



ibtm[®] AMERICAS

Health & Wellbeing in the Global Events Industry

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E I G H T



Today

Establish Credibility

Talk about 'People' in the Events Industry

Rein everyone in

Next Steps

Establishing Credibility (1)



Intelligence



Creativity



The Club

Establishing Credibility (2)



BBC
Worldwide

An aerial view of Earth from space, showing a satellite component in the foreground and the Earth's surface below. The satellite component is a long, cylindrical structure with a white and blue color scheme. The Earth's surface is a mix of blue oceans, green landmasses, and white clouds. A semi-transparent dark blue rectangular box is overlaid on the image, containing the text "Why does this matter?".

Why does this matter?



WORLD
OBESITY

HEALTHY
VENUES



Eventwell in Action

Community
Discussions

Professional Advice

Industry Response

Empathetic 'Advice'

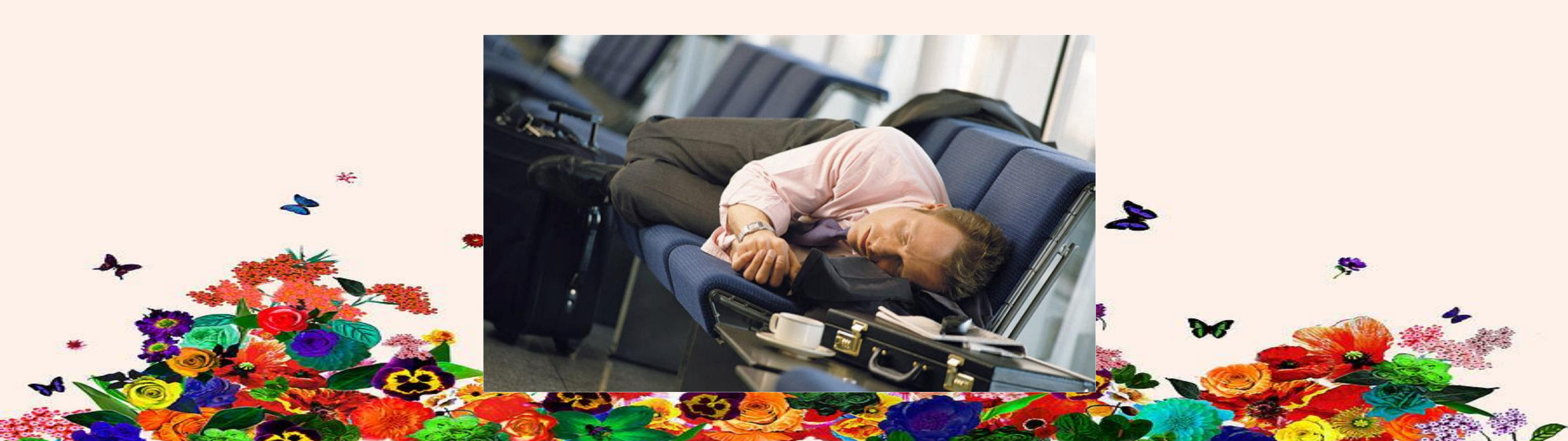
People in the Events Industry

Delegate

Event Organisers

