



Welcome to World Wellness Weekend 2025!

Let's make this the happiest and healthiest weekend on Earth together. This EVENT GUIDE will help you take part in something big. Whether you're a global brand, a local spa, a yoga teacher, or a passionate wellness leader, you belong here.

We're here to help you shine, serve your community, and be part of a global celebration of well being.



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What This Event Guide Is For

This is your map

It shows you

- How to join World Wellness Weekend
- What kind of wellness event you can host
- How to get people excited and involved
- When and what to post on social media
- How to make sure you're doing things safely and correctly

Whether it's your first year or you've been with us before everything you need is inside

Who You Are & What You'll Do

Not everyone has the same role. That's why this Playbook is built for you.

Are you a Sponsor?

You help us grow big, reach far, and support wellness worldwide.

Are you a Wellness Venue?

You host activities that bring joy, energy, and health to your community.

Are you a World Wellness Weekend City Ambassador?

You spread the word, help local venues, and lead your region.

Go to the section that fits your role best. It's built to guide your journey step by step.



Key Dates to Know

The Big Weekend:

September 19–21, 2025

Three days of joy, movement, mindfulness, and community.

Plan Your Event: Start now

Post on Social Media: From August onward **Wellness**

Weekend Goes Live: Friday to Sunday, Sept 19–21

Don't wait for good things to happen:
let's make them happen together!

Wellness feels so much better when it is shared.





BE WELLNESS!

WHAT IS WORLD WELLNESS WEEKEND?

Why We Do This

We believe that it is time to unite for Wellness.

Wellness For All is essential to build stronger, healthier and happier communities.

Everyone can become a person of positive influence (#wellfluencer) to inspire family, friends, colleagues in exploring the **5 Pillars of Wellness**: Sleep, Nutrition, Movement, Mindfulness, Purpose.

Together, let's empower millions of people to take concrete regular steps towards better health and wellness. Not because they have to, but because it feels great to experience endorphins, serotonin and oxytocin through body and mind.

Wellness feels even better when it is shared.

This is why World Wellness Weekend, an international non-profit association, supports the UNITED NATIONS since 2017, especially promoting SDG3 "Good Health and wellbeing for all"



Where It Happens Around The World

In 2024, World Wellness Weekend lit up **over 150 countries** with free wellness activities in 2,800 cities.

We saw:

- **Yoga in city squares**
- **Laughter therapy in retirement homes**
- **Forest walks, beach meditations, and dance sessions under the stars**

Big cities, small towns, mountain villages, seaside towns **everyone joined in.** And this year, it's going to be even bigger.



What's Special About This Year

Something special happens when doors open during **World Wellness Weekend**.

Bigger global reach in **190 countries** with over **10,000 venues** participating.

A global cleanup and meditation with **World Cleanup Day**.

A gym invites locals for a free class and the room fills with first-timers.

A spa offers breathwork and strangers sit together in silence.

A park hosts movement and kids, parents, and neighbors move as one.

That's the heart of this weekend.

... and the enthusiasm continues with [European Week of Sport](#) (Sept 23-30)

and [Pace e Bene Nonviolence Action Days](#) (Sept 21-Oct 2).

**It's not about being perfect. It's about showing up for yourself,
for your community, for your planet.**





BE WELLNESS!

HOW TO JOIN THE WORLD WELLNESS WEEKEND?

Who Can Be Part of This?

World Wellness Weekend is open to everyone who cares about feeling better and helping others do the same.

You can join if you're

- **A spa, fitness club, or yoga / Pilates studio**
- **A hotel, resort, hot spring, thermal or Thalassotherapy center**
- **An association, school, college, university**
- **A professional in tourism, health, sports, wellness**
- **A local leader, volunteer, or just someone who wants to make a difference as a wellness enthusiast**

If you believe wellness should be fun, and shared you're welcome here.



How to Sign Up

Joining is quick and free

1. Visit wellmap.org
2. Click "[Sign in or Sign up](#)"
3. Create your venue page with info, logo and photo
4. Add details about your free wellness activity or event
5. Once published, your event goes live on the global Wellmap
6. Then you can promote as many of your irresistible offers as you want to encourage people to visit, book experiences and come back with friends

Host at least one free wellness activity, and your venue will receive the "Participant" badge for 2025 a symbol of your commitment to global well-being.



