



TIMELINE

Maximize your participation



18-19-20 September 2026

You are a Hotel, Resort, Fitness club, Yoga / Pilates studio, Spa, Beauty institute, Hair Salon, Wellness center, Dance school, Martial art dojo, Run club, Sport association: **Get real value** from your participation in supporting #WellnessForAll with World Wellness Weekend.

With a few well-timed actions, you can turn three days of free activities into:

- media exposure
- user-generated content
- partnerships with other participating venues
- repeat visits & bookings after World Wellness Weekend.

You do NOT need to do everything.

You only need to do the right things at the right time.



WHAT'S IN IT FOR YOU

Include World Wellness Weekend in your Marketing / Communication strategy to achieve practical results:

- **increase your SEO** and online visibility with your free page on [wellmap.org](https://www.wellmap.org)
- **attract new clients** to discover your free meaningful activities
- **re-engage with past clients** or members
- **create stories and content** that local media and social channels can share
- **grow your contact database** in a respectful opt-in way
- **encourage bookings** and visits after the weekend.

The timeline in the next pages, shows how to make this happen.

3 EASY STEPS TO GET STARTED

Start with these three actions. Everything else builds on them.

1. Create / update your free page on [Wellmap.org](https://www.wellmap.org) with your description, contact details, photos.

2. Announce your participation on your social media, website, or newsletter so your clients, members and community know you are part of a global activation.

3. Inform local journalists and influencers about your free activities so they can spread the word as positive local news.

Doing these early makes the rest easier.

March – April
2026

Plan your participation

Decide the **free activities** that your team will organize to attract locals, and new clients.

You can **also organize activities with a participation fee**. Examples:

- Free Yoga session + **Brunch** with a fee
- Free fitness class + **special day-pass** (access to pool, cabana, sauna & steam).

If you really want to stand out during the 10th edition of World Wellness Weekend, brainstorm with your team about the **most original and attractive activities you can organize** to catch media attention and be the next headline.



May – June
2026

Be visible on Wellmap

[Create / update your free venue page on Wellmap.org](#) with an attractive description, clear contact details, and elegant photos.

Start teasing on social media at least one activity to create a buzz before September.

Email us before May 15, if you want to **be included in our international press release**: info@weekend-wellness.com

If you work with instructors, partners, or local organizations, confirm their availability now so there is no surprise later.

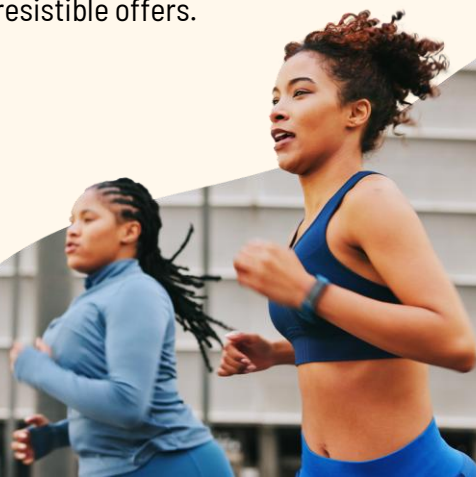
July – August
2026

Publish, promote, and prepare the experience

Publish all your activities on Wellmap and communicate them clearly: what it is, when it happens, where it takes place, and how to join.

If you organize 3 or more free activities contact info@weekend-wellness.com to **claim your 2026 Wellness Champion badge & certificate**.

Decide how you will invite participants to fill in your **satisfaction questionnaire** (paper or digital), with an optional opt-in section so participants can choose to **join your newsletter** and receive regular wellness tips and irresistible offers.



**Early September
2026**

Confirm everything and brief your team

In the final two weeks, **focus on promotion.**

Invite journalists, influencers, bloggers to attend your activities and send them our [international Press Release](#).

Confirm schedules, group sizes, staff, equipment, and setup on **social media**.

Send short reminders to participants who booked, shortly before each activity to **reduce no-shows**.

**18-19-20
September 2026**

Deliver and amplify value

During World Wellness Weekend, focus on **delivering great experiences and amplifying with social media.**

Welcome participants warmly and at the end of each activity, invite participants to:

- fill in your satisfaction questionnaire (paper or online)

- opt in to receive your newsletter with wellness tips, or irresistible offers
- book for your next event
- return with friends or family.

Publish photos / short videos on social media and tag [#worldwellnessweekend](#) so we can possibly share your content.

**Late September
- October 2026**

Follow up and build long-term value

This is when more results appear.

Thank participants who mentioned you on social media, follow up with those who opted in, and invite them to book, return, or join upcoming activities with friends or family.

Share wellness tips and irresistible offers.

Review feedback to understand what worked well.

Many venues see the biggest impact after the weekend when posting their **Wellness CHAMPION or Wellness HERO badge and official certificate**.

A simple reminder

World Wellness Weekend generates attention and connection.

Your preparation can turn online attention into onsite visits and bookings.

Plan early.

Make it exciting.

Follow up.

