

# ANNUAL **wellness** SUMMIT

**August 26-29, 2024**

Fairmont Chicago, Millennium Park  
Chicago, Illinois

Early  
Registration  
Ends July 15!

**Together,  
we are wellness.**

PRESENTED BY

**WELCOA**★  
WELLNESS COUNCIL OF AMERICA

+



NATIONAL  
**WELLNESS**  
INSTITUTE

# ANNUAL wellness SUMMIT

August 26-29, 2024

Fairmont Chicago, Millennium Park

## Together, we are wellness.

This August, Wellness Council of America (WELCOA) and the National Wellness Institute (NWI) are bringing the best of their annual conferences into one powerful gathering of thought leaders, experienced practitioners, and industry experts. From inspirational keynotes and information-packed concurrent sessions to valuable networking opportunities and an engaging exhibit hall, the 2024 Annual Wellness Summit will showcase the industry's latest trends and best practices. Join hundreds of your peers at this year's ultimate wellness conference to gain the strategies, connections, and resources needed to advance well-being for yourself, your workplace and community, and the individuals you serve!

### Why Attend

- Gain insights from engaging and knowledgeable speakers.
- Discover innovative well-being approaches from industry experts and vendors.
- Evaluate current challenges, and develop actionable solutions.
- Build community with like-minded professionals.

### Who Should Attend

The Annual Wellness Summit is for wellness professionals supporting the health and well-being of individuals, organizations, and communities. These professionals represent a variety of industry sectors, including corporations, healthcare systems, hospitals, universities, school systems, government entities, and more.



# Program at a Glance

## MONDAY, AUGUST 26

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8:00-9:00 a.m.	Registration
9:00 a.m.-4:30 p.m.	Preconference Intensives
4:00-6:00 p.m.	Main Registration Open/Networking

## TUESDAY, AUGUST 27

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7:00-8:00 a.m.	Morning Activity
7:00 a.m.-6:30 p.m.	Registration/Information
8:00-9:00 a.m.	Continental Breakfast
9:00-10:15 a.m.	Welcome/Opening Keynote
10:15 a.m.-6:30 p.m.	Exhibits Open
10:15-11:00 a.m.	Break in Exhibit Hall
11:00 a.m.-12:15 p.m.	Concurrent Sessions
12:15-1:30 p.m.	Lunch in Exhibit Hall
1:30-2:45 p.m.	Concurrent Sessions
2:45-3:30 p.m.	Break in Exhibit Hall
3:30-5:00 p.m.	Keynote
5:00-6:30 p.m.	Welcome Reception in Exhibit Hall

## WEDNESDAY, AUGUST 28

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7:00-8:00 a.m.	Morning Activity
7:00 a.m.-4:00 p.m.	Registration/Information
8:00 a.m.-3:30 p.m.	Exhibits Open
8:00-9:00 a.m.	Continental Breakfast
9:00-10:15 a.m.	Keynote
10:15-11:00 a.m.	Break in Exhibit Hall
11:00 a.m.-12:15 p.m.	Concurrent Sessions
12:15-1:30 p.m.	Lunch in Exhibit Hall
1:30-2:45 p.m.	Concurrent Sessions
2:45-3:30 p.m.	Break in Exhibit Hall
3:30-5:00 p.m.	Keynote
7:30-9:30 p.m.	Silent Disco

## THURSDAY, AUGUST 29

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7:00-8:00 a.m.	Morning Activity
7:00 a.m.-12:30 p.m.	Registration/Information
8:00-9:00 a.m.	Continental Breakfast
9:00-10:15 a.m.	Concurrent Sessions
10:15-10:30 a.m.	Break
10:30-11:45 a.m.	Concurrent Sessions
11:45 a.m.-12:00 noon	Break
12:00 noon-1:15 p.m.	Closing Keynote

# Preconference Intensives

## MONDAY, AUGUST 26

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8:00-9:00 a.m.

