



Workplace Wellbeing
Ireland

Live Events 2024

Host Organisation Brief

Contact: brian@workwellireland.ie

Workplace Wellbeing Ireland

Workplace Wellbeing Ireland is Ireland's largest network of professionals with a shared interest in promoting health and wellbeing at Irish workplaces.

It's a place to connect, share ideas and best practices, discuss challenges and successes, reach out for support and explore future trends and innovations. 70% of our 4,000+ members are HR professionals or senior leaders with an involvement in wellness programming at their workplace and 30% are providers of workplace wellness and health promotion services to Irish businesses.

Live Events 2024

Workplace Wellbeing Ireland is planning a series of five live and in-person events in Dublin and three in Cork across 2024. We want to encourage people back into our collaborative workplaces. We're inviting select organisations to host these events. Could your workplace host a Work Well Live Event?

The format for the events will include:

- Two-hour evening time session with a different theme for each event
- Guest panelists with presentations and Q&A sessions
- There'll be plenty of time for networking and space for exhibitors

[Our event at Facebook in November 2019](#) will give you an idea what to expect.

Host Venue – What's Involved?

- Host organisation provides a space to the Work Well Community for a two hour in-person event. A great opportunity to showcase your workplace.
- Workplace Wellbeing Ireland will create, manage and share the invitation and registration details. Host organisation colleagues and external guests are welcome.
- Workplace Wellbeing Ireland and host organisation will collaborate to run the event
- Host can provide a thought leader to participate on a panel if they wish
- Host can suggest theme, panel discussion points and questions for the event
- Host can provide catering and audio-visual support (there is no obligation to do this but it certainly does add to the event)
- Host will be featured on Work Well Community Newsletter and social media posts
- Association with a growing community of people looking to share ideas and improve services across workplace wellbeing in Ireland

Host Venue – Other Considerations

- Workplace Wellbeing Ireland may have sponsors for the events series who would like to showcase their products / services at the event and would also be included in communications related to the event. Any potential sponsors will be communicated to the host organisation in advance. We will not allow competitors of host organisations to sponsor the events series.
- The event will be promoted as a 'Work Well Live Event @ Host Organisation'.
- Workplace Wellbeing Ireland will manage the invitation and registration details. Attendee email addresses cannot be shared with the host organisation or sponsors.
- If the host organisation does not wish to manage the audio-visual recording of the event, we may ask a third party to do so.
- Workplace Wellbeing Ireland will share images and video (if captured) online following the event and tagging the host organisation where possible.

Work Well Community Online Impact

LinkedIn

- 14,000 direct professional connections
- 3,500 members in the Workplace Wellbeing Ireland private LinkedIn group
- 1,000 followers of Work Well Community business page
- 600 members in the Office Worker Health private LinkedIn group

Blog and Email Marketing

- 5,000 unique monthly visitors to our websites
- 4,250 Work Well Weekly email list

Twitter

- 3,500 followers

Facebook

- 1,800 followers

Instagram

- 2,000 followers

Our Values

At [our very first community gathering in September 2018](#) we introduced three values for Workplace Wellbeing Ireland. I'm delighted to say that members live and breathe these values so it's important that future partners believe in and support these values too.



About Brian Crooke

Brian's vision is to empower Irish employers and employees to make their workplaces healthier places to be.



Brian worked in the corporate world as a management consultant for a 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 Workplace Wellbeing Ireland) 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 Workplace Wellbeing Ireland 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 host of [The Work Well Podcast](#) and founder of the online learning hub, [The Work Well Institute](#).

Brian co-designed the Postgraduate Certificate in Workplace Wellness at Trinity College Dublin and is the Course Director for the programme. Brian also founded the [parkHIIT](#) social enterprise, 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 host a Work Well Live event in 2024.

Email: brian@workwellireland.ie

Phone: 0876422957

Prepared by: [Brian Crooke](#) / [Workplace Wellbeing Ireland](#)