What You'll Get After You Join

- A welcome email and access to support
- Your venue listed on the global Wellness Map Wellmap
- [Downloadable graphics, posters, logos, and social media templates](#)
- Visibility to global wellness lovers, press, and potential partners
- A Wellness CHAMPION badge if you organize three free classes or sessions add link to page 29 of [Communication Kit](#)
- A monthly newsletter with tips to attract more people, webinars, master classes, events and conferences

You don't need a big team. You just need to start.

Simple Guidelines to Follow

To keep this weekend safe, joyful, and welcoming for all, we ask that you:

- Offer at least one free activity open to the public
- Keep your event inclusive, respectful, and safe
- Avoid political, religious, or commercial messaging
- Share photos and videos to help inspire others

World Wellness Weekend is built on kindness, generosity, and action.

Let's show the world what wellness can look like when it's shared i



BE WELLNESS!

WHAT YOU CAN DO

Fun Wellness Activities You Can Organize

There's no one way to celebrate World Wellness Weekend that's the fun part!

You can organize:

- **Yoga or fitness or stretching or dance sessions**
- **Guided relaxation, meditation, or sound baths**
- **Nature walks or outdoor workouts**
- **Massage demos or workshops** (*shoulder-neck; hands-forearms; beauty tips...*)
- **Breathwork or laughter therapy**
- **Talks on mental health or nutrition** (*in person and /or online and promote them on our WebTV*)
- **Art, journaling, or creative sessions**

Make it fun. Make it free. Make it memorable.



Clean-Up + Calm Down With World Cleanup Day

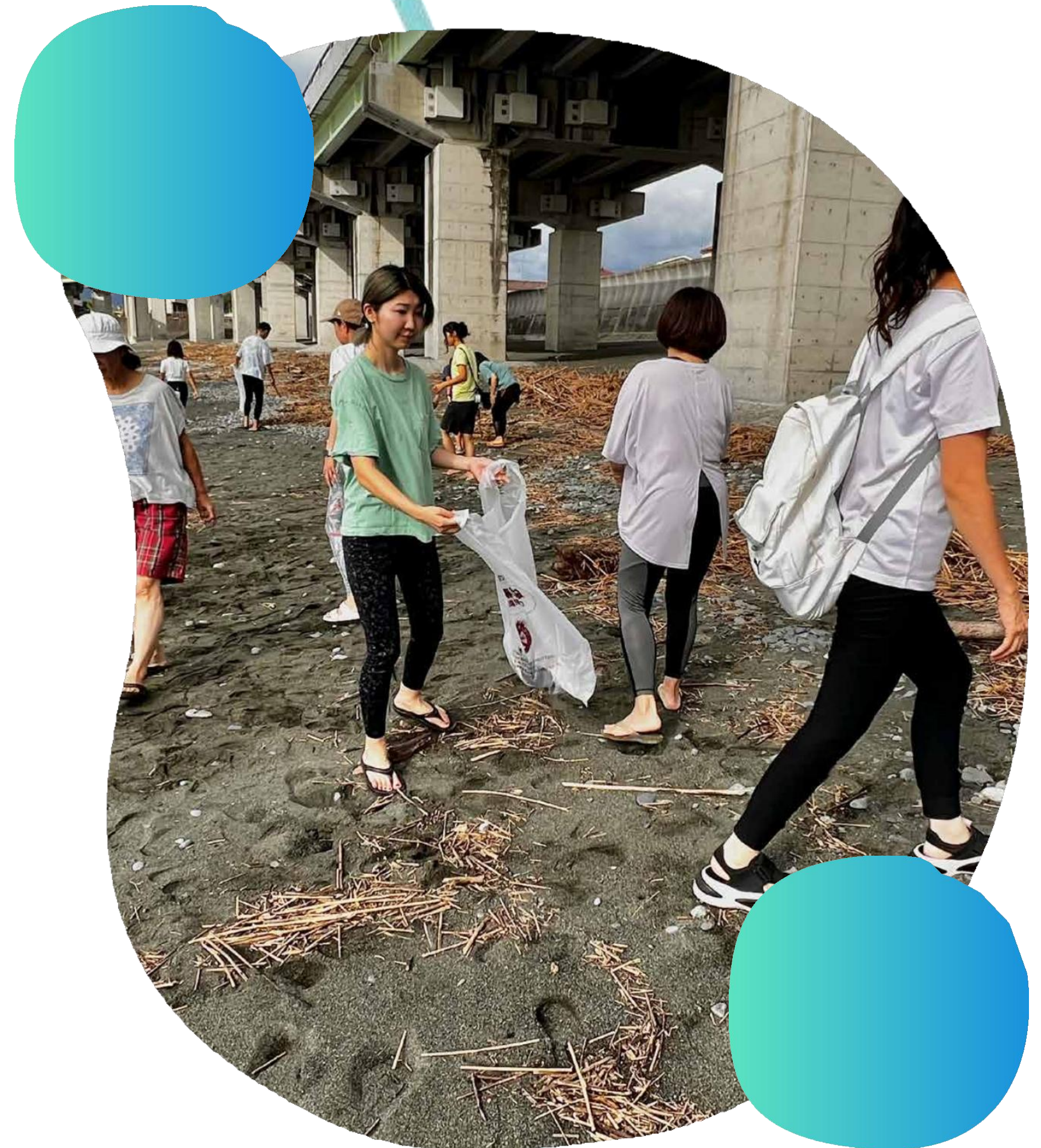
Since 2024, World Wellness Weekend joins forces with World Cleanup Day globally.