### Registration

### ARCeology: Raiders of the Lost Art of Employee Engagement

Sustaining a high level of employee engagement is a growing concern for many organizations. In this fun, fast-paced session, you will join fellow explorers to uncover the three secrets to help you transform your workforce into a powerhouse of performance and engagement: Autonomy, Relatedness, and Competence (ARC). This powerful trio of psychological needs can boost motivation, elevate job satisfaction, and ward off burnout. Unleash your unending curiosity and prepare to embark on a hands-on journey beyond theory and straight into action.

#### SPEAKERS:



**Jesse Gavin, M.A., CWWS**  
Well-Being Director  
Baylor College of Medicine



**Mitch Martens, M.A.**  
Clinical Wellness Director  
Huntington Health



**Ryan Wolf, Ed.D.**  
Well-Being Consultant  
Knowledge-Advantage

### Effective Resiliency (Stress Management) Training Programs for the Post-Covid Work Environment

Not only has stress reached epidemic levels nationwide, but workers across the country cite their work/worksite as the number one stressor in their lives. Moreover, stressed employees can create a toxic work environment, perpetuating the stress cycle and decreasing health, morale, and productivity. This “train-the-trainer” program teaches participants essential skills to create, market, implement, and facilitate effective programs in stress management, resiliency, and work-life balance to enhance the health of workers and the worksite. This includes a special emphasis on both coping skills (mind) and relaxation techniques (body).

#### SPEAKER:



**Brian Luke Seaward, Ph.D.**  
Executive Director  
Paramount Wellness Institute

# Preconference Intensives

MONDAY, AUGUST 26 (CONT.)

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8:00-9:00 a.m.

## Registration

### Wellness Laws 101

This full-day session will survey important legal concepts for designing a compliant and effective wellness program. The presenter will cover basic legal concepts so attendees know where to look for legal guidance. Then, the presenter will discuss the latest legal guidance and activity on wellness incentives, taxation issues regarding wellness plans (including recent activity regarding WIMPER benefits), scope of practice/licensing (and whether there should be standards for wellness professionals), discrimination by wellness programs, and data privacy issues. After the session, attendees will feel more prepared to recognize wellness programs that could pose higher legal risk.

#### SPEAKER:



**Barbara Zabawa, J.D., M.P.H.**

Associate Professor,  
University of Missouri–Kansas City;  
Owner, Center for Health and Wellness Law, LLC

### CWP Exam Prep Workshop

The National Wellness Institute's gold-standard Certified Wellness Practitioner (CWP) credential is awarded to individuals from multiple disciplines and backgrounds, recognizing their wellness promotion competence and their commitment to ongoing professional development. Participants in this interactive and informative workshop will receive live support through lecture, scenario activities, and group discussions designed to prepare them for both the exam content and the exam experience. They will gain confidence in their ability to pass the CWP exam as they prepare to differentiate themselves in the ever-expanding field of wellness. Plus, all attendees receive access to sample exam questions, study materials, and an online CWP Practice Examination to simulate the test-taking experience and preview the types of exam questions to expect.

#### SPEAKER:



**Suzanne Hunt, M.P.H., CHC, CWP**

AP Assistant Professor and Director of Undergraduate Studies  
University of North Carolina–Greensboro

**Early registration ends July 15.  
Register online at [Annual-Wellness-Summit.org](https://Annual-Wellness-Summit.org).**

# Core Conference Agenda

## TUESDAY, AUGUST 27

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7:00-8:00 a.m.

### Morning Activity

7:00 a.m.-6:30 p.m.

### Registration/Information

8:00-9:00 a.m.

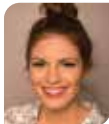
### Continental Breakfast

9:00-10:15 a.m.

### KEYNOTE—Building Meaningful Relationships

So often, we're told to leave our "personal stuff" at home and make work only about work. But work is personal, and we're human. The more we can understand one another and our unique experiences, the more compassion and empathy we'll bring to work, and the more we'll feel valued as a result. In this keynote, Kristen will share the secret to how she built a business with an industry-leading retention rate—despite the fact that her people spent their days cleaning toilets. It wasn't the work that kept everyone engaged; it was the focus on relationships that led to a culture of trust and belonging. You'll learn how to use curiosity, vulnerability, and empathy to create a similar environment in your organization and discover the connection between deeper relationships and greater results.

