

# Wellbeing

Driving performance, adding value  
and strengthening connections  
with a personal approach



Like no other



# Wellbeing. . .

is the state of being happy, healthy or prosperous. Wellbeing is more than the physical body, encompassing the person's mental and emotional state as well as their productivity and ability to perform their peak capabilities.



At Maritz Global Events, we believe that the wellbeing of the human is vital to their overall success in life.

When the human's wellbeing is cared for, their overall performance increases.

We want guests to walk away from an event feeling inspired, invigorated and cared for. We want them to be motivated to be the best they can be—strengthening the bonds between guests, the organization and the industry.

Our cutting-edge, holistic wellbeing offerings create a personalized participatory experience that can drive social change, enrich the event experience and make the world a better place!

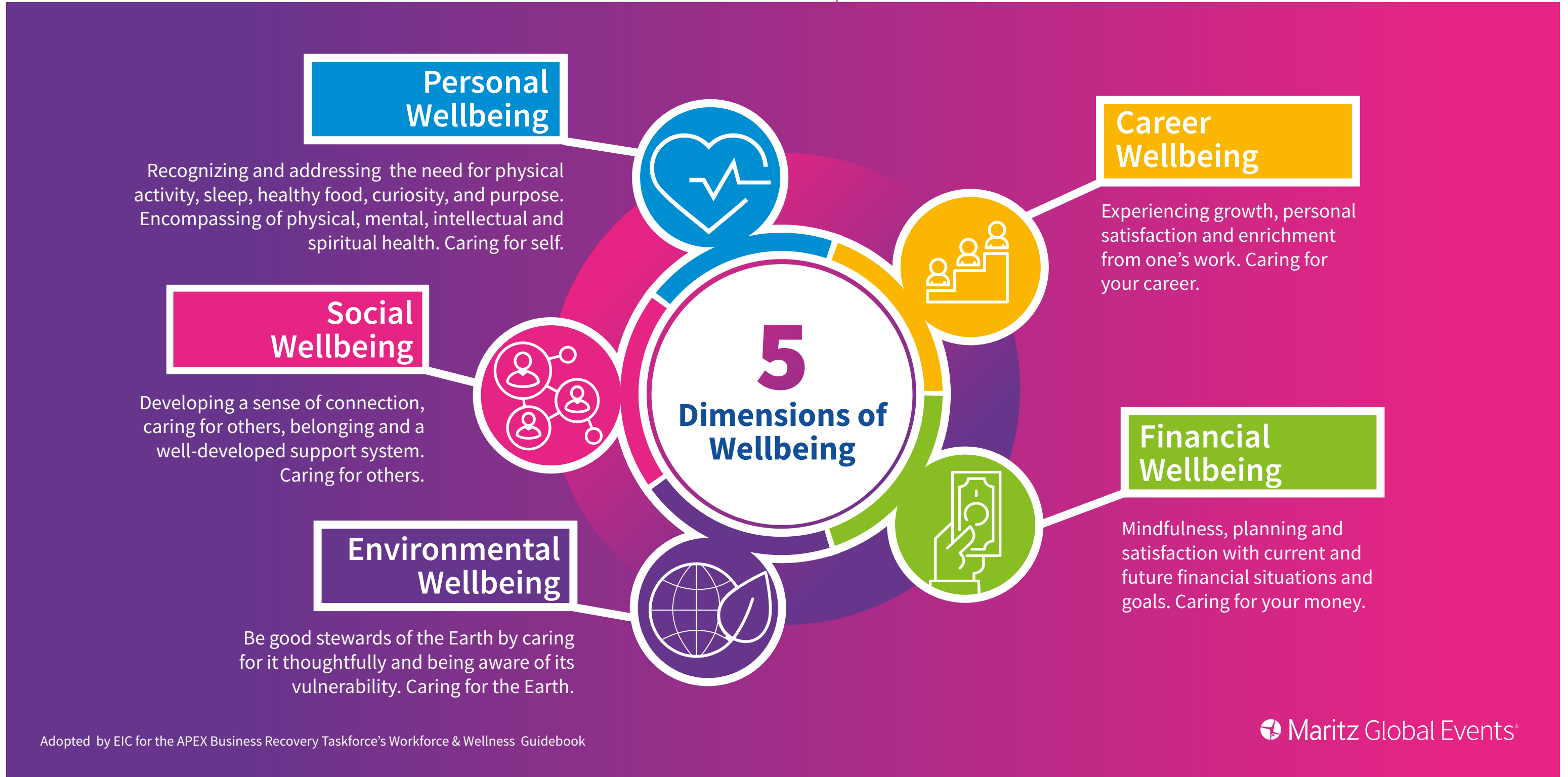
## Key Benefits of Incorporating Wellbeing Into Events:

- Increases guest satisfaction. Guests walk away feeling their needs were cared for.
- Builds unique sponsorship opportunities.
- Fosters deeper relationships where guests can connect with one another and make the event feel like a smaller community.
- Retains members, customers, sponsors and exhibitors.
- Differentiates organizations by offering a holistic experience that can elevate the overall event experience.
- Creates lasting memories of the event.



# 5 Dimensions of Wellbeing

Achieving wellbeing is not always easy. It's not automatic and it requires attention. But it can be done. And it's best defined by five distinct elements.



Adopted by EIC for the APEX Business Recovery Taskforce's Workforce & Wellness Guidebook





INTRODUCING THE

# Maritz Global Events Wellbeing Network

The Maritz Global Events Wellbeing Network (WBN) is a group of wellbeing providers who offer unique products and services that align with and promote the 5 Dimensions of Wellbeing to enhance the guest experience. Members meet our stringent vendor requirements and provide exclusive pricing available only through Maritz Global Events.



Carbon Footprint Measurement Tool



Onsite Massage Services

OFFICE MEET YOGA

Onsite Yoga and Virtual Videos



Essential Oils and related products



Wellbeing Challenge App



To read more about what an increased focus on wellbeing can do for you and your organization, download our eBook at <https://info.maritzglobalevents.com/wellbeing-ebook>



# Carbon Footprint Measurement Tool

Maritz Global Events is committed to sustainability in every aspect of our business, and we work deliberately to lessen the impact our industry has on our planet and to positively influence humanity. We understand that events have an impact on the communities in which they are held, and we are committed to supporting our clients and their sustainability plan through industry standards, service offerings and strategic guidance.

We have partnered with **BPA iCompli Sustainability** to design a custom tool for clients that measures the carbon footprint of an event. Once this report is received, we work with our clients to lower the carbon footprint of each of their events.

## Pre-event support includes:

- Data collection preparation
- Timeline for collection
- Project management assistance
- Stakeholder/Supplier communication
- Tracking/Reporting

## Post-event support includes:

- Data collection
- Measurement
- Report analysis
- Recommendations for improvement



**Maritz Global Events** **iCompli**

Name of the event  
Event duration (Days)  
Country

Transportation Supplier(s)

	Employees	Attendees
Participants		
Number of short-haul flights (up to 3h)		
Number of medium-haul flights (3-6h)		
Number of long-haul flights (more than 6h)		
Percentage business class flights		
Number of people arriving by car		
Average distance travelled (car)		
Number of persons travelling by public transport		
Average distance travelled (public transport)		

Freight Transportation Supplier

	Weight (tons)	Distance (total km)
Transported weight by Air		
Transported weight by Car		
Transported weight by Delivery van		
Transported weight by Truck		

Venue

	Value
Heated area (m2)	
Air conditioned area (m2)	
Power consumption (kWh)	
Green energy	

Accommodations Supplier

	Value
Number of overnight stays in 2-3 star hotels	
Number of overnight stays in 4 star hotels	
Number of overnight stays in 5 star hotels	
Power consumption (kWh)	
Green energy	

Food & Beverage Supplier

	Value
Amount of meals, not vegetarian	
Amount of vegetarian meals	
Amount of snacks	

## How it Works:

### Phase 1 Discovery & Assessment

Prior to the event, we provide the tool and educate you on the information required to complete the assessment. This is to ensure that the vendors involved with the event know the reporting expectations. Throughout the process, we partner with the event professional to answer any questions and provide support. The goal is to provide a simple guide for easy collection.

### Phase 2 Design to Improve the Footprint

When the data is received from the event professional, we coordinate with BPA iCompli to ensure all of the information is complete, and BPA iCompli provides the calculation of the specific event. Once the BPA iCompli report is received, Maritz Global Events analyzes the results and provides recommendations for improvement of the carbon footprint.