On **September 20 and 21**, we encourage all venues to:

- 1. Join or organize a community clean-up** (*park, beach, river bank, street...*)
- 2. End with a peaceful group meditation 10 minutes is all it takes**

Go to wellmap.org and Clean the world outside. Calm the world inside.

This is wellness in action.



A Simple Calendar to Plan Your Event

Planning your event doesn't have to be stressful. Keep it simple:

Now – August: Register on [Wellmap.org](https://www.wellmap.org), pick your activity

Early September: Promote your event online and offline

September 19–21: Host your free activity and share the joy with photos, videos

How to Get More People Involved

Want a bigger turnout? Here's how:

- ✓ **Tell your members and clients** post on your bulletin board, WhatsApp groups, email
- ✓ **Post regularly on social media we give you templates and graphic elements**
- ✓ **Partner with other local venues** invite a guest instructor or co-host with a neighbor
- ✓ **Use the hashtags** so others around the world can see what you're doing cheer and share #worldwellnessweekend #wellnessforall #beactive

The more people who join, the more wellness we spread together!





BE WELLNESS!

HOW TO POST ON SOCIAL MEDIA

What to Say and When to Say It

Social media is how the world sees your event so let's keep it simple and strong.

What to Say

- **Invite people to join your free wellness activity**
- **Share what you're planning and why you care**
- **Show real moments: people smiling, moving, meditating, helping**
- **After the event, share highlights and thank your guests!**

When to Post

- **2–3 weeks before: Start telling people what's coming**
- **1 week before: Share countdowns, teasers, and reminders**
- **During the event: Post photos, videos, stories in real-time**
- **After the event:**

Say thank you and share the impact!



Best Ways to Post on Instagram, Facebook, TikTok, and X

Every platform works a bit differently. Here's how to keep it simple and fun:

Instagram

Post photos and short videos

Use stories and reels with quick behind-the-scenes moments

Tag us and use the official hashtags

Facebook

Create an event page with date, time, and location

Share reminders and updates

Post a recap with photos and thanks

TikTok

Film fun, short videos showing your activity

Use music, movement, and positive energy

Add captions and hashtags for visibility

X (Twitter)

Share quick updates, countdowns, and photos

Tag us and use hashtags so we can retweet you

Keep it short, joyful, and direct



What Hashtags to Use

Using the right hashtags helps more people find you and helps us highlight your event on the global map!

Always use these

#WorldWellnessWeekend

#WellnessForAll

#BeActive

Tip: Add your city or country hashtag to help locals find you too!



Sample Captions and When to Share Them

Need ideas? Use or tweak these captions!