Support Services

Corporates / Financers





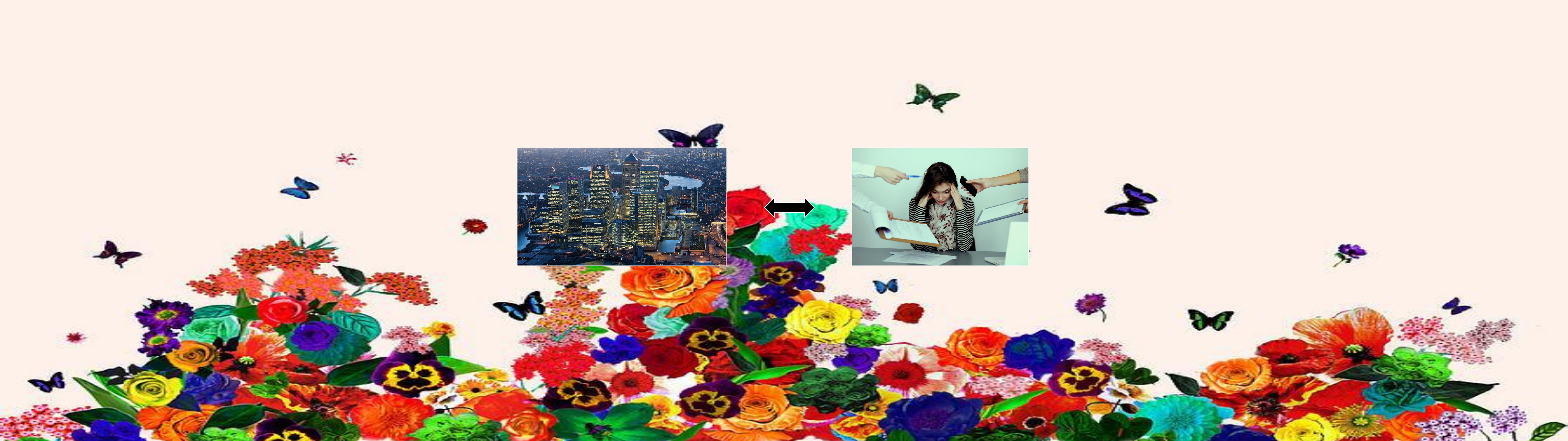
Forbes

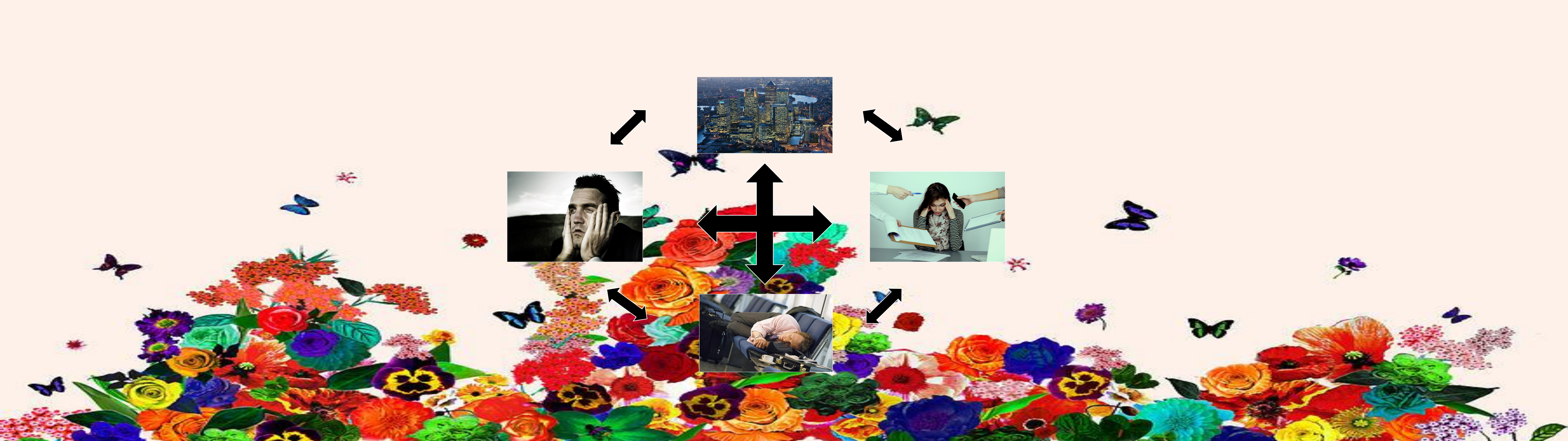












An aerial photograph of Earth from space, showing a curved horizon and a mix of blue oceans and green/brown landmasses. A semi-transparent dark blue horizontal bar is centered across the image, containing the text "Why does this matter?". Behind the text bar, there are several concentric, semi-transparent circles in shades of blue and grey, creating a ripple effect.

Why does this matter?



Talent



What this can't be

PR and promotional tool

A chance to talk about 'all that we do well'

A chance to pin responsibility to a brand

A fad

An outward facing message



What this can be

An empathetic campaign for vulnerable people

A global industry movement

A signal that the industry can look after itself ...

A lasting legacy

Handwritten text in red, stylized script, possibly a signature or decorative message, on a light-colored background.



E I G H T