#### SPEAKER:



**Kristen Hadeed**  
CEO  
Kristen Hadeed

10:15 a.m.-6:30 p.m.

### Exhibits Open

10:15-11:00 a.m.

### Break in Exhibit Hall



# Core Conference Agenda

## TUESDAY, AUGUST 27 (CONT.)

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11:00 a.m.-12:15 p.m.

### **Practical Advice to Improve Employee Well-Being Through Systemic and Individual Behavioral Changes**

In today's workplace, supporting employee well-being is no longer optional—It's an important driver of organizational success. This session goes beyond quick fixes and delves into how systemic change can drive employee thriving and organizational success. We'll explore how to identify and address the root causes of employee challenges while fostering a work environment that empowers leaders and individuals to make the key behavioral changes that fuel organizational growth.

#### **PANELISTS:**

Marissa Alert, Ph.D., CEO and Founder, MDA Wellness

Patricia Grabarek, Ph.D., Co-Founder and President, Workr Beeing

Sharon Unis, Founder and CEO, Waterbear Planet

Sara Shondrick, Ph.D., Director—Leadership Coaching, Mix Talent

### **Food as Medicine: Reimagining Healthcare With a Food Prescription**

Through collaboration with the City of Tampa and a host of community partners, TampaWell (activated by Tampa General Hospital) is promoting preventative health to reduce chronic disease and repeated hospitalizations as well as supporting the city's most at-risk residents by addressing the underlying social factors that impact health. The team behind TampaWell will share lessons learned from this innovative and bold endeavor, as well as the positive impact on the health of this underserved community.

#### **SPEAKER:**

Rachel Bozich, M.H.A., M.S., CWP, LSSGB, Project Manager, Tampa General Hospital

### **Cultivating a Wellness Presence: Projecting Well-Being to Clients and Employees**

You've heard of "executive presence," but what is "wellness presence"? For wellness practitioners, projecting well-being plays a key role in our ability to positively influence and impact those we serve. In this session, participants will learn to match their inner wellness values with their outward projection of well-being, integrating mind and body awareness with physiological techniques used by professional stage actors to cultivate their personal wellness presence.

#### **SPEAKER:**

Stephanie Gularte, CPC, ELI-MP, CWP, CPT, CHC, MHFA, Founder/CEO, The Energy Advantage

# Core Conference Agenda

TUESDAY, AUGUST 27 (CONT.)

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12:15-1:30 p.m.

## Lunch in Exhibit Hall

1:30-2:45 p.m.

## Look, Listen, and Link—Providing Psychological Support After Stressful Events

This session will discuss psychological safety and well-being from a lens of providing support to someone who may be experiencing distress. Designed for the lay person, this session identifies what signs of distress to look for; the skills needed for reflective, empathic listening; and the importance of knowing the available resources when a person needs a greater level of care.

### SPEAKER:

Michelle Arnett, M.H.S., Manager, Employee Well-Being Center of Excellence,  
St. Luke's Health System

## Addressing Ableism in Wellness

Even the most well-intentioned wellness programs can sometimes have undercurrents of ableism, such as creating ideals of health that are not attainable for all, or not accounting for how physical, mental, emotional, and social aspects can influence decisions and health. Internal and external ableist beliefs can shame, disengage, and overwhelm. Building programs and shifting beliefs towards more inclusivity can be a powerful and much-needed next step to transform the wellness industry and culture.

### SPEAKERS:

Katie O'Neill, D.C., B.S., Vice President and Clinical Wellness National Practice Leader,  
McGriff Insurance Services

Jane Warner, MSHRM, SHRM-SCP, Vice President/National Human Resources Advisory Leader,  
McGriff Insurance Services

## Deeper Than DNA—The Role of Cultural Health Behaviors on Chronic Conditions

In this session, attendees will discover how chronic condition predisposition goes beyond genetics and examine the effects of various cultural norms and their role in the exacerbation of disease risk and outcomes. Using a culturally competent lens to examine the role of cultural health behaviors and their relationship to chronic conditions will inform diverse and inclusive practices that we can use to facilitate the broadest possible changes.

