technology-specific sessions, Millennium offered clients the unique opportunity to engage in peer discussions during roundtable sessions like *Success in Leadership* with Millennium COO, Matthew Scudder and *Revive and Thrive Roundtable* with Robert Maconi, VP of Enterprise Sales.

To further enhance the educational experience, Millennium offered clients the opportunity to learn from industry leaders including Founder & CEO of Strategies, Neil Ducoff, Principal at Spa Gregories, Angela Cortright, International Business Leadership Speaker, Jason Everett, Founder & CEO of BeauteeSmarts, Carol Phillips, and Author & Founder of Cool Beauty Consulting, Bennie Pollard. These energetic and engaging sessions offered clients the opportunity to learn the intricacies of social media, build healthy retail plans for their salon or spa, and rethink the way they lead their teams.

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Each full day of classes was complemented by exciting main stage presentations and opportunities to unwind. Clients were welcomed to the conference on the first day with an inspirational keynote from John Harms, as well as, a Happy Hour Sponsored by ADP and a Havana Nights-themed party night.

On day two, attendees were given the privilege to hear Purple Heart recipient, Lieutenant Jason Redman tell the story of his impressive career and journey to overcome his debilitating obstacles. Redman retired in 2013 and founded the Combat Wounded Coalition, a non-profit organization that supports combat wounded warriors and families of the fallen. In addition to his overwhelming inspiration, attendees were treated to a sneak peek of the future of Meevo 2 by the Millennium team and a Happy Hour sponsored by DemandForce.

Throughout the conference, Millennium offered the highly popular concierge-style TechBar and business-boosting SalesBar where clients could utilize their breaktime to speak with highly-qualified members of the Millennium Team on shortcuts in the software or powerful add-ons that could set their business apart.

“The strategic rebrand of Business Mastery met our goals and expectations! By immersing our clients, partners, and influential educators in a constructive, business-centric environment, and offering numerous fun networking opportunities, we achieved success. This insightful conference helped beauty and wellness owners and managers become better leaders, learn from their peers, and develop their teams.”

For more on Business Mastery by Millennium, visit <https://www.millenniumsi.com/business-mastery>.

About Millennium Systems International

Millennium Systems International is a leading privately-held software management company owned and operated in the USA, with over 30-years of industry experience developing innovative solutions tailored to beauty and wellness businesses. Millennium’s Meevo 2 growth platform offers cloud-based technology that delivers everything needed to run and grow any business or franchise—all in one place, from anywhere. For more information, visit www.millenniumsi.com.

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