



Partnership Prospectus

2022

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The Work Well Community in 2022

Webinar Series

The Work Well Community will host a series of 10 webinars across 2022. Sponsorship partners are welcomed for these webinars.

The theme for the webinar series will be informed by our partners, community members and will feature the return to the workplace, remote and hybrid working and the future of work among other topical themes. The webinars will include a mix of presentations and panel discussions with senior leaders in Ireland and the UK as well as interviews with thought leaders in the area of workplace wellbeing.

Workshop

We will deliver a dedicated online workshop on behalf of our partner to their loyal customers and/or sales leads on the subject of "Sustainable Workplace Wellbeing". A mastermind style format is optimal with 8 to 15 attendees.

What's included for Sponsorship Partners?

- The opportunity to connect with your target market and position your brand at the centre of the The Work Well Community (Work Well Ireland, Podcast, Institute)
- Exposure to the existing Work Well Community network and to the registered attendees for each webinar (N.B email addresses cannot be shared)
- Sponsors logo included on each of the webinar presentations
- Sponsor featured on LinkedIn, Twitter, Facebook and Instagram webinar posts
- Branding for the webinar, the lead up to the webinar and the follow-on communications
- Sponsor can highlight specific products, services or offerings at each of the webinars
- Sponsor can provide a thought leader to participate in at least one of the webinars
- Sponsor can suggest themes, panel discussion points and poll questions for webinars
- Promotion through Work Well Community social media channels and mailing list for webinar related content
- A dedicated two-hour workshop will be delivered on behalf of the partner organisation to a targeted group of clients/leads of the partners choosing
- Association with a growing community of people looking to share ideas and improve services across workplace wellbeing in Ireland and the UK

Online Impact

LinkedIn

- 2,750 members in the Workplace Wellbeing Ireland private LinkedIn group
- 600 members in the Office Worker Health private LinkedIn group
- 10,000 direct professional connections

Blog and Email Marketing

- 5,000 unique monthly visitors to our websites
- 3,500 community email list

Twitter

- 3,300 Direct followers

Facebook

- 1,500 private members

Instagram

- 1,800 followers



The Work Well Community- Audience Profile

- 70% Human Resource professionals and senior leaders with a stated interest in the creation or improvement of wellness programming at their workplace
- 30% Providers of workplace wellness and health promotion services to businesses

Partnership Prices 2022

Webinar and Workshop Package

Partner Sponsor for 10 webinar series and dedicated workshop: **€19,999**

Customised Sponsorship Package

Keep in mind, if you do not see what you want, contact us any time. We're flexible and willing to work with you to design the sponsorship package that will fulfill your business needs.

Podcast

The Work Well Podcast launched in 2020 and has now completed four highly successful seasons interviewing thought leaders and industry professionals promoting health and wellbeing in Irish workplaces. The goal is to share and promote knowledge and understanding of the benefits of properly executed wellness initiatives on the health and happiness of employees and on the bottom line of organisations.

Partner opportunities are also available for the podcast.

2020 Webinar Series - Summary

Webinars: 9

Total Registrations: 3,011

Total Live Attendees: 1,741

Recording Views (to date): 3,930

Total views across 9 webinars (live & recorded): 5,671

Avg. views per webinar (live & recorded): 630

Avg. attendance at in-person Dublin events in 2019: ~100

About The Work Well Community

The community is a network of professionals working to promote health and wellbeing at work. It's a place to connect, share ideas and best practices, talk about challenges and successes, to reach out for support and to discuss future trends and innovations. The group is aimed at those working directly in workplace wellness in Ireland and the UK, senior leaders and HR professionals tasked with wellness promotion in their organisations and anyone that is passionate about making their workplace a healthier place to be.

There is a maximum of two partner sponsor positions available in 2022.

Our Values

At our very first event I introduced three values for The Work Well community. I'm delighted to say that members live and breathe these values so it's important that potential partners believe in and support these values too.



