



PCMA GLOBAL STUDENT COMPETITION

Breathe In. Breathe Out. Be.

Temple University PCMA Student Chapter
Madeline Hill, Molly McKeown, Juliana Anderson, and Natalia Errico

2022/2023

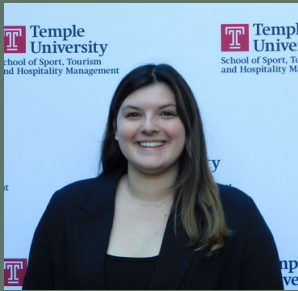
Mindfulness and Wellbeing Training - Hybrid Event

TABLE OF CONTENTS



03	Meet the Team
04	Executive Summary
05	Introduction
07	Landscape Analysis
11	Event Concept
14	Detailed Program
18	Event Project Plan
24	Marketing Plan
27	Staffing plan
29	Financial Plan
31	Conclusion
32	References

MEET OUR TEAM



JULIANA ANDERSON

Director of Industry Relations

juliana.anderson@temple.edu



NATALIA ERRICO

Director of Operations

natalia.errico@temple.edu



MADELINE HILL

Director of Quality Control & Budgeting

madeline.hill@temple.edu



MOLLY MCKEOWN

Director of Marketing

molly.mckeown@temple.edu

EXECUTIVE SUMMARY

Throughout this report our team will have emphasized the importance of mental health and wellbeing in the workplace. It should not be a luxury that only comes with certain businesses or companies, but a necessity that all industry professionals should be stressing the importance of. Given that most people spend most of their time at their job, it can quickly become one of the biggest stressors on a person's mental health. Along with this a person can be experiencing additional stress outside of the workplace. Given the past two years have been especially troubling with the COVID-19 pandemic, people were learning to adapt to life online as well as trying to remain employed. As we move toward this post pandemic world people are still struggling with the effects of the pandemic. Managers should be prioritizing mental health now more than ever.

For the purpose of prioritizing mental health in the live events, sports, tourism, and hospitality industry our team has created a wellness retreat called “*Breathe In, Breathe Out, Be*” sponsored by Whole Foods Market, Lululemon, and Johnson & Johnson. Throughout this report our team presents an event mission and an event goal as well as our target market. Our landscape analysis will provide background information on our selected industry cluster, which is healthcare. We have provided an in-depth itinerary for the people attending the retreat and what they expect to be during upon arrival up until they depart. We will be focusing on the elements of the event that will make it successful in person, but also in the remote environment. Given that our retreat is being offered as an in-person and remote option it will have to offer the guests equal experiences to make it worthwhile. The event plan including the venue, set up of space, and logistics will be followed up with a marketing plan as well as a staffing plan for the retreat. Finally, our financial plan will give a breakdown of the budget.



INTRODUCTION

Event Mission

Breathe In. Breathe Out. Be. aims to educate leaders of workspaces in the live events, hospitality, tourism, and sport industries on mindfulness and the wellbeing of their employees. After going through our retreat, we hope these individuals take what they learned and apply it to their workspace to create a stress-free environment.

Event Goals

Our goals are simple. Educate our upper-level employees to make the workplace a more peaceful environment and to have their employees focus on work but also their personal health as well. We also want these leaders to provide employees with a safe and comfortable environment to ground themselves, which in the long run will reduce employee turnover.

Event Description

We have constructed a training retreat that helps industry professionals take the time to understand what it's like to be in an industry that is 24/7, seven days a week, 365 days a year. We call it “Breathe In, Breathe Out, Be.” As professionals in business, we know firsthand how hard it is to juggle a work-life balance. We understand that there is more to life than work. Considering this, it is crucial for your managers to understand that their employees’ personal wellbeing is what should be put first. With this being our main mission, to educate and help change the lives of our employees, we can help the industry be more focused on our employees' happiness. We will bring in mindful speakers to help educate the people that are willing to come to our program. Our program is called “*Breathe In, Breathe Out, Be.*” because we understand sometimes, we forget to just take a second to breathe.

Target Market

Our overall target market is the leaders of workspaces in the live events, hospitality, tourism, and sport industries. We hope to get 250 in person attendees, and 250 online attendees. We hope to reach human resource employees or management positions, because we believe that if we can start at the top, it will trickle its way down.

Relevance

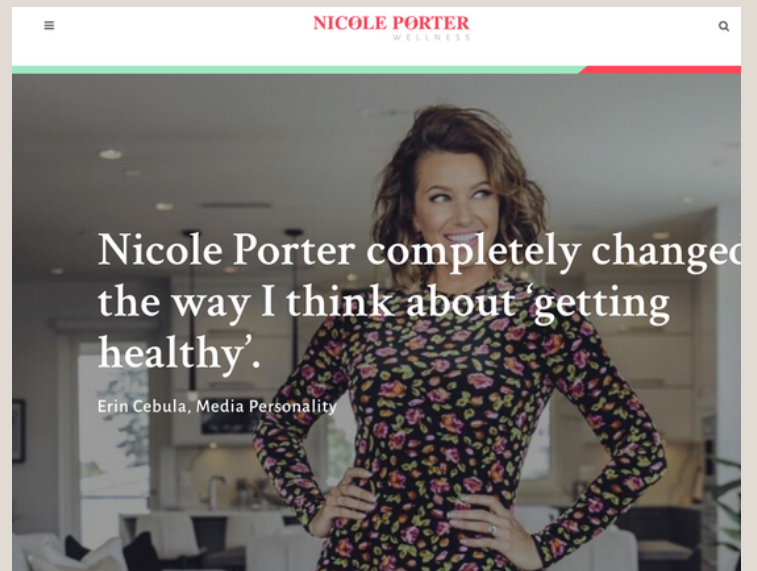
The reason we think this is relevant is because we know first-hand that the lack of prioritizing an employee's wellbeing is an on-going issue in our industry. In recent years it has been known that “four in five hospitality workers report experiencing high levels of stress directly related to their jobs...” (Batra, 2022). This is our driving factor, to help those four out of five employees deal with that stress that comes with the job. We understand some stress can't be fixed; however, we are trying to help those stressful things that can be figured out through meditation or other processes we implement in the sessions. We love that our companies in these industries are taking initiative, however, we need more than just having protocols or processes. Education is powerful, and we want to educate as many people as possible because when we can educate and have these employers implement our strategies and our ideas to make the workplace more bearable and to have our employees be more, please with their workplace.