### Phase 3 Implementation & Execution

Once the recommendations are reviewed and accepted, we will work with you to ensure that the recommendations are implemented effectively and efficiently.

# Wellbeing Challenge

A Wellbeing Challenge is an immersive experience tool that deeply engages your audience while building stronger community bonds and promoting healthy lifestyles. A bonus is the unique way it can showcase your sponsor(s) in a more meaningful way!

Challenges are launched via a customized app and can be designed based on the Maritz Global Events **5 Dimensions of Wellbeing** or focused on only a few of the dimensions. They can be driven by individual goals or group goals and can be implemented for in-person, digital or hybrid events. We work with you to identify your desired outcomes for your guests, organization and sponsors, and provide full-service management of the Challenges from design, development, project management and implementation.

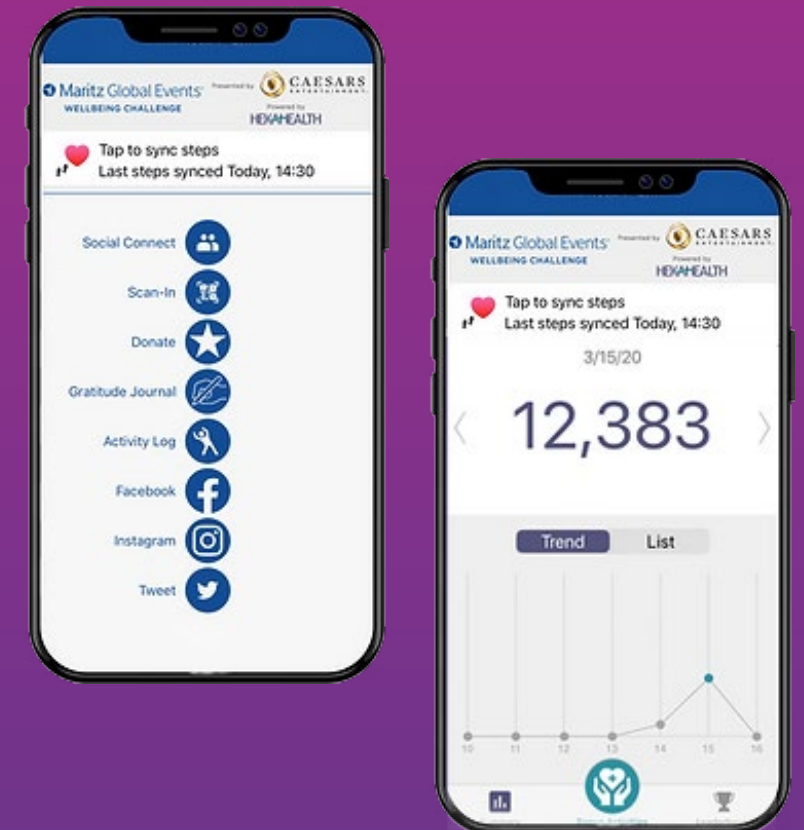
## How Challenges Drive Value for Sponsors

- Enables deep experiential engagement with sponsor's target audiences
- Provides branding opportunities on all challenge promotions and communications (i.e. website, social media, email promos, event app, etc.) and on Challenge web page, Leadership and App
- Drives specific brand engagement objectives (e.g., sales discussions, social media interaction, virtual on-site booth visits)
- Expands brand awareness via prominent, high-value impressions across multiple channels
- Creates a memorable, healthy, social and fun experience



See our Wellness work in action at IMEX 2021!

<https://www.hekahealth.com/imex21>





# Wellbeing Lounge

A Wellbeing Lounge can become the central hub of connection for your guests and creates a space within your event to address their wellbeing and comfort. It also provides unique activation areas for your top sponsors. Activations are tailored to the preferences and behaviors of the guests, sponsors and business objectives of the organization.

## Activities could Include:

- Guest lounge and entertainment—ex: Golf activation
- Wellbeing activations—spa, massage, nail salon, excursions
- Child care activations
- WiFi stations
- Food & Beverage station
- Children’s playground and activation—sandbox with toys, ice cream truck, carnival experience
- Seating, community and relaxation
- Music and live entertainment
- Mobile Splash Pad
- Uber line with white glove transportation

## Key Benefits of Wellbeing Lounges:

- Encourages guests to stay longer by offering them places to rest
- Creates a central meeting place for guests to meet up
- Provides unique activation for sponsors to co-create the space offerings based on their brand values
- Offers an opportunity to educate guests on the 5 Dimensions of Wellbeing
- Optimizes trade show floor space to increase value of the show for exhibitors

# The Curriculum of You

In addition to activities, the lounge can become an educational and experiential tool by hosting mini-sessions and conversations around the 5 Dimensions of Wellbeing. The Curriculum of You is an educational series that focuses on learning about the 5 Dimensions while doing it at the same time. It can be a plug-and-play tool for the event strategist to incorporate within their program—not overtaking the agenda, but complementing it!

