



## NAME

Helena Finch

## COMPANY

[WMP Creative](#)

## EVENT TYPE

Health & Wellbeing Day

## EVENT OBJECTIVES

This event was run by WMP Creative, on behalf of one of our large pharmaceutical clients. Forming part of their annual health and wellbeing programme, its aim was to take employees out of the office for a day to invest in their mental and physical health.

## EVENT EXECUTION

Our event concept was built on a festival landscape, with various zones and activities. We therefore needed a good balance of indoor and outside space. The lakeside area was the ideal setting to kick off the evening with a barbeque and award ceremony. In the morning, a group yoga rave was held in the car park, which we'd covered in artificial grass. This was the most fantastic way to set the atmosphere for the day. Delegates then went on to enjoy bespoke itineraries, pre-organised to meet their individual needs. Their booked activities included spinning, obstacle courses, a 5k park run and dragon boat racing, alongside massages, meditation and reflexology. Financial and stress management advice clinics were also held, and drop-in mindful activities such as flower crown making were available all day. Throughout the event, a selection of food and drink options were on offer to keep delegates sustained, with mobile food vendors and ice cream vans adding to the overall festival feel.

## EVENT RESULTS

WMP have a lot of experience in venue selection, and Luton Hoo proved the perfect fit for this event, due primarily to its location and setting. Our delegates were coming from all over the UK, so our venue needed to be easily accessed by car, train and plane. The beautiful grounds and facilities provided a great backdrop for our event décor and activities.

This event was incredibly successful and saw each individual really engage in the activities. Many of them have said that events like this one make them feel valued as an individual, rather than an 'employee'.

