



# Top Tips

First steps  
to get started

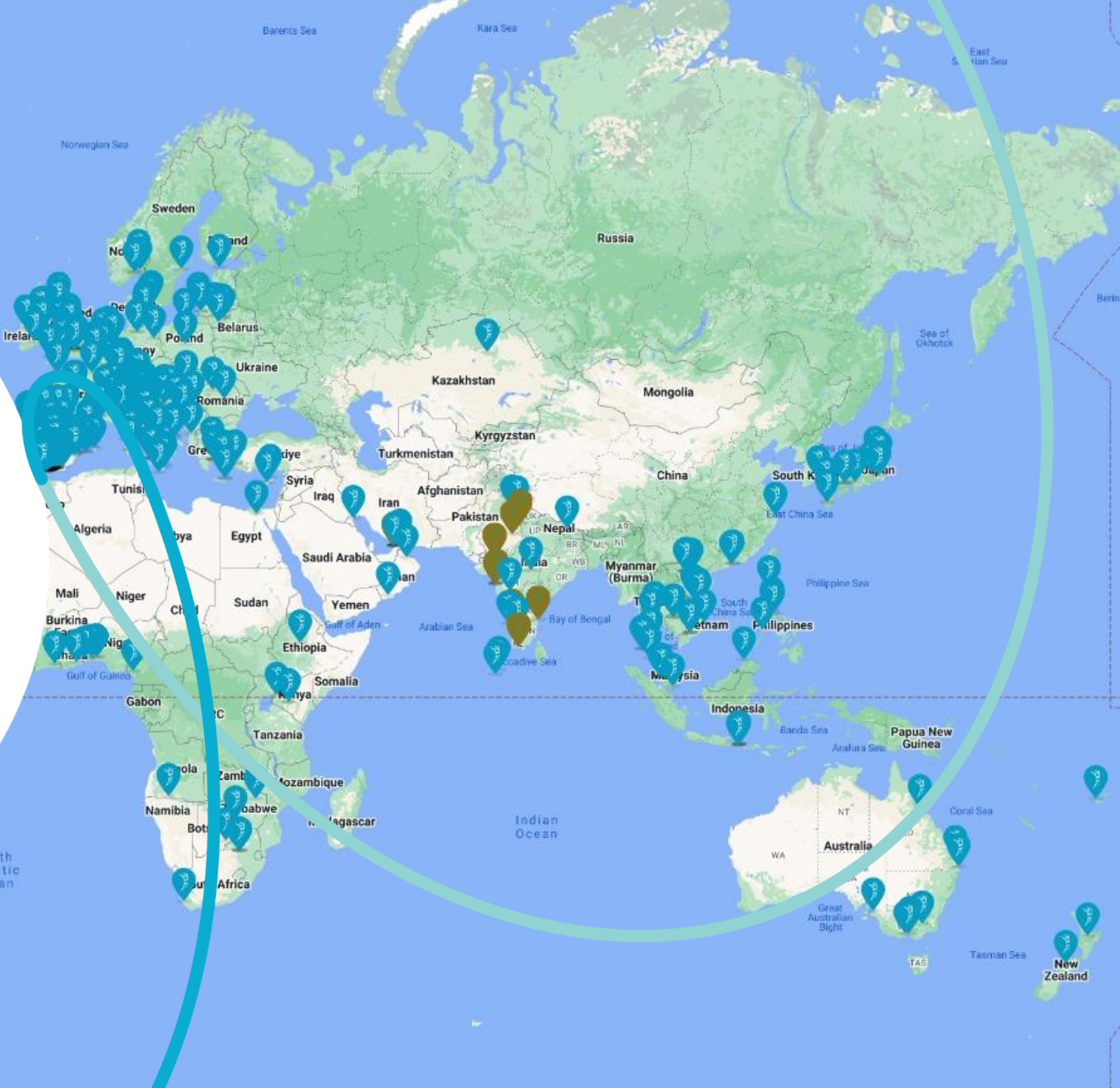
20-21-22 Sept 2024



[wellmap.org](https://wellmap.org)  
160 countries

# Who can participate?

Fitness clubs, Yoga/ Pilates studios,  
Hotel groups, Resorts,  
Spas, Beauty Salons,  
Hot Springs, Thalassotherapy,  
Halotherapy centers,  
Sports associations,  
Dance schools, Martial Arts dojos,  
Outdoor activity centers,  
Tourism Bureaus,  
Environmental / Sustainable groups,  
Schools, Universities,  
Restaurants, Juice bars,  
Organic shops...



# September, is the *New January!*

## 6 reasons why you should participate



### **BOOST YOUR SEARCH ENGINE OPTIMIZATION**

*Create your free web page, Appear on the Map and web searches*



### **GENERATE MEDIA EXPOSURE**

*Most active venues are included in our Press Releases.  
In 2023, we reached an audience of 430 million people  
with +1,000 mentions (TV, Radio, Print, Web)*



### **ATTRACT NEW CUSTOMERS**

*Organize ONE free group activity.  
Be « top of mind » for locals and visitors*



### **BOOST BOOKINGS & ADDITIONAL SALES**

*Promote your irresistible packages & bounce-back offers  
to encourage people to return with a friend.*



### **RE-ENGAGE PAST CLIENTS OR MEMBERS**

*Give them reasons to come back with friends.*



### **MAKE A DIFFERENCE**

*Take simple steps to take care of the planet  
and your work environment.*



# Generate more business opportunities

## ATTRACT

a local, regional, national and international wellness-driven audience to discover your venue, and experience your not-to-be-missed activities.