LANDSCAPE ANALYSIS

In doing research into the importance of an event like *Breathe In. Breathe Out. Be.*, it becomes clear how necessary an event like this is for the aforementioned industries. As live events, hospitality, tourism, and sport industries are very demanding on their employees, an educational event like this could save companies, jobs, and even lives. According to a survey done by Pew Research Center on American workers, after 2020, 48% of those surveyed said they were depressed, 63% stated that they feel nervous or on edge, and even 60% said they have trouble sleeping (Allen, 2022). Employers lose forty-four billion dollars every year due to lost productivity affected by depression and anxiety, as the Anxiety and Depression Association of America finds that anxiety disorder impacts 40 million people in the U.S. eighteen years and older (Allen, 2022). What is even more important for us to know is that sixty percent of people suffering never seek treatment, proving that employers have a responsibility to show their employees that help is out there for them (Allen, 2022).

The World Health Organization notes that “workplaces that encourage well-being and support mental health have reduced absenteeism, less staff turnover, and more productive workers, meaning better business results” (WHO, n.d.). Our event can make an impact on how employees view their workplaces and see how they are committed to their wellbeing, and it can also show remote workers that they are not isolated, and they have a community in their place of work. A resource to use to measure how our event will meet the expectations needed for a successful wellbeing training and retreat is Nicole Porter Wellness. This company provides online seminars and serves many major companies, like Sun Life Financial and NexGen Energy. This organization's bottom line is “when your employees are healthy, so is your business.” Page _ includes a testimonial from a Wine Cellar business, Marquis Wine Cellars, and shows that any workplace can benefit from wellness training (Nicole Porter Wellness, n.d.).

"To help my team best manage their stress and wellness during this time, I brought in Nicole Porter to do a wellness seminar. She was able to teach us how to make appropriate and manageable changes with nutrition, exercise, sleep, and mindfulness so that we could come out of this pandemic feeling healthier than when we started" (Nicole Porter Wellness, n.d.).



Health Action Alliance is a partnership between the country's leading business and public health organizations to assist employers' needs regarding mental health, health challenges, health equity, and public health emergencies. Some partners in this organization are the CDC, Center for Disease Control and Prevention, the National Safety Council, and the Ad Council. Not only does their website have guides for the workplace, like the "Workplace Mental Health Playbook" and "Cultivating Belonging in the Workplace: An Employer Guide", they even offer Health Action Events for employers (HAA, 2022). This organization produced an event titled Mental Health Equity at Work, a virtual workshop introducing how company leaders can meet the mental health needs of their employees from diverse backgrounds (HAA, 2022).



(HAA, 2022)

This webinar had many guest speakers, like the CEO of the American Psychological Association and the Chief Social Impact and Diversity Officer from Headspace. As high-profile organizations and individuals are working with events like this, it proves how important it is to help grow them and make *Breathe In. Breathe Out. Be.* an event that changes lives and workplaces for the better.

According to the SHRM's Mental Health in America: A 2022 Workplace Report, 78% of employers are leading the charge to improve mental health in America, meaning that our event has an audience of workplace leaders who will want to hear what we have to say (SHRM, 2022).



This report also states the reasoning behind why organizations are not offering mental health resources to employees. The results are the following: 33% said that they have not thought about workplace mental health, 27% said they are unsure of which benefits to provide, 21% said they do not have the resources, 21% said it is soon expensive, 18% said we do not know how to find or choose a plan, 11% said workplace mental health is not an issue in the organization 11% said our employees are not interested in these resources, and 8 % said it was for another reason not listed above (SHRM, 2022). We can answer every one of these questions at our event, and we must take advantage of these statistics to show why mental health training and resources are needed in the workplace. At SHRM's 2022 Talent Conference, an expo and session were held to highlight holistic wellbeing programs to thousands of U.S. employees (Russell, 2022).



The 2022 SHRM Talent Conference & Expo took place April 10-13 in Aurora, Colorado and online, and emphasized how HR professionals' actions — big and small — have a ripple effect on the lives of others.
(Photo by Chris Williams)

(Russell, 2022)

This event was hybrid, so they had to deliver their content in-person and through livestreams. The live event offered attendees the chance to relax and discuss mental health in a safe space. What our event can do is elevate this concept, by providing employees and leaders with the ability to be fully immersed in mindfulness via our selection of the venue and opportunities, both in-person and online.

We need Breathe In. Breathe Out. Be. to be not only a successful event on our end, but beneficial to the industry partners that attend. Our event should encourage our attendees to come back next year to continue their path of growth, and it should inspire others through word of mouth. People should be saying “your company needs Breathe In. Breathe Out. Be.”

EVENT CONCEPT

Breathe In, Breathe Out, Be will offer a fully immersive experience for industry professionals in the event industry to debrief and gain knowledge about the importance of mental health and well-being in the event industry. Not only will it offer in-person experience, but also a remote option for people who are unable to attend in person. This industry is constantly moving, meaning it requires long hours during the week and weekend making it strenuous for employees. The goal of this retreat is to guide leaders and managers through workshops, guest speakers, and team exercises to expand their knowledge on mental health and wellbeing in order to create a better environment for their employees.



Breathe In. Breathe Out. Be. will be profiting off this retreat to ensure that we can host this retreat annually. Our in-person guests will be charged a fee of \$350.00, and our online guest will be charged a fee of \$200.00, this fee will include all the luxurious things we have to offer. Some of the most worthwhile things guests will be paying for are guest speaker presentations, breakfast, lunch, and dinner, meals will be provided by our sponsor, Whole Foods Market, yoga and meditation sessions, and more.