Before Your Event

"We're celebrating #WorldWellnessWeekend this Sept 19-21! Join us for a free [yoga/fitness/meditation] session at [Venue Name]. #WellnessForAll"

The Day Of

"It's happening! [Activity Name] is live at [Venue Name]. Come move with us during #worldwellnessweekend. It feels great to be well! #WellnessForAll #BeActive"

After Your Event

"Thank you to everyone who joined us for #WorldWellnessWeekend! We loved every smile, every moment. Wellness continues with some irresistible offers to visit us again soon! (Seize this opportunity to announce your upcoming event and bounce-back offer)"





BE WELLNESS!

FOR OUR
SPONSORS

Why Big Brands Work With Us

World Wellness Weekend brings people together in a joyful, healthy way and brands understand that vision.

They support this movement because it reflects what they stand for:

- **Wellness that's accessible and inclusive**
- **Meaningful actions across communities**
- **A Positive message of care that reaches across (almost) every time zone**

It's not just about visibility.

It's about being part of the solution with the UNITED NATIONS' SDG3 Good Health & Wellbeing for All.

It's about joining the standing ovation of professionals showing how essential **wellness is to the media, the public, and local officials.**



Where Sponsors Are Shown (Logos, Mentions, Events)

Your support is seen and appreciated across everything we do.

Sponsors appear

- **On the official World Wellness Weekend website**
- **On the global Wellmap alongside venues in 150+ countries**
- **Inside the Event Guide, toolkits, videos.**
- **In social media posts on Instagram, Facebook, X, and LinkedIn**
- **During global and local events on, posters, and recap videos**

We make sure your brand is part of the celebration from the first post to the final thank-you.



What Sponsors Get in Return

Sponsorship is more than a logo it's a lasting connection.

Here's what you'll receive

- **Visibility in 150+ countries and wellness communities**
- **A sponsor badge to proudly display on your site or materials**
- **Co-branded content and mentions in our global campaigns**
- **A post-event impact report showing reach and engagement**
- **Opportunities to be featured in media, toolkits, and events**



A Look at Our Sponsor Partners

We're proud to partner with amazing brands that care about wellness, sustainability, and connection. Our global partners include

- **LEMI Group** elevating spa and wellness experience with the seal of quality "Made in Italy"
- **Matrix Fitness** celebrating 50 successful years of movement and determination
- **Spa Academy by Manuel De la Garza** broadening opportunities for Spa professionals
- **Altearah Bio** celebrating 25 years of transformational emotional journeys with textures, fragrances and colors
- * **Bbspa group** elaborating successful Wellness concepts and managing profitable Spas
- * **Starpool**, celebrating 50 years of innovation to raise a culture of wellness across the globe
- * **Tip Touch International** raising the bar in team's excellence and guest experience
- **Vagheggi** celebrating beauty for 50 years with natural cosmetics

Each one brings something special and shares our mission of making wellness for all





BE WELLNESS!

FOR WELLNESS
VENUES

Who Can Host a Wellness Event?

Wellness comes in many forms, and so do the amazing venues that make this weekend possible! If you have a space where people can gather, move, relax, or learn you can be part of this beautiful celebration.

Once you're on Wellmap.org, people around the world and in your city can locate you and join your activities.

Joining World Wellness Weekend is free and simple. Just follow these steps:

1. Visit wellmap.org
2. Register your venue and create your page
3. Host at least one free wellness activity during the event weekend
4. Receive your official Participant Badge

Once you're on the Wellmap, people around the world can find you and join your event.



What Kind of Events You Can Host

You decide what helps you attract the right kind of future guests or members.

Here are some popular ideas:

- Sunrise yoga, or sunset meditation
- Group fitness class or open dance session
- Massage workshop, beauty bar with pro tips
- Breathwork session or sound healing
- Join [World Cleanup Day](#) (park, beach, river, neighborhood) followed by mental clean-up
- Join [Campaign Nonviolence Action Days](#) with Pace e Bene (Sept 21 – Oct 2)
- Wellness talks (*in person or online*)
- Even individuals can host a walk, a stretch session, or a small group meditation in a local park

Your event can be big or small indoors or outside.

