



CASE STUDY: VIRTUAL WELL-BEING WEBINAR

CLIENT

An employee well-being company that works with organisations to transform the health and well-being of their people.

During the COVID-19 pandemic, the client was asked to design and implement a virtual well-being day for a large global firm, bringing together employees from across 20+ offices worldwide.

To reflect the increase in the number of people starting to run during this time, a session focused on 'Best Practice for Runners' was chosen as one of the webinar topics.

OBJECTIVES

- suitable for beginners as well as more experienced runners
- discuss best practice and key training principles enabling employees to improve their running and stay injury free
- connect the workforce whilst working remotely
- support and enhance mental well-being of employees
- promote engagement and participation

METHODOLOGY

- Interactive and informative session via online webinar
- Utilisation of a variety of mediums to keep the audience engaged.
- Ask the expert - Q&A session at the end of the presentation to ensure as many specific questions could be answered as possible.

BENEFITS

- Armed employees with the knowledge they need to:
 - manage their running activity safely and effectively
 - improve their running fitness and technique
 - minimise the risk of injury
- Enabled the client to improve their employee engagement and nurturing culture by:
 - enhancing inclusivity of all employees and satellite offices
 - promoting awareness and responding to health and well-being
 - acknowledging the challenges facing the workforce as a result of new working practices