### SPEAKERS:

Sean Small, M.P.H., CHES, Wellness Program Director/Public Health Education Chief,  
City of Houston

Emya Lee, M.A., CHES, NASM-CPT, NASM-CNC, Sr. Public Health Educator, City of Houston

# Core Conference Agenda

## TUESDAY, AUGUST 27 (CONT.)

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2:45-3:30 p.m.

### Break in Exhibit Hall

3:30-5:00 p.m.

### KEYNOTE—**The Secret Life of Sustainable Behavior Change: The Surprising Science and Simple Strategy for Creating Behavioral Resilience**

Despite decades of experience, few who initiate changes in lifestyle behaviors are able to sustain them long-term. It turns out that much of what we've been taught about how to help others create behavior change is simplistic, outdated, and (for many) misguided. Michelle Segar has devoted 30 years to the study of how to help people transform their mindset and learn the skill set for creating lasting motivation and behavioral resilience. This provocative presentation turns our outdated behavior change paradigm on its head to reveal a fresh, flexible, and brain-based approach to creating changes in behavior that can finally be sustained.

#### SPEAKER:



**Michelle Segar, Ph.D., M.P.H., M.S., FSBM**  
Sustainable Behavior Change Researcher  
University of Michigan

5:00-6:30 p.m.

### Welcome Reception in Exhibit Hall

## WEDNESDAY, AUGUST 28

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7:00-8:00 a.m.

### Morning Activity

7:00 a.m.-4:00 p.m.

### Registration/Information

8:00 a.m.-3:30 p.m.

### Exhibits Open

8:00-9:00 a.m.

### Continental Breakfast

# Core Conference Agenda

## WEDNESDAY, AUGUST 28 (CONT.)

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9:00-10:15 a.m.

### KEYNOTE—Possibilities: Best Health and Wellness for All

The session will cover the ideal of optimal health for all—regardless of sex, age, race, ethnicity, disability, sexual orientation, gender identity, socioeconomic status, geography, preferred language, or other factors—sometimes referred to as health equity. We will cover the workplace as a sector or location that can contribute to optimizing health for all with positive outcomes for employees, employers, and society at large. Deeply understanding the relationship between health equity, and work will provide a new foundation for us as wellness professionals to build, analyze, and improve upon the effectiveness of employer-sponsored wellness activities and initiatives. We will conclude with a review of the win-win-win associated with striving for optimal health for all in the workplace.

#### SPEAKER:



**Eduardo Sanchez, M.D., M.P.H., FAAFP**  
Chief Medical Officer for Prevention  
American Heart Association

10:15-11:00 a.m.

### Break in Exhibit Hall

11:00 a.m.-12:15 p.m.

### Fitness Made Simple—From Sitting to Strong in No Time!

For some time now, researchers have been sounding the alarm about workplace sitting behavior and lack of physical activity leading to employee exhaustion, decreased job satisfaction, musculoskeletal disorders, and diminishing productivity. We also know that the majority of corporate fitness initiatives and programs are mostly utilized by those who are already “fit” instead of the other 80% of the workforce that is most in need of physical fitness intervention. This session will focus on what we can do to assist the sedentary, inactive, and uninterested employee to move from sitting to strong. How can we make fitness simple for all?

#### SPEAKER:

Sean Foy, Founder/President, Personal Wellness Corporation

### Empowering Healthcare With AI: ChatGPT as Your Coaching Ally

In today's healthcare landscape, professionals often oscillate between roles of “thinkings” and “doings,” sometimes sidelining our inherent nature as human beings. This presentation delves into the potential of coaching and artificial intelligence (AI), particularly ChatGPT. By leveraging AI, we can adeptly navigate complex tasks, allowing us to emphasize genuine human interactions. Participants will acquire a nuanced understanding of ethically integrating AI tools, ensuring they resonate with the ethics of the coaching profession.