The goal is to help people feel good, move better, and connect.



How to Promote Your Event

Once your event is listed on the Wellmap, it's time to spread the word!

Here's how to get more participants:

- **Share your event page on Instagram, Facebook, WhatsApp, and email**
- **Use our official hashtags:** #worldwellnessweekend #WellnessForAll #beactive
- **Download logo, icons, frame and graphic elements from our [Communication kit](#)**
- **Generate media exposure by inviting your local community, schools, or nearby venues to join in**

Your energy is what makes this weekend come alive!

Let people know they're welcome!



How We Make Sure Events Are Safe and Inclusive

We care about everyone's wellness body, mind, and space.

That's why we ask all venues to follow these simple rules:

- . ONE activity must be free of charge, to join 10,000 professionals supporting the UNITED NATIONS' 3rd Sustainable Goal "Good Health & Wellbeing for All"**
- . If you organize THREE free sessions, you will receive your 2025 Wellness Champion badge and certificate**
- . Then you can promote as many fun and meaningful experiences with a fee to present your Signature activities with irresistible offers**
- . Activities should be safe, respectful, and beginner-friendly**
- . Everyone is welcome regardless of background, fitness level, or experience**
- . Spaces must be clean, organized, and accessible**

Our shared goal is joy, safety, and connection for all.





BE WELLNESS!

FOR AMBASSADORS

What an World Wellness Weekend Ambassador Does

Ambassadors are the heart of World Wellness Weekend.

They help spread the word, guide others, and bring the energy of wellness to their city or country.

As an Ambassador, you:

- **Share the mission of WWW with local venues and communities**
- **Encourage gyms, spas, studios, and groups to sign up**
- **Help people plan simple, fun wellness activities**
- **Keep the spirit of wellness alive before, during, and after the weekend**

You're not just supporting an event, you're leading a local movement.

You don't need to be perfect you just need to be present, positive, and passionate about wellness.



How to Help Venues and Ambassadors in Your Area

Ambassadors work together.

You can:

- Contact local gyms, spas, and community spaces and invite them to join
- Reach out to nearby associations, institutions to help them register on wellmap.org
- Share the Event Guide, [Communication kit](#), and [social media graphic resources](#)
- Answer common questions *(or direct them to our team)*
- Connect local venues with each other to create stronger local engagement
- Contact local media to raise awareness on participating venues, associations, institutions...

You don't have to do it all.
Just be the friendly guide who keeps things moving.



Sharing Wellness in Your Own Language

You understand best your community's language, culture, and traditions.

Help people feel included by translating key information into your local language, or by posting wellness tips in the way your community understands best.

The goal is not perfection. The goal is inclusion.

When we feel well, we all smile in the same universal language.

You can help by:

- **Translating key messages and documents into your local language**
- **Posting photos, videos, or quotes in the language that feels natural to your audience.**
- **Encouraging local wellness leaders to use hashtags and register their events**
- **Being the face, smile and voice of World Wellness Weekend in your city or country, when journalists ask for an interview.**

You are the bridge between the global message and local action.

Together, we think GLOBAL, act LOCAL and make wellness SOCIAL



Leading Your Community with Joy

Leadership doesn't mean doing everything. It means bringing people together and lifting them up. You are not alone you're part of a global family of 180 Ambassadors in 190 countries.

Here's how to lead with impact:

- **Stay connected with your local venues, associations, institutions, journalists**
- **Share inspiring successes from your region and best practices from the world**
- **Celebrate even small wins and happy moments**
- **Encourage teamwork and cross-promotion between local events**
- **Be available to support and celebrate others during the big weekend**
- **Be open to collaborations between World Wellness Weekend and other sports, wellness, cultural events to encourage as many wellness weekends around the year** (one day or week-end is not enough)

Your leadership brings energy, kindness, and joy to your wellness community.

Like the high tide raises all boats, Wellness is a driver for economic and social growth.



Share Your Important Feedback, Your Voice Matters.

After the week-end is over, we want to hear from you.

Your experiences help us grow and do better next year.

