

NLP LEADERSHIP SUMMIT

<http://npleadershipsommit.org/>

All *Fellow Members of the IANLP* are warmly invited to attend this unique, extraordinary gathering as guests. Please contact Ueli. I would be happy to introduce you to the NLP-LS as a guest. And be sure to set aside the day before the conference — Friday, January 8, 2027 — for the IANLP Pre-Meeting in Alicante. Ueli R. Frischknecht, info@ia-nlp.org



A letter by Heidi Heron and Michael Hall

NLP Leadership Summit **9-11 January 2027** **(Saturday to Monday)** **[AC Hotel Alicante By Marriott](#)** **Alicante, Spain** **[REGISTER NOW](#)**

Hello NLP Leadership Summiteers & Guests!

Wonderful news... **the 2027 NLP Leadership Summit has a home!** 🇪🇸



They say it takes a village, and the Leadership Summit has always been exactly that: **a village of people from around the world who care deeply about NLP, its evolution, its integrity, and its future.** 🌍

A huge thank you to **Enrique, Marcel, and Noella**, who have greatly assisted Michael Hall and me in finding our new venue in **Alicante, Spain**.

This will be our 4th time bringing the Leadership Summit to Alicante, and although we have wonderful memories from our previous gatherings at the Melia Alicante, it is time for **a new chapter and a new home.**

We have secured the [AC Hotel Alicante by Marriott](#) for **9–11 January 2027**, and we truly hope you will join us.

And I really mean that. ❤️

Because this gathering is not simply about another NLP event on the calendar.

It is about us.

As NLP moves into its next 50 years, we find ourselves at an important transition point. Many of the people who helped shape this field, expand it globally, develop standards, create communities, and bring NLP into different cultures and contexts are now entering new chapters of their own.

And at the same time, **a new generation of NLP Trainers is emerging.**

Which leaves us with important questions:

- ❖ *How do we pass forward not only the techniques of NLP, but the wisdom behind them?*
- ❖ *How do we honour where NLP has come from while continuing to evolve where it can go?*
- ❖ *How do we ensure future generations inherit not just the content of NLP, but the curiosity, exploration, collaboration, and spirit that created it?*

These are the conversations the Leadership Summit was created for.

So what actually happens at a Leadership Summit? ❖

For those who have never attended, and perhaps as a reminder for those who have, the Leadership Summit is a little difficult to explain because it is unlike most events.

It is not a conference.

There are no keynote speakers.

There are no PowerPoint presentations.

There is no one person at the front of the room with all the answers.

Instead... **there are conversations.** 💬

Real conversations.

The kind that happen when experienced, passionate, curious people sit together and ask:

Where is NLP going?

What needs to evolve, and what needs to be preserved?

What have we learned from decades of teaching, coaching, researching, and applying

NLP?

What wisdom do we want to pass forward?

The facilitators introduce topics, questions, and areas for exploration. Sometimes we discuss together as one group. Sometimes we move into smaller conversations where ideas can develop more deeply. And often, the best insights come from unexpected places.

Over the years we have explored topics including:

- What NLP is and what it isn't
- The future and legacy of NLP
- Training standards and ethics
- Associations and global collaboration
- How we teach and evolve NLP
- Online learning and changing education models
- Research, credibility, and public perception
- Supporting the next generation of NLP Trainers (And sometimes... the most valuable conversations are the ones we didn't even know we needed to have.)

And so much more.

Some conversations lead to new projects.

Some challenge old assumptions.

Some simply create greater understanding and connection.

The agenda is intentionally flexible because **the people in the room create the Summit**. That has always been its magic.

And of course... the Summit conversations rarely stay only in the meeting room. 🍷

If you can join us on Friday evening, we will gather informally in the AC Lounge for a drink, a hug, a hello, and a chance to reconnect before we officially begin.

For some, it will be catching up with friends they have known for decades. For others, it will be meeting people whose names they have heard for years but have never had the opportunity to sit beside, share stories with, or learn from. **And for those attending for the first time, please know this: you are very welcome.**

One of the things I have always loved about the Leadership Summit is how quickly the titles disappear.

Within a few hours, it is simply a group of people sharing conversations, meals, laughter, ideas, and a love for NLP. The formal discussions happen during the day...

...but often the friendships, collaborations, and unexpected insights happen over coffee, dinner, and those wonderful conversations that continue long after we said we were "finished for the night." 😊

I know many Leadership Summit members are in different seasons of their lives and careers. Some are actively training around the world. Some are training less. Some have shifted focus or are exploring new adventures.

But wherever you are today...

Your experience still matters.

Your stories matter.

Your lessons matter.

Your questions matter.

Your presence matters.

The Leadership Summit has never been about who is the busiest, who has the biggest training company, or who is currently teaching the most courses.

It has always been about **gathering people who care**. The magic of the Leadership Summit is the people. 🤝

And that means **the Summit changes depending on who chooses to be in the room**.

In 2026 we made the difficult decision to cancel our planned gathering in Greece due to low participation. While disappointing, it also reminded us of something important: **The Leadership Summit is not created by a location, a hotel, or an agenda. It is created by the people who choose to show up.**

It exists because a group of people from around the world continue to believe that coming together still matters. Your attendance is not just another registration. **Your presence changes the conversation.**

There is no big organisation behind it. No company. No paid team making it happen.

It exists because a group of people from around the world decide that **coming together still matters**.

Your attendance is not just another registration.

Your presence changes the conversation.

For 2027, we also invite you to think about the next generation.

Who are the Trainers you know who should be part of these conversations? Who are the people who will still be teaching, developing, and representing NLP **10, 20, or 30 years from now?**

Invite them.

Bring them.

Introduce them.

The future of NLP should not only be a conversation **about the next generation**, it should be a conversation **with them**.

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Our hope is to have **80–100 people join us in Alicante.**

And genuinely...

We hope YOU are one of them. ❤️

Here are the details:

Dates: 9–11 January 2027 (Saturday–Monday)

Venue: AC Hotel Alicante by Marriott

Summit Contribution: €100

(includes venue hire, meeting supplies, tea/coffee, and hopefully lunch on our final day)

Accommodation:

Single Occupancy: €100/night

Double Occupancy: €115/night

Includes daily breakfast

We are working with the hotel to provide a dedicated booking link at these rates and will send this to registered participants once available.

About the Hotel

The [AC Hotel Alicante](#) is located near the city centre, Paseo de la Explanada, the marina, and Postiguat Beach. For those who joined us previously at the Melia Alicante, the new hotel is approximately 2km south on the other side of the marina.

Alicante Airport (ALC) is approximately 15 minutes away by taxi. You can also travel by high-speed train from Madrid, which takes approximately 2 hours and 20 minutes. Alicante Terminal train station is less than 1km from the hotel.

Registration

To register, simply click below.

You will have the option to pay now or later in the year. Paying now certainly makes administration easier (thank you!), but we also want to provide flexibility so you can plan accordingly.

[➔ REGISTER NOW](#)

Unable to attend?

While we would love to see you, we also understand that not everyone will be able to join us. If you already know you will not be attending, please reply to this email or [click this link to let us know](#). This helps us greatly and means we won't keep chasing you over the coming months.

We hope you will say yes.

Because the Leadership Summit is not a place we go. **It is something we create together.**

Whether you have been part of the conversation for decades, or this will be your very first Summit, there is a seat waiting for you.

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We hope to see you in Alicante in January!

Warmly,
Heidi Heron & Michael Hall