EVENT CONCEPT



Our retreat will mostly benefit from our sponsorships. The first sponsor that we will be highlighting in this retreat is Whole Foods Market. Whole Foods is an upscale supermarket that specializes in selling products that are organic and free from artificial colors, flavors, and preservatives. Not only will Whole Foods be providing breakfast, lunch, and dinner for the retreat, but the guest will also receive an array of snacks and drinks in their room upon arrival from Whole Foods. The importance of partnering with a brand like whole foods is your physical health contributes to your mental health. The connection between mental and physical health is often viewed in terms of stress. If you're having problems with your work or family life, then this may start to affect your physical health. Along with this the connection between mental and physical health is also considered in terms of the immune system since stress affects the body's ability to fight off infections (Sage Neuroscience Center, n.d). Having nutritious and filling meals for our guests will positively impact their mental health. Each of our guests will receive a Whole Foods discount code so they can incorporate these foods in their daily routine resulting in better mental health.

EVENT CONCEPT

Our second sponsor is Lululemon. Lululemon is an athletic apparel retailer, as well as one of the most successful luxury brands in the world.

Lululemon's logo will be spotted throughout the retreat on water bottles, cross body bags, athletic apparel, yoga mats, and more. Part of the fee our guests will be paying includes a welcome bag upon arrival with some Lululemon necessities. This will include a reusable water bottle, a keychain, tote bag and yoga mat. Our guests will be comfortable all weekend long while sporting their Lululemon apparel.



Our final sponsor will be Johnson & Johnson, a corporation that develops medical devices, pharmaceuticals, and consumer packaged goods. J&J products can be found in the bathrooms throughout the retreat, and each guest will receive a skin care package in their room upon arrival. Skincare can also give you a well-deserved serotonin boost. Having a routine can make you happier, as it's all about the ritual and putting time and energy into making yourself feel good. It also helps you anticipate something at the end and start of the day, which is known to have mood-boosting benefits (Goldman Dermatology, n.d). Not only will their skin care products aid in the wellness of the retreat, but our first guest speaker will be Peter Fasolo, Ph.D. who is the Executive Vice President, Chief of Human Resources for Johnson & Johnson. J&J has prioritized their employees' safety and wellness since they became a corporation in 1886. Their credo promises that employees must feel secure in their jobs, receive fair compensation, and have equal opportunity for development and advancement, among other rights (Ahern, 2021). They are the perfect corporation to teach our guests how to incorporate wellness into their workplace.



DETAILED PROGRAM

Friday, August 11th, 2023

Arrival Check-In

Once attendees arrive at the location, they will check in with our Cvent platform and get settled either in their hotel rooms or in the lobby to light refreshments. All participants will receive a welcome tote bag filled with our sponsored items along with helping them carry all the stuff they get throughout their experience. We also ask all guests to fill out a quick form stating any health restrictions. We have implemented welcome bags to properly welcome our guests to this event and incorporate our sponsors.

Presentation Ceremony

We will start our presentation ceremony where we will go over the whole weekend stay and what our participants will receive during this time. This is an important section of our event as it will bring everyone together for the first time and ensure everyone is on the same page about the goals, itineraries, and takeaway of the event,

Virtual Option as well. Link to Come

Free Time

We will give attendees time to walk around the location and see what it has to offer. We welcome attendees to sign up for any other outside activities that are optional to guests.

Meet and Greet Happy Hour

During this meet and greet we hope guests take time to meet their colleagues and other industry-related partners. Socialization and connecting with people are important for staying mentally healthy.

Dinner

Following the Meet and Greet we will be having a nutritious dinner. This healthy dinner will be something that the online attendees can make by themselves in their own houses. And for the in-person attendees, at each dinner we will provide a recipe that they can take home with them.

Saturday, August 12th, 2023

Sunrise Yoga

We will be starting off our first full day with morning yoga, as yoga has a lot of benefits for both mental health and physical health. Yoga is known for relieving stress from your body and help gain clarity. We know from research that “yoga practice creates mental clarity and calmness; increases body awareness; relieves chronic stress patterns; relaxes the mind; centers attention; and sharpens concentration (Nevins, 2022).”

Virtual Option as well. Link to Come

Breakfast

This breakfast will be a great time to continue to make connections and learn about mindfulness and providing a great workplace for employees. We will have fresh fruit and a nutritious breakfast option that can help start the day. Breakfast is the most important meal of the day and we are trying to make ensure our industry workers understand the importance of having to eat a healthy breakfast.

Meet our first guest speaker

Our first guest speaker will be from our sponsor Johnson and Johnson, Peter Fasolo, Ph.D. Dr. Fasolo is the Executive Vice President, Chief of Human Resources. He will talk about how Johnson & Johnson are one of the leading companies that put their employees first. We will hear their process and procedures that they put in place. We will also hear what doesn't work for them. This is great for industry leaders to hear how J&J works so they can implement their tactics into their own work environment.

Virtual Option as well. Link to Come

Lunch

This will be a time to debrief after the first guest speaker. Guests will enjoy a nice lunch sponsored by Whole Foods Market. Along with lunch, Whole Foods will provide some lunch recipes and taste testing of their favorite lunch meals to bring to work.

Virgin Plus Info Session

During this time, guests will learn about the company Virgin Pulse and all it has to offer. Virgin Pulse is the “The World's #1 Health and Wellbeing Platform” (Virgin Pulse) and in this session, individuals will learn why they should implement this program into their workplace, “Organizations that partner with Virgin Pulse for their employee wellness program engage their people – delivering better outcomes and changing lives for good® – more than any other health and wellbeing provider” (Virgin Pulse).

Health Session

We will hold a health session where guests will learn about how their diet, exercise, and choices affect their wellbeing at work and at home. This will also be a time to learn more about protocols and products that help the workplace be better for all employees.