Please take a moment to:

- **Gather the BEST photos, videos, and short stories from your local events**
- **Fill out the feedback form that we shall email you**
- **Tell us what went well, and what you think we can improve next year**
- **Highlight outstanding venues or people who made a big impact**

Your insights help shape the future of World Wellness Weekend.

Thank you for making this movement stronger each year.





BE WELLNESS!

HELPFUL TOOLS AND DOWNLOADS

Logo, Poster, Frame, Icons, Social Graphics and more

Want to make your event look official and exciting? We've got you covered.

Get everything you need at world-wellness-weekend.org/resources

You can download:

- [World Wellness Weekend logo](#)
- [Posters in many languages](#)
- [Ready-to-use social media graphics](#)
- [Banners](#)
- **Templates for event flyers**

All free, all ready for you in 5 languages (English, Spanish, French, Italian, Portuguese)

Just click, download, and start sharing.



Download the Communication Toolkit

Everything you need, all in one place.

The [World Wellness Weekend Communication Toolkit](#) includes:

- Logo, icons, frame, fonts
- A full event checklist
- Tips for promoting your activity
- Social media captions and hashtags
- Branding guides and design files

Use it to plan, promote, and participate with ease.



Timeline and Countdown to Maximize Participation

To ensure your event has maximum impact and engagement, follow this simple timeline

June 2025

- Decide with your team on the fun & free activities you'll organize.
- Create your venue page on wellmap.org
- Submit your press releases to monthly publications.
- Inform our team for international press release opportunities.

July 2025

- Use graphic elements from the [Communication Kit](#).
- Announce your participation on your website and social pages using hashtags:
#WorldWellnessWeekend #WellnessForAll #BeActive.

August 2025

- Start teasing your wellness activities online.
- Invite influencers to preview your signature activities.



Before September 6, 2025:

- Inform your entire team about planned activities.
- Create a participant satisfaction questionnaire
(with an opt-out section for wellness tips and offers).
- Set deadlines for VIP pass bookings.
- Send your press release to local media and daily newspapers.
- Remind your database via an email blast.
- Regularly post updates on your social media, including our hashtags.

September 19–21, 2025:

- Tag World Wellness Weekend in your live posts and encourage participants to share their experiences with our hashtags and yours.
- Distribute satisfaction questionnaires to participants.
- Encourage newsletter sign-ups for ongoing wellness tips.

After September 22, 2025:

- Curate and share a selection of the best event photos and videos, tagging World Wellness Weekend.
- Promote upcoming wellness activities and special offers for October and November.



Optimize the Client Journey Before, During, and After the Event

Make your World Wellness Weekend event unforgettable by enhancing every step of your clients' journey.

Before:

- **Promote activities encouraging participants to bring friends.**
- **Launch collective wellness challenges** (*walking, running, weight loss, flash mobs*).
- **Partner with local businesses and charities.**
- **Co-organize events with nearby wellness venues, creating exciting, diverse programs:**
 - o Wellness Afterworks (Friday evening)
 - o Wellness sessions (Saturday)
 - o Outdoor family activities (Sunday)
 - o Community clean-ups and environmental activities (Saturday & Sunday)



During:

- **Personalize client experiences based on their wellness goals.**
- **Create irresistible staycation or getaway packages:**
 - o Wellness brunch (or Yoga & Brunch)
 - o Fitness & Half-Day Pool & Sauna / Steam
 - o Half-board & accommodation
 - o Spa treatment discounts
 - o Product promotions
- Celebrate collective challenge results and partnerships.

After:

- **Offer bounce-back packages to incite visitors to return.**
- **Encourage booking treatments or classes through November.**
- **Incentivize bookings with friends or family.**



Building Meaningful Relationships and Offers

Strengthen connections and enhance client experiences

- **Understand and curate bespoke wellness programs.**
- **Target wellness enthusiasts aligned with your values.**
- **Promote exciting wellness weekend packages and deals.**
- **Leverage social media and local partnerships to boost visibility and bookings.**

Your creativity and hospitality can inspire lasting wellness journeys.

Use Our Materials Kindly

We want you to share the excitement and we want it to feel right for everyone.

Please:

- **Don't change our logo's color or shape**
- **Don't use the logo for paid or commercial event**
- **Make sure to organize ONE free class or session for people to join**
- **Use the official hashtags and mention @WorldWellnessWeekend when posting**

These steps protect the integrity of the message and make sure everyone feels included.