#### SPEAKER:

Ashley R. Miller, M.P.H., CHES, NBC-HWC, ACC, Owner/Consultant, Miller's Edge, LLC

# Core Conference Agenda

WEDNESDAY, AUGUST 28 (CONT.)

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11:00 a.m.-12:15 p.m.

## **Elevating Your Mental Health Movement: Best Practices Top Employers Leverage for Meaningful Impact**

The employee mental health crisis is the new frontier of workplace wellness risk, and it's no secret that prioritizing mental health is crucial to talent retention. Still, many employers are struggling to effectively support employee mental health. In this session, Mettie Spiess will deliver best practice strategies that destination employers are using to make a measurable, meaningful difference in the lives of their employees, as well as share the costly pitfalls to avoid. Whether your employee mental health initiatives need to be refreshed, reinvented, or established for the first time, this session is for you!

### **SPEAKER:**

Mettie Spiess, CWP, CPHSA, Founder and Lead Trainer, A World Without Suicide

12:15-1:30 p.m.

## **Lunch in Exhibit Hall**

1:30-2:45 p.m.

## **Models of Healthy Aging: Implications for Wellness Professionals**

Healthy aging and longevity research has advanced in dramatic and varied ways. This session explores three frameworks for healthy aging, including the blue zones, functional medicine, and master athletes who train and compete at high levels into their 60s and beyond. We compare and contrast key elements of each framework and examine implications for wellness programming. In addition, qualitative data from interviews with very healthy people in their 60s is presented to illustrate how the different frameworks manifest in people's lifestyles. Having a long, healthy life takes decades of consistent focus, and we can help people get there.

### **SPEAKERS:**

Barbara Broadbear, Ph.D., M.P.H., CIC, Associate Professor and Director, School of Exercise Science & Sport, Millikin University

Jim Broadbear, Ph.D., CWP, NBC-HWC, Professor and Program Director, Health Promotion and Education, Illinois State University

**Early registration ends July 15.**

**Register online at [Annual-Wellness-Summit.org](https://Annual-Wellness-Summit.org).**

# Core Conference Agenda

WEDNESDAY, AUGUST 28 (CONT.)

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1:30-2:45 p.m.

## **Applied Improvisation: Play Our Way to Wellness, Together**

In this highly interactive session, attendees will learn through direct experience how improvisation skills and exercises can apply to their professional and personal lives, supported by groundbreaking research connecting these activities with essential elements of wellness: enhanced resilience, communication skills, and flexibility. We will highlight almost three decades of research supporting applied improv as a highly effective methodology to promote social and emotional wellness. Our group will then transition into playing improv games to practice thinking quickly on our feet as well as working as a team to enhance our connections, build new worlds together, and collaboratively solve problems in a fun, low-stakes environment.

### **SPEAKERS:**

Jesse Greenfield, M.P.H., CHES, Founder, Director of Programming and Facilitator in Chief,  
Kaleidoscope Training Center

Jenie Michael, Founder and Director of Operations and Development, Kaleidoscope Training Center

## **Innovating Wellness: Key Inquiries for Program Enhancement**

Often we create wellness programs based on recommendations, trends, or gut instincts. How do we know that what we are offering is effective? What metrics are we looking for? This session will help you take inventory of what you have and assess what you are missing. We will also look at what is considered to be supportive, equitable, and evidence-based to make sure programming is helping and not harming. Finally, we will create effective and sustainable goals to support your program through its evolution.

### **SPEAKERS:**

Heather Sayers Lehman, M.S., NBC-HWC, NASM-CPT, CSCS, CIEC, CWP, Founder and CEO,  
Overcoming U—Cultivating Employee Well-Being

2:45-3:30 p.m.

## **Break in Exhibit Hall**

**Continuing education credits are available.  
See page 18 for details.**

# Core Conference Agenda

## WEDNESDAY, AUGUST 28 (CONT.)

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3:30-5:00 p.m.