Virtual Option as well. Link to Come

Sunset Meditation

We will then follow up with a beautiful mindful mediation at sunset. This is a great way to reduce stress and help refocus guests' bodies and minds. Mediation is known for helping individuals become more aware and more purposeful about their actions. It teaches them how to respond, rather than react.

Virtual Option as well. Link to Come

Dinner

Following the Sunset Meditation, we will be having another nutritious dinner. Just like the previous night, this dinner will be brought by Whole Foods, and they will provide the recipe that goes along with it.

Cooking Class: Virtual Only

For our virtual participants we will have a virtual only cooking class that will teach them how to make the meal that is being served for in-person attendees. They will use the ingredients that were sent to their homes via Whole Foods.

** Virtual Platform Link to Come**

Sunday, August 13th, 2023

Morning Cycling or Hike

Exercise is a huge way to release stress, while we focused more on mindfulness exercise the days before, today we decided to provide more of a higher-level activity. Exercise is proven to reduce stress, “releasing feel-good endorphins, natural cannabis-like brain chemicals and other natural brain chemicals that can enhance your sense of well-being (Mayo Clinic, 2020).”

Virtual Option as well. Link to Come

Light breakfast

We will have another nutritious breakfast option that can help our guests start the day. Same as yesterday.

2nd Guest Speaker

We will then go straight into our second Guest Speaker, Andy Core, who is an award-winning leader on increasing employee engagement, productivity, and wellness motivation. He will talk about his philosophies and what he thinks works. He will then open the floor to Q&A for anyone to participate in.

Virtual Option as well. Link to Come

Lunch

This will just be a time to debrief after the second guest speaker. Enjoy a nice light lunch sponsored by Whole Foods Market.

Virgin Pulse Session

In this second session run by Virgin Pulse, attendees will learn how to use the app as managers in a hands-on workshop. It is important for them to attend this workshop so they can take this app to their workplace and receive long term benefits from the retreat.

Closing Ceremony

During the Closing Ceremony we will re-highlight everything we learned from the guest speakers and from the whole experience. This will be a great time to collaborate and connect.

Virtual Option as well. Virtual Platform Link to Come

Dinner

Following the Closing Ceremony, we will be having another healthy dinner. Again, this dinner will be brought to you by Whole Foods!

Cooking Class: Virtual Only

For our virtual participants we will have a virtual only cooking class that will teach them how to make the meal that is being served for in-person attendees. They will use the ingredients that were sent to their homes via Whole Foods.

* Virtual Platform Link to Come*

Wine tasting

After all the work and sessions, we would like to take this time to debrief and relax with new friends and coworkers. During this time both guest speakers will be around to answer questions, and our sponsors will host small tables along with handouts.

Monday, August 14th, 2023

Light Breakfast

We will host breakfast before leaving attendees leave our facility. Guests can grab some fruits and other healthy options that will be provided from Whole Foods before departure.

Departure

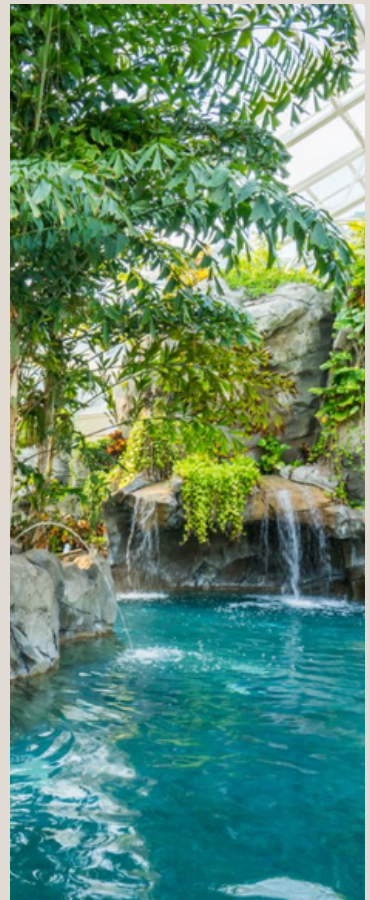
EVENT PROJECT PLAN

Venue Selection

Not only is this venue the closest resort of its kind to New York City, this venue embodies our values and beliefs in wellness and prioritizing mental health. Crystal Springs hosts their own wellness retreats throughout the year and has two spas on site. Along with this they have a fitness center where they host yoga sessions for their guests. They have a plan laid out each month with multiple wellness activities taking place each day. Our team thought it was best to host a wellness retreat in a venue that also believes in the importance of wellness.

Crystal Springs Resort is in the Kittatinny Mountains 43 miles from New York City. The uniqueness of the venue lies in its location, this woodland oasis is the ideal place for guests to disconnect from a chaotic world, or workplace, and submerge themselves into wellness prioritization. The closest airport to Crystal Springs Resort is Newark Liberty National Airport located an hour from the venue. There will be shuttles available at the airport for guests to utilize. We also encourage guests to carpool to reduce the number of cars traveling to the venue to align with our sustainability values. Guests can also arrange for car services prior to arriving at the airport.

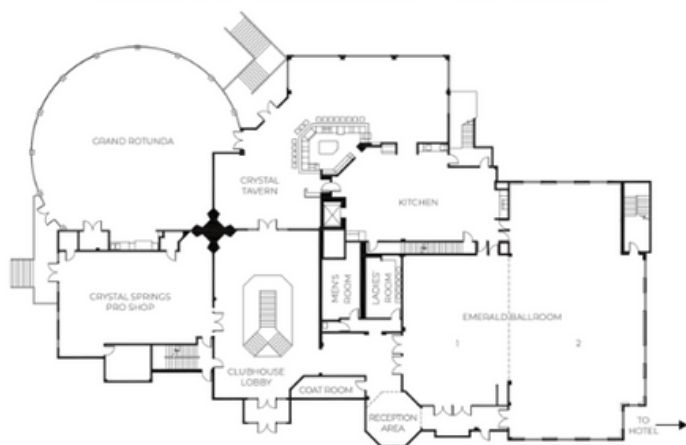
Crystal springs gives our team the ability to block out rooms to accommodate all our guests. We have exactly the number of rooms for the number of guests coming to our retreat. The venue also has the flexibility for us to book their conference and meeting spaces as well as the ballroom.