BE WELLNESS!

COMMON QUESTIONS

Questions People Ask About Events and Social Media

Q: Can I host more than one event?

Yes! You can host as many activities as you'd like during Sept 19-20-21, 2025.

Make sure that ONE class or session is FREE. Receive your 2025 Wellness Champion badge and certificate if you organize THREE free classes or sessions. Then, you can promote as many irresistible offers as you want to attract visitors and make them want to come back with friends.

Q: Can events be online?

Absolutely. Online and hybrid activities are welcome.

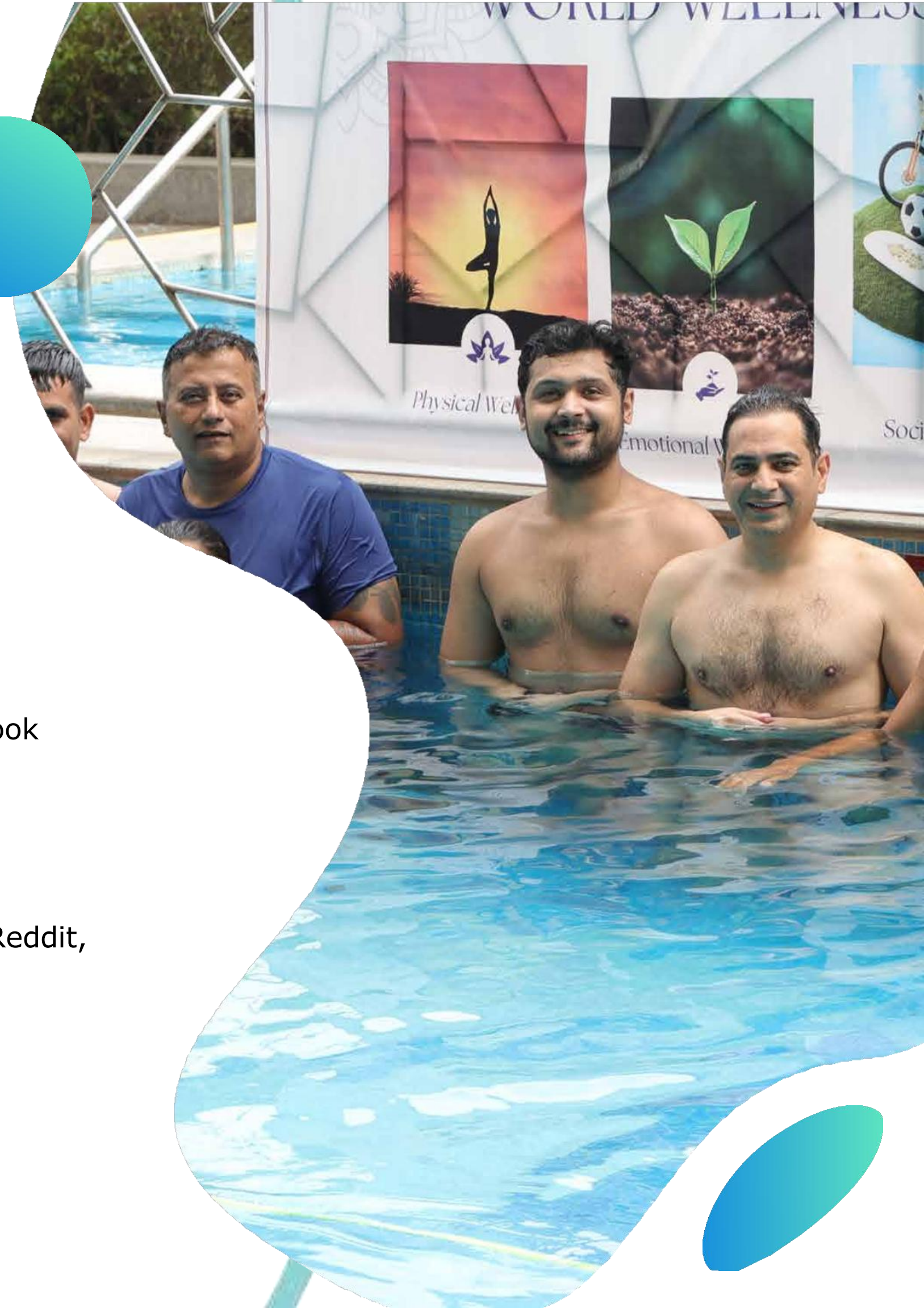
You can promote your online wellness talk or yoga / fitness session with an Instagram or Facebook LIVE and with our World Wellness [WebTV](#) to reach a global audience.