### KEYNOTE—**If It's Happening in the World, It's Happening at Work**

The workplace is a microcosm of society, and we are on the cusp of the greatest workplace transformation since the industrial era. The norms, paradigms, and social systems that rule the world at large do not disappear when people “clock in.” Instead, they are unseen forces that perpetually shape the world of work. If we want to improve organizational culture and well-being at work and truly understand what our team members want and need, it is time to shift our perspective. Instead of focusing on the latest insular HR or business trend, it is time for a more expansive, extrospective approach that humanity within and outside of work.

#### SPEAKER:



**Angela Howard, SPHR, SHRM-SCP**  
CEO and Founder  
Call for Culture

7:30-9:30 p.m.

### **Silent Disco**

## THURSDAY, AUGUST 29

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7:00-8:00 a.m.

### **Morning Activity**

7:00 a.m.-12:30 p.m.

### **Registration/Information**

8:00-9:00 a.m.

### **Continental Breakfast**

9:00-10:15 a.m.

### **Lifestyle Choices and Emotions: Affective Skills for Wellness and Health Promotion Practitioners**

Lifestyle behavioral change is not simply a rational process. Emotions influence or sometimes completely determine the outcome of decisions we are confronted with every day. Discover how to help the people you serve to address the role their emotions are playing in lifestyle improvement. Engage in this largely experiential workshop to deepen your ability to work with emotions without crossing the line into therapy.

#### SPEAKER:

Michael Arloski, Ph.D., PPC, NBC-HWC, CEO and Founder, Real Balance Global Wellness

# Core Conference Agenda

## THURSDAY, AUGUST 29 (CONT.)

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9:00-10:15 a.m.

### **Rethinking Workplace Nutrition Programs to Prioritize Mental Wellness**

Join us as we delve into the critical connection between nutrition and mental well-being in the workplace. We'll explore the often-overlooked impact of nutrition on mental health and discuss why it's essential for employers to prioritize this aspect of employee wellness through promotion of positive food culture. Through an insightful review of common workplace nutrition programs that fall short, we'll offer a fresh perspective and present numerous innovative ideas that attendees can readily implement in their organizations to foster a healthier and happier workforce.

**SPEAKER:**

Lauren Fleck, M.S., R.D., RYT, Mental Wellness Dietitian, Speaker, and Consultant, Lauren Fleck, LLC

### **Nature and Well-Being: Getting More From Your Green Time**

Direct exposure to nature has been proven to be extremely beneficial for our physical and emotional well-being. As a result, calls for the public to balance out their screen time with "green time" have been increasing, but it's worth noting that we can know nature is good for us and yet still find it challenging to put green time into practice. This session provides experiential learning opportunities that teach participants how to refocus their attention so that they can reconnect with nature in technology-free ways, leading to sustainable habits around getting more green time, less screen time, and improved well-being.

**SPEAKER:**

Sarah Nielsen, M.Ed., NBC-HWC, Life and Wellness Coach, Health and Outdoor Educator, SG Wellness, LLC

10:15-10:30 a.m.

### **Break**

10:30-11:45 a.m.

### **Bridging the Gap: How Health Coaches and Organizational Consultants Can Unite to Prevent Burnout**

Imagine a future where employee well-being isn't just a perk, but a strategic advantage. This session is your roadmap, exploring how health coaches empowering personal well-being and business consultants crafting employee experience and business strategy can unite to drive true change in the workplace. Too often these two professions are isolated, resulting in wellness washing, individual-only initiatives, or lofty goals that don't leave the C-suite. To banish burnout, we have to empower the individual and create environments in which they and the business can thrive together. Join us for a groundbreaking session to learn how this powerful alliance can build thriving organizations, unlock peak performance, and redefine employee well-being.

**SPEAKER:**

Rachel Boehm, Ph.D. Candidate--Organizational Psychology, NBC-HWC, Owner, BS on Burnout

# Core Conference Agenda

## THURSDAY, AUGUST 29 (CONT.)

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10:30-11:45 a.m.