FLOOR PLAN

For this event, we will be renting out the Main Level of the Grand Cascades Lodge. For the event activities, we will be renting our 6 rooms from the Cascades Lodge, including the Emerald Ballroom (1&2 included), Grand Rotunda, Clubhouse Lobby, Reception area, Wedding Garden, and the Garden Patio.

GRAND CASCADES LODGE — MAIN LEVEL



GRAND CASCADES LODGE — GROUND LEVEL



Note- all these areas have full access to Wi-Fi and technology to ensure Cvent Virtual Platform access to these events are accessible

Emerald ballroom: This room will be used for all meals. It will be set up with 30 60” round tables with 10 chairs at each table. This will be able to fit all attendees and staff comfortably to enjoy meals. The set of this room will not be changed during this event.

Grand Rotunda- This luxury room will hold all ceremonies, speaker sessions and panel sessions. This will consist of 275 chairs, tables for refreshments, projectors for the sessions, and technology for microphone usage.

Clubhouse lobby & reception area – These connecting rooms will hold all social events such as the happy hour, wine tasting and meet and greet. These rooms will come with some seating options, but mainly high tops to promote walking around and socializing.

Wedding garden & garden patio- These outdoor spaces will be used for our outdoor activities such as yoga, meditation and cycling. Additionally, these spaces will be open all day for the attendees if they would like to take a step outside or a breather.

Our color palette will focus on neutral and earthy tones, specifically the green and tan colors. Green has the following characteristics: “quiet and restful, invites harmony, diffuses anxiety,” making it the perfect fit for our event (Color your world to relieve stress, n.d.).

LOGISTICS

Breathe In, Breathe Out, Be. has decided to utilize Cvent to host the most accessible hybrid event possible. For the in-person portion of our retreat Cvent's services will be used for event registration. Cvent allows remote attendees to stay engaged and interactive through the Cvent attendee hub. Cvent is also a useful platform for tracking the activity and usage of our remote users. This will be beneficial for the annual hosting of the event because we can adjust the virtual portion as needed based off guest interaction. Working with Cvent and Whole Foods allows us to create an innovative experience for our virtual attendees. Typically, a hybrid event does not consider the meals of their virtual attendees, only their in-person guest. To receive the benefits of our sponsors days prior to the retreat the virtual attendee will receive a box from Whole Foods including ingredients, recipe cards, and snacks. This will take the place of the dinner they would be eating at the retreat. During the guests' free time, there is a specific time on the itinerary, they can prep their dinner.

Technology

We have hired Cvent to be there for event technology support. They will be there to assist, manage, and oversee any technological needs we have in regard to launching and running our virtual aspect to the event. They will also assist with registration and audio/visual for the live event aspect. By using Cvent, we will limit our use of physical registration materials to align with our goal of producing a sustainable event.

Our virtual guests will have very similar opportunities as our in-person guests. They will have access to our guest speaker presentations, yoga, and meditation, through Cvent's platform. The breakout room gives the virtual attendee the freedom to use this time however they please. They can spend this time chatting with other guests, reading their favorite book, turning on a show, or anything that makes them feel relaxed.

LOGISTICS

Sustainability Plan

Our event will consider sustainability through every step of the planning process, live event, and post event. Lululemon, our secondary sponsor, will provide each in-person attendee with a tote bag and reusable water bottle throughout the event. No plastic bags or water bottles will be distributed at our event. During food service, no paper or plastic single use products will be used. We will encourage attendees to utilize airport shuttle services to the venue as well as ride sharing apps. Our plan for décor, including centerpieces and signage, will be stored for reuse for our following events.

Risk Plan

Crystal Springs Resort will be providing safety and security for the retreat. First aid, ID check, and hotel check in will be handled by Crystal Springs Resort staff and security. The venue has fire extinguishers on site. Only those 21 and older are allowed to consume alcoholic beverages at the retreat. In case of fire, everyone will exit from the venue and enter the shuttles to evacuate. Weather will be checked daily starting a week prior to the event. If severe thunderstorms, wind, and rain are expected the day of the event, *Breathe In. Breathe Out. Be.* will not be cancelled or postponed unless travel is restricted and it would put anyone involved with the event or attending the event in danger. All activities will be moved indoors in case of inclement weather.

Parking

The Grand Cascades Lodge & Crystal Springs Country Club is located at 1 Wild Turkey Way Hamburg, NJ 07419 and our guests who chose to drive themselves will park in the main parking lot for free of charge. For any direction help, please refer to the venue's website with directional information linked [here](#).

Overnight guests

We have blocked out 250 hotel rooms for people who choose to stay overnight. There are two types of rooms: king rooms (1 bed) and queen rooms (2 queen beds), so those who are traveling with people they know can share rooms. Additionally, when attendees call to reserve their room, they can use the discount code for the room block "*Breathe.*"

LIVE EVENT PLAN

Friday, August 11th, 2023

10:00am: Internal Staff arrive on site

11:00am: External Staff arrive on site (Cvent, Sponsor Representatives, Virgin Pulse, Venue Staff)

1:30pm: Arrival Check-In

Virtual Option as well. Virtual Platform Link to Come

2:30-3:00: Presentation Ceremony @ Grand Rotunda:

Virtual Option as well. Platform Link to Come

3:30-4:15pm: Free time

4:30-5:30pm: Meet and Greet Happy Hour @ Clubhouse lobby & reception area

6:00-7:30pm: Dinner @ Emerald ballroom

Saturday, August 12th, 2023

5:30-6:30am: Sunrise Yoga @ Wedding Garden & garden patio:

Virtual Option as well. Virtual Platform Link to Come

9:30-10:30am: Breakfast @ Emerald ballroom

11:00am: Venue Staff sets up Clubhouse lobby

11:30-1:30pm: Meet our first guest speaker @ Clubhouse lobby & reception area:

Virtual Option as well. Virtual Platform Link to Come

1:30-2:30pm: Lunch @ Emerald ballroom

3:00-4:30pm: Virgin Plus Info Session: @ Grand Rotunda:

Virtual Option as well. Virtual Platform Link to Come

4:00pm: Venue Staff set up

4:30-5:30pm: Health Session: @ Grand Rotunda:

Virtual Option as well. Virtual Platform Link to Come

5:30-6:30pm: Sunset Meditation @ Wedding Garden & garden patio:

Virtual Option as well. Virtual Platform Link to Come

6:00pm: Venue Staff sets up ballroom for dinner

6:30 -7:30pm: Dinner @ Emerald ballroom

7:30-8:30pm: Cooking Class:

Virtual Only. Virtual Platform Link to Come

LIVE EVENT PLAN

Sunday, August 13th, 2023

8:30-9:30am: Morning Cycling or Hike @ Wedding Garden & garden patio:

Virtual Option as well. Virtual Platform Link to Come

10:00-10:30am: Light breakfast @ Emerald ballroom

10:30: Venue staff sets up room for speaker

11:00-1:00pm: 2nd Guest Speaker: @ Grand Rotunda:

Virtual Option as well. Virtual Platform Link to Come

1:30-2:00pm: Lunch @ Emerald ballroom

2:30-4:00pm: Virgin Pulse Session @ Grand Rotunda

4:15-5:30pm: Closing Ceremony @ Grand Rotunda:

Virtual Option as well. Virtual Platform Link to Come

5:45-6:45pm: Dinner @ Emerald ballroom:

Virtual Option as well. Virtual Platform Link to Come

5:45-6:45pm: Cooking Class:

Virtual Only. Virtual Platform Link to Come

8:00-9:00pm: Wine tasting @ Clubhouse lobby & reception area

Monday, August 14th, 2023

8:00-9:00am: Light Breakfast @ Emerald ballroom

11am: Departure Check Out

3:00pm- Internal and external staff depart

subject to change based on when everything is loaded out and completed

MARKETING PLAN

As Breathe In. Breathe Out. Be. is structured to target and educate a certain group of individuals, identifying a target audience within our marketing plan is crucial to planning and executing a successful event. Our goal would be to have 500 attendees. To be more specific, we would like to have 250 in-person and 250 virtual. We have developed a marketing plan that consists of three different marketing channels to promote our event properly and included some examples.

Target Audience

Our target audience will be managers and leaders of workspaces in the live events, hospitality, tourism, and sport industries. We are targeting individuals who lead people in the workspace in hopes that we can make a positive impact on companies and their leadership styles. We chose this target audience because in these industries, employers can find their work schedules to be long and strenuous, working holidays and early mornings. Individuals in these industries can forget to take care of their physical and mental self and wellbeing. Additionally, when a leader or manager is taught how to properly take care of their employee's mental well-being, it develops trust and bonds in the workplace. This improved mood and workspace quality can overall lead to happier guest satisfaction and a great environment for everyone involved.

OUR 3 MARKETING CHANNELS



Email



Word of Mouth





Social Media



EMAIL MARKETING

The first and main marketing channel we will use is email marketing. We chose this as our main source of marketing because our event targets a very specific set of people, so directly reaching out to potential attendees ensures we are staying on track with our target audience. Also, as our entire event circles around the idea of being mindful and caring about an individual's well-being, we would like our attendees to feel like we personally want them there and have that direct one on one our reach, so they feel included and wanted. We will go about this marketing channel with help from our industry relations team. They will start by doing research to find companies we would like to attend and creating a master list of people to reach out to. Additionally, with our collaboration with organizations like PCMA, AHLA, and UNWTO, we will obtain a list of representatives to email that these organizations trust and would be interested in coming to our event. Then our marketing team will work with industry relations to construct a perfect brand email. After the email is sent through quality control, the industry relations team will then begin to send out emails and keep in contact with the anticipated attendees. Here is an example of a draft email that could be initially sent out to companies:

You're invited! Breathe In. Breathe Out. Be.

*Good afternoon, **Recipients Name**,*

On August 11th-14th of 2023, We are hosting a hybrid wellness training retreat for any managers or leaders in the live events, hospitality, tourism, and sport industries. Throughout the weekend, individuals will be educated on mindfulness and how to implement well-being tactics within the workplace. We will also hold many different activities, such as mediations, workouts, happy hours, guest speakers, educational panels and more.

Tickets will be \$300 per person for the *In-person* experience
 Tickets will be \$200 per person for the *Online Cvent* experience

Please scan the attached QR Code to register for the event!

My name is Molly McKeown, and I will be your main point of contact throughout this event. With any questions, comments, concerns please feel free to reach out!

Molly McKeown
 Director of Marketing - Breathe In. Breathe Out. Be.

WORD OF MOUTH MARKETING

The second channel of marketing we will be using is word of mouth marketing. The industries we are targeting are all about connections, communication, and collaboration. We will rely on word-of-mouth marketing to rapidly spread the word about our event. The majority of this channel will come naturally as we hope once companies sign up, they will talk about it with their connections or partnered companies. But we will be creating flyers for PCMA, AHLA, and UNWTO to send out in their emails and showcase at their events. Additionally, those who sign up through our partnering organizations will receive a VIP pass to meet directly with our guest speakers. Here is an example flyer we will use to promote our word-of-mouth marketing:



SOCIAL MEDIA MARKETING

The last resort channel of marketing we will be using is social media. Once we finish sending out the initial marketing channel emails, we will then have marketing creating different platforms of social media including Instagram, Facebook, and LinkedIn. This is mainly to benefit the future of the event by starting to create a following now. We will ensure that every post stays on brand to our company and draws in leaders or managers of the live events, hospitality, tourism, and sport industries. This is our last form of marketing because we are a first-time event and we do not have a major following yet, so our social media may not reach enough individuals to draw in the anticipated crowd we want. Here are some example photos that we can use to post on social media:

First photo



Second photo



STAFFING PLAN

Internal Staff

Director of The Event (1) - Responsible for the overall organization of the event. From start to finish, their responsibilities include, but are not limited to, overseeing staffing, scheduling BEO meetings, approving teams work like the budget or operational plans, analyzing the events success and more.