## CREATE LOYALTY

boost conversion, repeat visits and stimulate retention with bounce-back offers and packages.

## ENRICH YOUR STRATEGY

World Wellness Weekend encourages you to think with your team about new ways to:

- Approach prospects,
- Communicate with current clients,
- Showcase your expertise & creativity,
- Build partnerships.

## MAKE A POSITIVE SUSTAINABLE IMPACT

- Join the actions of World Clean Up Day in your country
- Plant trees



# 3 easy steps to participate

## STEP 1

**CREATE** your page on [wellmap.org](https://wellmap.org) with your logo, banner, photos, contact details, description.

## STEP 2

**ANNOUNCE** your participation on your website and social pages.  
#worldwellnessweekend #wellnessforall

## STEP 3

**INFORM** local journalists & influencers about your *fun* & free wellness activities.



# Stimulate your team's creativity to organize *fun* & meaningful activities

Best practices show that successful activities are:



## FREE

Welcome as many people as possible with **one complimentary** group activity.

Then you can promote other Signature activities and irresistible offers that people can pay for.



## CREATIVE

Showcase your team's expertise with zest, to surprise clients and prospects.



## FUN

Celebrate life with joyful activities, to make people want to return.



## ENGAGING

Your team can create new Signature experiences, that will enchant clients, influencers and journalists.



## TARGETED

Attract the specific segment of clients you want to see come back.



## ENTHUSIASTICLY CONTAGIOUS

Make your team proud to spread the buzz to existing clients, members and locals in the community so they bring friends, colleagues, or family.



## CREATING "WELLNESS COLLECTIVES"

Partner with wellness-related businesses near you to spread the buzz and possibly swap experiences for your respective teams, to make them feel special:

- access to fitness classes,
- healthy meal at a local restaurant,
- outdoor activities...



# Boost conversion, revenue & retention

Create reasons for people to keep coming back with irresistible bounce back offers & promotions



## PACKAGES

Prospects should come back for two classes or treatments with an attractive rate.



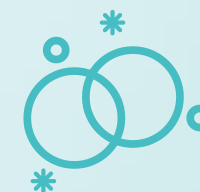
## WELLNESS OFFERS

Bundle targeted treatments with specific products to enhance results at home.



## BOUNCE BACK VOUCHERS

Encourage clients to return with a friend and indulge a BOGO (*Buy One / Get One*) on your slow day.



## MIX IT UP

Be creative to spark excitement about your lifestyle-enhancing activities, services, programs & products.



# Suggested Countdown

## April or May 2024

- Decide with your team on the fun & free activities you will organize in September.
- Create your free page on [wellmap.org](https://wellmap.org)
- Be as original as possible to increase your attractivity, and media exposure.
- If you feel your activities are worth mentioning on TV or press, inform us and we may include you in our International Press Releases (*before mid May, or mid July*):

[coordinator@weekend-wellness.com](mailto:coordinator@weekend-wellness.com)

## June 2024

- Use the graphic elements provided in the [2024 Communication Kit](#).
- Announce your participation on your website and social pages.
- Tag us with  
**#WorldWellnessWeekend**  
**#wellnessweekend**  
**#WellnessForAll**
- Send your press release to monthly publications to get a chance to appear in their September issue.

## July - August 2024

- Tease online about your wellness activities to improve your SEO.
- Invite influencers to be the first to discover your September Signature activities.





# Suggested Countdown

## Before Sept 6, 2024

- Inform your entire team about the activities.
- Prepare a satisfaction questionnaire that participants will fill in with an “opt out” section to receive your wellness tips and offers.
- Set a deadline to book a VIP pass.
- Send your press release to local TVs, radios and daily newspapers.
- Remind your database about your WWW activities with an email blast.
- Post on your social pages.

## Sept 20-21-22, 2024

- Tag us when you publish your photos and short videos:  
**#WorldWellnessWeekend**  
**#wellnessweekend**  
**#WellnessForAll**
- Encourage participants to post their photos with your hashtags and ours.
- Ask participants to fill in your satisfaction questionnaire.
- Invite them to join your database, and subscribe to your newsletter to receive wellness tips and special offers (*opt out section*).

## After Sept 23, 2024

- Curate a selection of your best photos or videos, and tag us.
- Show that wellness continues: announce your upcoming activities and special offers for Oct / Nov.















# Contact the Ambassador in your area

[info@weekend-wellness.com](mailto:info@weekend-wellness.com)



[See all Ambassadors](#)

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# Special thanks to our Sponsors



Save the date

20, 21, 22 SEPTEMBER 2024



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Founder World Wellness Weekend

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