### **Telling Your Story: How Self-Disclosure Can Enhance Intellectual and Spiritual Wellness**

Sharing your story with others can be impactful for your own spiritual and intellectual wellness while also greatly impacting the other person's wellness. We often feel more connected to a story or situation when we derive meaning from the interaction and a message that connects to a greater purpose in life. However, the use of self-disclosure in professional settings should be thoughtful, intentional, and purposeful, and the presenter sharing should carefully consider both the audience and potential impact. Under the right circumstances, sharing your story with others who learn from your experiences can provide immense gratitude in your life and reignite a spark in someone else's.

**SPEAKER:**

Michelle Moore, Psy.D., ABPP, CWP, Associate Professor of Clinical Psychiatry and Section Chief of Psychology, Louisiana State University

### **Understanding and Addressing Shame in Health and Wellness Service Delivery**

Shame is one of the silent enemies of preventative health and help-seeking. While there is plenty of stigma that can show up in the health and wellness industry, shame is a specific type of self-stigma that can prevent individuals from investing time, energy, and money into their own health and well-being. The good news is that health and wellness professionals and employers can deepen their understanding of shame and design strategies to address it to change the tide for those who suffer and avoid caring for themselves as a result.

**SPEAKER:**

Tracy Ziebell, LPC, NBC-HWC, Client Advocate, Marathon Health

11:45 a.m.-12:00 noon

### **Break**

12:00 noon-1:15 p.m.

### **KEYNOTE—Mundane to Magic: Fostering Joy to Fuel Well-Being**

What contributes to joy, wonder, flow, and that meaningful spark that connects you more deeply to your life, team, and work? Such self-transcendent experiences are important, not just for your own well-being, but also for the well-being of your team. They help us to connect with one another around common interests and values, driving stronger feelings of satisfaction, fulfillment, and engagement. This session brings a new framework for understanding how to implement practices that address the heart and soul of well-being into your life and into your work. It aims to inspire new thinking around how we can honor a whole-person approach to well-being.

**SPEAKER:**



**Jessica Grossmeier, Ph.D., M.P.H.**  
CEO  
Jessica Grossmeier Consulting

## Why Exhibit?

- Core Summit registration for TWO people with additional registration discounts available
- Exhibitor organization listed on Summit websites and Summit agenda
- Attendee information sent prior to Summit (name, company, city, and state)
- Options to utilize lead retrieval via Expo Pass app (additional fees apply)
- Digital advertisement played on screen in high-visibility locations
- Logo displayed in rotation on large screen in keynote room prior to session
- Logo displayed on signage throughout the Summit space

**Standard Rate—\$5,250**



**Additional 20% OFF for WELCOA Premier Providers**



# Sponsorship Opportunities

Sponsor the Annual Wellness Summit to network with thought leaders, experienced practitioners, and industry experts. There are multiple opportunities for attendees to visit the exhibit hall and a variety of sponsorships to maximize your brand exposure to this niche audience.

## Sponsorship Levels

**\$10,000**—Exclusive keynote introduction and totebag

**\$5,000**—Silent Disco, networking receptions, exhibit hall presentations, attendee lunch, Wi-Fi, etc.

**\$3,500**—Contential breakfast, welcome gift, mobile app, snack breaks, etc.

**\$1,500**—Pens, handout inserts, refreshment breaks, etc.

## Benefits of Sponsorship (included in ALL sponsorship levels)

- Exclusive branding on sponsored item
- Logo included on Summit communication
- Banners and signage
- Sponsor listing
- Registrations allotted per value of sponsorship
- Online acknowledgment

## For More Information

Contact Sara Milner at [sales@annual-wellness-summit.org](mailto:sales@annual-wellness-summit.org) or (803) 868-3853.



# Travel Information

**BOOK EARLY** to guarantee the best Summit and hotel rates!

**Hotel Deadline: August 2, 2024**

**Fairmont Chicago, Millennium Park**  
**200 North Columbus Drive**  
**Chicago, IL 60601**

**Book your hotel directly at [Annual-Wellness-Summit.org](https://www.annual-wellness-summit.org)**

## Registration Information

### Registration

Members of the Wellness Council of America (WELCOA), the National Wellness Institute (NWI), and the International Foundation of Employee Benefit Plans receive exceptional discounts on Summit registration.