Q: Can I post about my event before the weekend?

Absolutely. Start sharing early to build excitement on Facebook, Instagram, X / Twitter, Tik Tok, Reddit, LinkedIn...

Q: Do I need to use specific hashtags?

Yes. Please use: #worldwellnessweekend #WellnessForAll #beactive



Questions About Social Media

Q: When should I begin posting?

A: Start 2 to 3 weeks before the event weekend. This helps people save the date and get excited.

Q: What if I've never posted before?

A: Don't worry! We provide example captions, templates, and images.

Just be yourself and share your enthusiasm to be part of the local solution, of a global movement.

Q: Why are hashtags important?

A: Hashtags help people all over the world find your event. They also let us share your stories on the main World Wellness Weekend accounts.

#WorldWellnessWeekend #WellnessForAll #BeActive



Questions About Using Logos and Getting Help

Q: Can I change the logo or add it to other designs?

A: Please don't alter the logo. Use it just as it is to keep things clear and respectful.

Q: Can I use the logo on paid event posters?

A: No. Our logo is only for free public wellness events that are part of this weekend

Q: What if I need help or I'm unsure about something?

A: We are here for you! You can email us at info@weekend-wellness.com. We'll help with any questions, big or small.

Don't stay stuck contact us anytime. For help with:

- Registering your venue
- Downloading materials
- Sharing the right content
- Questions about your role as a venue

We're happy to help and excited to have you as part of the World Wellness Weekend family.



BE WELLNESS!

FOR INFLUENCERS

What It Means to Be a Wellfluencer

You don't need millions of followers to make a difference. If you care about wellness, and you love to share good vibes online you're already part of this movement.

As a Wellfluencer (a person of positive influence in Wellness), you can:

- **Spread the message of World Wellness Weekend**
- **Encourage people to move and care for themselves and each other**
- **Inspire others to join local or online events**
- **Use your platform to promote kindness, health, and community.**

Your words and energy have real power and we're excited to see what you'll share.

How to Join as an Influencer

It's easy to get started:

1. Visit wellmap.org and join an event near you, or host your own *(in person or online)*

2. Download the [Social Media Toolkit](#)

3. Share your story using our hashtags

#WorldWellnessWeekend #WellnessForAll #BeActive

4. Tag @WorldWellnessWeekend so we can see and repost your content



What to Post and How to Stay On-Brand

What works best?

- Short videos of your wellness routine and favorite wellness tips
- Reels or TikToks from your event
- Positive messages about movement, mindfulness, or self-care
- Posts inviting others to join the World Wellness Weekend

Stay aligned with the mission by:

- Using respectful, inclusive language
- Promoting events that are free and open to all
- Focusing on wellness not just products or promotions



Want to Be Featured?

We're always looking to spotlight amazing content from our global community.

Here's how to increase your chances of being featured:

- **Use official hashtags**
- **Tag @WorldWellnessWeekend**
- **Share positive & impactful photos or videos**
- **Tell a story that matters to inspire and empower people to switch to healthy habits**

We'll be resharing content on Instagram, Facebook, and in our newsletters.



Lemi
ITALIAN WELLNESS EQUIPMENT



MATRIX



agilysys



luxury wellness & spa specialists
**SPA
ACADEMY**
— by Manuel De la Garza —



Altearah
BIO EMOTIVE COSMETICS



bbspa



STARPOOL
wellness concept



TIP TOUCH
INTERNATIONAL
AUDIT CONSULTING TRAINING



VAGHEGGI



Save the date

19, 20, 21 September 2025



Jean-Guy de Gabriac

Founder

jean-guy@weekend-wellness.com

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