Sample sessions could include:

### Personal

A health coach conducting conversations around mental health, healthy living and overall wellbeing.

### Financial

Financial experts discussing financial planning strategies and tools.

### Career

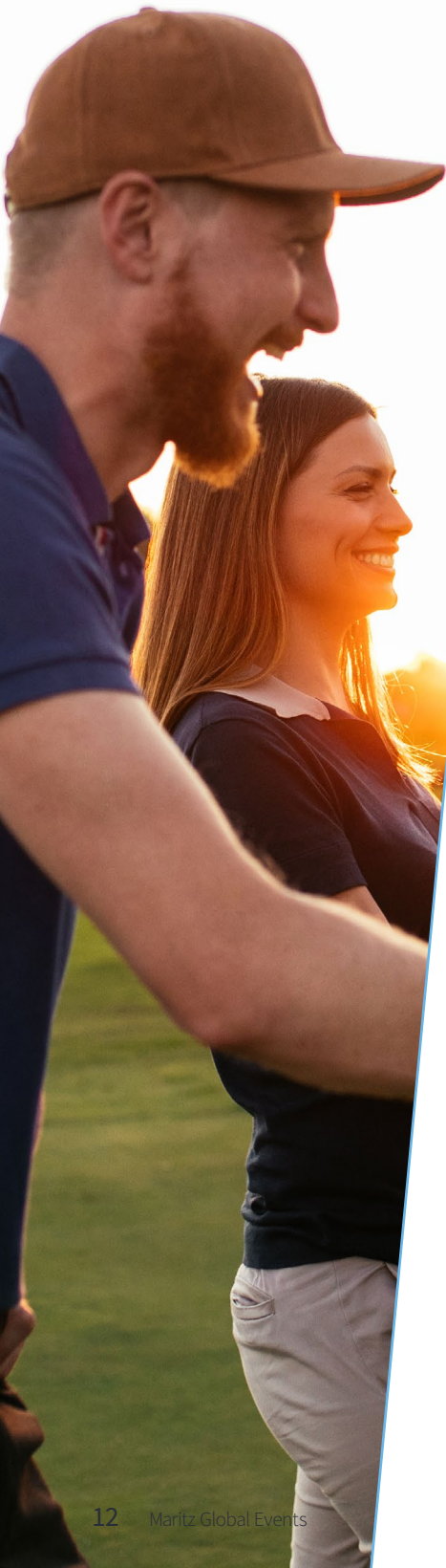
A career coach talking about how to network and get the desired results of the event experience. Perhaps host a mentoring and networking program.

### Social

Give people a way to donate to a foundation and educate on non-profits that are important to the client.

### Environmental

A sustainability coach explaining the green initiative being used at the event and educating guests on how they can continue this practice after the event. Actively show guests how the event professionals have planned to create less waste from the event.







## Mental activities could include:

- Intention setting
- Mind setting
- Celebrate your wins
- Self-talk
- Strengthen your tribe
- Practice gratitude breathwork, mindfulness

## Wellbeing Activities

Incorporating a wide variety of wellbeing activities into your next in-person, digital or hybrid event can energize guests for the day ahead or provide a break to refresh and recharge. Activities can create opportunities for new connections to be made and bring together guests in unique ways. They also provide additional sponsorship opportunities.

## Physical activities could include:

- Guided meditation
- Chair or mat yoga
- Full body yoga
- High Intensity (HIT) Class
- Strength training
- Bodyweight bootcamp
- Sleep education
- Plank, sit-up, pushup, burpee workshop





Like no other



Meet Your Wellbeing Leader

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## Let's Talk!

Find out more about how our Wellbeing solutions can help you build a better, more impactful event experience. Get in touch with us for **a free 30-minute consultation** or reach out to your Maritz Global Events sales representative.

 Maritz Global Events®