#### Core Conference

Through July 15, 2024

Member: \$895

Nonmember: \$1,195

After July 15, 2024

Member: \$1,095

Nonmember: \$1,395

#### Preconference Intensives

Through July 15, 2024

Member: \$275

Nonmember: \$375

After July 15, 2024

Member: \$375

Nonmember: \$475

## Save on Your Summit Registration!

Members of WELCOA, the National Wellness Institute, and the International Foundation of Employee Benefit Plans save \$300 on their Annual Wellness Summit registration!

### Policies

Cancel and transfer fees are based on registration fee paid: 60+ days before Summit is 10%; 31-59 days before Summit is 25%; within 30 days of Summit is 50%. Registration fee is forfeited once program commences. For details and the current policy, see [www.ifebp.org/policies](https://www.ifebp.org/policies). Early registration available through July 15, 2024.

### Continuing Education Credit

Earn up to 12.5 continuing education credits by attending sessions during the Core Conference, August 27-29. Additional credits may also be available for participating in a Preconference Intensive on August 26.

# Membership Information

## WELCOA Membership

Wellness Council of America (WELCOA) is one of the nation's most respected resources for building high-performing, healthy workplaces. With a 30-year history and thousands of corporate members, WELCOA has an impeccable reputation for helping business and health professionals improve employee well-being and create healthier organizational cultures. WELCOA's growing reach impacts businesses and organizations throughout all 50 states through digital communications, resources, certifications, and virtual interactive events.

## Benefits of Joining

- **Well Workplace Checklist and Awards:** This process measures an organization's alignment with WELCOA's Seven Benchmarks, which provides a credible framework that can be tailored toward an organization's specific values, mission, vision, and goals for wellness.
- Access to more than 40 **on-demand courses**.
- **Resources and Toolkits:** Explore hundreds of resources and toolkits including surveys, expert interviews, case studies, and quick guides.
- **Live Events:** Learn from industry experts delivering timely research and insight on a variety of topics.
- **Expert on Demand:** Gain access to a corporate wellness attorney.

**For more information and to join, go to [WELCOA.org](https://www.welcoa.org).**

## NWI Membership

The National Wellness Institute (NWI) provides wellness professionals, institutions, and organizations with the education, training, and connections they need to build their skills, develop their competencies, and advance their careers. NWI's extensive library of educational courses, events, tools, resources, and standard-setting models are sought out by thousands of individuals each year.

## Exceptional Benefits for Organizations, Individuals, and Students

- Expand your professional competencies and earn valuable continuing education credits (CECs).
- Explore the many benefits of, and prepare to become, a Certified Wellness Practitioner (CWP).
- Stay current on the latest trends, laws, research, and evidence-informed best practices.
- Access an array of member-exclusive resources, tools, events, and custom offerings.
- Use NWI's global collaboration forum to advance your well-being strategies.
- Learn the standards of excellence for practices, policies, and systems.
- Develop lasting connections with leading industry professionals.

**To get started, visit [NationalWellness.org/Join](https://www.nationalwellness.org/join).**

# ANNUAL wellness SUMMIT

**August 26-29, 2024**

Fairmont Chicago, Millennium Park  
Chicago, Illinois

## Summit Features:

- Five Keynote Sessions
- Concurrent Sessions
- Networking Meetup
- Wellness Activities
- Exhibit Hall
- Book Signings
- Welcome Reception
- Silent Disco

Attendees will leave with new professional connections, practical strategies to make their work more effective, and helpful resources needed to advance well-being for themselves, their workplaces and communities, and the individuals they serve.

Register by July 15 to save \$300 on each registration.  
Register online at [Annual-Wellness-Summit.org](https://Annual-Wellness-Summit.org).



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WELCOA<sup>★</sup> +  
WELLNESS COUNCIL OF AMERICA



NATIONAL  
WELLNESS  
INSTITUTE

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