Marketing Director (1) & Team (4) - Responsible for promoting and creating a detailed marketing plan and working towards the anticipated attendance goals. They are responsible for creating a loyal following to ensure event success in the future.

Operations Director (1) & Team (4) - Responsible for creating and following the operational plan, scheduling load in & load out, ensuring registration is accessible, scheduling parking and/or transportation, risk management and safety, and more.

Industry Relations Director (1) & Team (2)- Responsible for inviting all our guests through emails, being the main point of contact for vendors, working with the venue, and being the liaison and communication between all external staff.

Quality Control/Budget Director (1) & Team (5) - Responsible for checking every single marketing post to email before it is sent out, creating the budget and constantly checking and updating it, and doing a post-event analysis.

Human Resources (2) - Responsible for payroll, arranging interviews for hires, onboarding new employees, ensuring all paperwork is done, ensuring that all employees are happy, and deals with any incidents regarding the internal or external staff.

Day of production assistants (30)- Responsible for checking people in, helping with load in/load out, helping with activities, and overall helping any team that needs help.

STAFFING PLAN

External Staff

Wellness training company- We will be hiring the Virgin Pulse to provide the technology and staff to lead workshops in health and wellness.

Event Technology Support- We will be hiring (2) Cvent for all logistics regarding our technological aspect to the event. They will also bring registration technology to check our guests in with ease and speed.

Venue Staff- Through our rental of the venue, Crystal Springs will be providing security, servers, and a cleaning service.

Sponsors- Although sponsorships will not be included on our payroll, they will have representatives attend the event to bring the services and goods they will be providing. Our sponsors are Whole Foods Market, Lululemon, and Johnson & Johnson.

FINANCIAL PLAN

We aim for this event to not be a one-time experience, but an annual training for industry professionals that will continue to evolve as our world does. In doing so, we need to make a profit from this event via our revenue stream. We want to be a for-profit event in order to provide our attendees with the best possible experience. We will gain revenue through ticket sales, sponsorships, and merchandise sales. In-person tickets will cost \$350.00 each, all inclusive, besides the hotel room cost. If an attendee wants to stay overnight, they can book a room through the hotel. A virtual ticket will cost \$200.00, as they will not be on site, but will receive Whole Foods sponsorship materials as well. We will be selling merchandise on site for our attendees and staff to purchase. We project our total revenue to be \$177,500.00. Below is our budgeted profit and loss statement for the event.

Event Name: Breathe In. Breathe Out. Be.
 Event Date: August 11th - 14th, 2023
 Event Financial Goal: \$50,000
 Location: Crystal Springs Resort

Revenues							
Main Category	Subcategory	Budget	In-Kind	Notes	Actual	Differential	Comments
Ticket Sales	In-person ticket	\$87,500		250 tickets, \$350 per ticket			
	Virtual ticket	\$50,000		250 tickets, \$200 per ticket			
Sponsorship	Whole Foods		\$40,000				Providing food for all meals
	Lululemon	\$20,000					
	Johnson & Johnson	\$10,000					
Merchandise	Branded apparel	\$10,000					
Total Revenue		\$177,500.00					
Expenses							
Main Category	Subcategory	Budget	In-Kind	Notes	Actual	Differential	Comments
Venue	Crystal Springs Resort Lodge	\$30,000					
Guest Speaker Fees	Andy Core	\$15,000					
	Peter Fasolo, Ph.D	\$10,000					
Staff	Breathe In. Breathe Out. Be. Staff	\$10,000					
	Cvent Staff - On-site	\$5,000					
Event App Fee	Cvent Event App	\$15,000					
Audio Visual	Sound, lights, screen and projection	\$15,000					
Food and Beverage		\$5,000	\$40,000				Whole Foods In-Kind
Marketing		\$3,000					
Miscellaneous		\$2,000					
Total Expense		\$110,000.00				\$0.00	

Total Budgeted Revenue	\$177,500.00
Total Budgeted Expenses	\$110,000.00
P/L Total = Revenues-Expenses	\$67,500.00

This event will need sponsorship to succeed, as this is our first time holding this event. Listed below are our sponsorship packages for Whole Foods, Lululemon, and Johnson & Johnson.

Benefits	Whole Foods \$40,000 (In-Kind)	Lululemon \$20,000	Johnson & Johnson \$10,000
Breathe In. Breathe Out. Be. Producing Rights	✓		
Breathe In. Breathe Out. Be. Presenting Rights		✓	✓
Food and Beverage Rights	Sole		
Stage rights; signage around all major infrastructure/walkways	✓	✓	
Logo prominently placed on after-festival customer communications and all event-specific merchandise	"Large" Logo	"Medium" Logo	"Small" Logo
Breathe In. Breathe Out. Be Branded Water Bottles for all in-person attendees		✓	
Hygiene and Self Care Branded Items			✓
Social Media Visibility	✓	✓	✓
Email with special value	✓	✓	✓
After action email	✓	✓	✓
On-site booth at registration and throughout event activities	✓	✓	✓

Our expenses consist of the venue fee, costing us \$30,000.00 to use their space. We have blocked out 250 rooms for our attendees. We will be paying our guest speakers a total of \$25,000.00, and our staff a total of \$15,000.00, between our product assistants and Cvent staff. We anticipate that marketing will cost us around \$3,000.00, as most of our marketing will be digital. The Cvent Event Application will cost us around \$5,000.000, as we will be using their app services for all virtual meetings. We then will have a cost of \$15,000.00 for audio visual services. Finally, we will be allocating \$5,000.00 for food and beverage even though Whole Foods is the main source of food, this will cover water, happy hours, and wine tastings. Whole Food is in the in-kind section of our budget, because they are providing all the food for our event in exchange for not having to pay a sponsorship fee. Miscellaneous is a part of our budget that is completely necessary. It consists of a small percentage of our projected revenue, estimated to be \$2,000.00. This will assist our team if we are to go over budget.