Our Mission

It's an exciting time for workplace health promotion. [As I mentioned in a recent article](#) in the Irish Times, "it feels like we are on the crest of a wave with workplace wellness". For 2022 and beyond, I want to ensure we are not looking back on this period as a wasted opportunity. I am planning a series of webinars that will inform and educate the community on the latest topics and trends in workplace wellness in Ireland and the UK with a view to improving services and engagement across the board.

Our Story So Far

We've come a long way since [our first community gathering](#) in Dublin in September 2018.

The fact we had over 100 attendees that evening was a clear indication to me of the appetite and potential for this type of open and sharing environment.



The momentum has been building since with twelve events completed across Dublin, Cork, Belfast and Galway in 2019. We've welcomed speakers from a diverse mix of organisations including Vodafone, Johnson & Johnson, ESB, Fitbit, HubSpot, Sky Ireland, Irish Aviation Authority, Oracle, Trinity College Dublin and Accenture. We've tackled themes such as *"Where to Start"*, *"The Importance of Committed Leadership to Workplace Wellness"* and *"Mental Health Champions in the Workplace"*.



We've grown our online presence significantly and are now the number one workplace wellness community in Ireland and we're very excited to be growing in the UK too. There's opportunity with everything and the Covid-19 crisis has accelerated our move to online events. We have seen a huge spike in the numbers accessing our webinars compared to our in-person events.

The Work Well Community is **the place** to learn of best practice and trends and to connect with people and organisations that are interested in supporting healthy work environments in Ireland and the UK.

Why should you care?

90%

Percentage of Irish employees that want a greater emphasis on health and wellbeing at the workplace

- Pfizer Health Index 2018

20%

Only 1 in 5 Irish employees reported participating in a wellness initiative at their workplace in the last 3 months

- Pfizer Health Index 2018

66%

Percentage increase in productivity reported by employers with health and wellbeing programmes

- Workplace Wellness 2017 Survey

Businesses that encourage wellness and healthy lifestyles see a measurable, positive impact on the lives of workers and their families – and on the health of the organisation's bottom line. In addition, healthy employees are happier and tend to stay at their current place of employment, reducing turnover and hiring costs.

The importance of investing in the health of our workforce is slowly being understood by Irish businesses and this has been accelerated with the Covid-19 crisis. I believe that by working together we can build on the momentum and share this message with many more people while at the same time improving the quality of the services that we offer.

The best companies in the world look after their people because they know that they will, over time, look after their business.



About Brian Crooke

Brian's vision is to empower employers and employees to make their workplaces healthier places to be. Brian is the founder of [The Work Well Institute](#) and [Workplace Wellbeing Ireland](#).



Brian worked in the corporate world as a management consultant for a large multinational for 10 years. Watching many colleagues and friends develop unhealthy behaviours and ill health due to their sedentary and stressful jobs is what inspired him to launch the Office Worker Health business (now The Work Well Community) in 2015. He has first-hand knowledge of how the modern workplace can create stress, bad habits, injury and ill health resulting in many not performing at their best.

Brian founded The Work Well Community and events series in 2018 to bring together those promoting wellness in Irish workplaces with those seeking to implement programmes and initiatives in their own organisations. He is the host of [The Work Well Podcast](#).

Brian recently designed the Postgraduate Certificate in Workplace Wellness at Trinity College Dublin and is the Course Director for the programme. Brian also founded the [parkHIIT](#) initiative, the goal of which is to provide free resistance training to every county and community in Ireland. His qualifications include:

- Postgraduate Certificate in Innovation, Entrepreneurship and Creative Thinking, Trinity College Dublin
- B.Sc Computer Applications, DCU
- Project Management Professional (PMP) Certified, Project Management Institute
- Wellness Council of America (WELCOA) Well Workplace Model Certified
- Personal Trainer, ITEC Level 3 and Gym Instructor, ITEC Level 2
- Diploma, Sports Nutrition, QQI
- Diploma, Exercise and Fitness, QQI
- Diploma, Digital Marketing, QQI
- FitPro insured fitness professional

Next steps

Contact Brian to find out how you can become a partner for The Work Well Webinar Series in 2022.

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