CONCLUSION

We hope our attendees find serenity and clarity during and beyond our event, *Breathe In. Breathe Out. Be.* We hope to have lasting impacts on employee's wellness in the workplace that can positively influence work environments. In the live events, hospitality, tourism and sports industries, employees and managers may forget sometimes to put themselves first, and we hope this event reminds everyone that it is important to find moments to unplug, relax, reset, and *breathe*.



REFERENCES

Ahern, K. (2021, August 26). *7 Ways Johnson & Johnson has been at the forefront of supporting its employees since 1886*. Content Lab U.S. Retrieved November 9, 2022, from <https://www.jnj.com/our-heritage/7-ways-johnson-johnson-has-been-supporting-its-employees-since-1886>

Allen, P. (2020, June 3). *Training is crucial for improving workplace well-being*. Training. Retrieved November 9, 2022, from <https://trainingmag.com/training-is-crucial-for-improving-workplace-well-being/>

Batra, P. (2022, September 8). *Are you looking out for the mental health of your hotel employees?: By Parminder Batra*. Hospitality Net. Retrieved November 9, 2022, from [https://www.hospitalitynet.org/opinion/4112333.html#:~:text=This%20should%20come%20as%](https://www.hospitalitynet.org/opinion/4112333.html#:~:text=This%20should%20come%20as%20)

Color your world to relieve stress. Moffitt Cancer Center. (n.d.). Retrieved November 9, 2022, from <https://moffitt.org/endeavor/archive/color-your-world-to-relieve-stress/#:~:text=Green%20%E2%80%93%20Quiet%20and%20restful%2C%20green,represent%20strength%2C%20wisdom%20and%20peace>

Employee wellness program: Virgin pulse. Employee Wellness Program | Virgin Pulse.(n.d.).RetrievedNovember9,2022,from https://community.virginpulse.com/employee-wellness-program-virgin-pulse?utm_source=adwords&utm_campaign=Search%2B-%2BEmployee%2BWellness%2BCore%2B-%2BWS&utm_medium=ppc&utm_term=corporate+wellness+companies&hsa_ver=3&hsa_grp=146777845868&hsa_acc=4398722244&hsa_ad=607327958852&hsa_src=g&hsa_tgt=kwd-294932102626&hsa_kw=corporate+wellness+companies&hsa_cam=17623887578&hsa_mt=p&hsa_net=adwords&gclid=CjwKCAiA9qKbBhAzEiwAS4yeDUAszUwjHTZuERCDHGx4OS052-2RE6jhgeljOjZsr_w-Pi26PqGMSBoCyP8QAvD_BwE

Events: Health Action Alliance. Events | Health Action Alliance. (n.d.). Retrieved November 9, 2022, from <https://www.healthaction.org/events>

REFERENCES

HAA. (n.d.). *Our Work: Health action alliance*. Health Action Alliance. Retrieved November 9, 2022, from <https://www.healthaction.org/about>

How skincare can transform your mental health. Goldman Dermatology. (n.d.). Retrieved November 9, 2022, from <https://www.goldmandermatology.com/uncategorized/how-skincare-can-transform-your-mental-health/#:~:text=Skincare%20can%20also%20give%20you,to%20have%20mood-boosting%20benefits>

Keeter, S. (2022, June 30). *People financially affected by coronavirus outbreak are experiencing more psychological distress than others*. Pew Research Center. Retrieved November 9, 2022, from <https://www.pewresearch.org/fact-tank/2020/03/30/people-financially-affected-by-covid-19-outbreak-are-experiencing-more-psychological-distress-than-others/>

Mayo Foundation for Medical Education and Research. (2017, September 27). *Depression and anxiety: Exercise eases symptoms*. Mayo Clinic. Retrieved November 9, 2022, from <https://www.mayoclinic.org/diseases-conditions/depression/in-depth/depression-and-exercise/art-20046495>

Peter Fasolo, ph.D.. Content Lab U.S. (n.d.). Retrieved November 9, 2022, from <https://www.jnj.com/leadership/peter-fasolo>

Russell, M. (2022, June 9). *Embracing Mental Health in the Workplace*. PCMA. Retrieved November 9, 2022, from <https://www.pcma.org/embracing-mental-health-workplace-human-resources/>

SHRM. (n.d.). *Society for Human Resource Management*. Retrieved November 9, 2022, from <https://www.workplacementalhealth.shrm.org/wp-content/uploads/2022/04/Mental-Health-in-America-A-2022-Workplace-Report.pdf>

REFERENCES

Stress Management & Wellness Seminars by Nicole Porter Wellness. Nicole Porter Wellness - Stress Coach & Wellness Educator for Businesses and Busy, Stressed Out Professionals Vancouver. (n.d.). Retrieved November 9, 2022, from <https://www.nicoleporterwellness.com/workplace-wellness/seminars/>

The benefits of yoga. American Osteopathic Association. (2021, January 22). Retrieved November 9, 2022, from <https://osteopathic.org/what-is-osteopathic-medicine/benefits-of-yoga/>

The importance of physical health for Better Mental Health. Sage Neuroscience Center. (2021, October 5). Retrieved November 9, 2022, from <https://sageclinic.org/blog/healthy-body-mental-health/#:~:text=The%20connection%20between%20mental%20and,re%20too%20tired%20to%20cook.>

The power of Meditation. The Power of Meditation - Health Encyclopedia - University of Rochester Medical Center. (n.d.). Retrieved November 9, 2022, from <https://www.urmc.rochester.edu/encyclopedia/content.aspx?contenttypeid=1&contentid=2509>

World Health Organization. (n.d.). *Mental health in the Workplace*. World Health Organization. Retrieved November 9, 2022, from <https://www.who.int/teams/mental-health-and-substance-use/promotion-prevention/mental-health-in-the-workplace>