

Save
The Date
June 11th 2016

“One day,
*can change
your whole life.*”

GLOBAL
WELLNESS
DAY INDIA

GWD Celebration Steps

FIRST OF ALL, THANK YOU

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Hello.

Welcome to Global Wellness Day family set out to take the awareness of wellness to every corner of the world. First of all, let us congratulate you. The world needs people / brands that volunteer to live well and dedicate itself to spread this vital message.

Global Wellness Day is a single day, as the name suggests. However, this social movement is an integrated philosophy, proving that we can live each day like Global Wellness Day. As part of the movement, you can organize brand-specific celebration rituals throughout the year within the framework of this idea.

All you need to do is to carefully read through the following four steps and adapt them to your institution / company...





STEP 01

*"Adopting the
Philosophy"*

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STEP 01 : *“Adopting the Philosophy”*

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- GWD is a social movement without any commercial purposes. Therefore, the brands to provide support to GWD cannot have any commercial profit from the process.
 - GWD is a timeless, placeless social responsibility activity - entirely independent from age segment and income status. Everyone has the right to live well. So the doors of GWD are open to everyone.
 - GWD is the world's first special day branded for the sole purpose of wellness. There is a systematic Branding and Visual Identity Guideline of GWD. In order to keep our message consistent and our team united, it is important that you follow the visual standards indicated on the guide as you support GWD.
 - GWD is also the freedom, be creative about ways to practice wellness that you may discover within your own brand.
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STEP 02

*"Meeting and
Introduction"*

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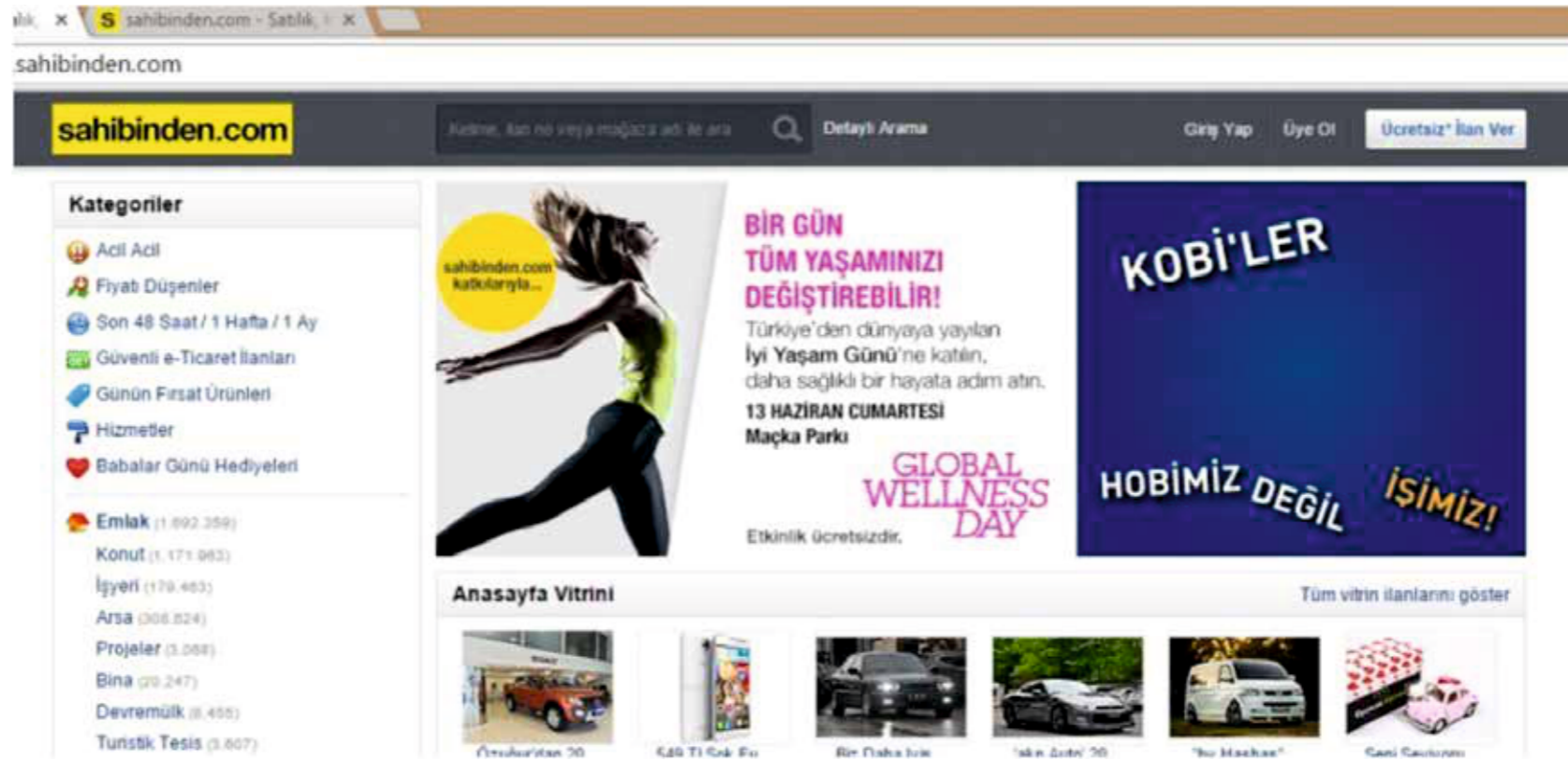
STEP 02 : "Meeting and Introduction"



- The first step to be taken by a brand to support GWD is taken within the brand itself. First, tell your entire team that you support GWD.



STEP 02 : "Meeting and Introduction"



- Then spread your support to your network.
- Announce that you support GWD on your website.

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STEP 02 : "Meeting and Introduction"



- Post the same news on your social media accounts as well.



STEP 02 : "Meeting and Introduction"

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- Design an e-mail announcement of your support of GWD and send it to your customers, strategic partners and your database.



STEP 02 : "Meeting and Introduction"



Accommodated Programs

Global Wellness Day

TRUSTSCORE
Very Good
1,354 Reviews
85
by TrustYou™

Newsletter

Richmond Nua Wellness-Spa is supporting Global Wellness Day, and inviting you to do the same.

Richmond international

- Insert the "Supporter of GWD" icon (find attached) on your website and on any branding materials you feel appropriate for your corporate identity.



Sakarya 19° | 9°

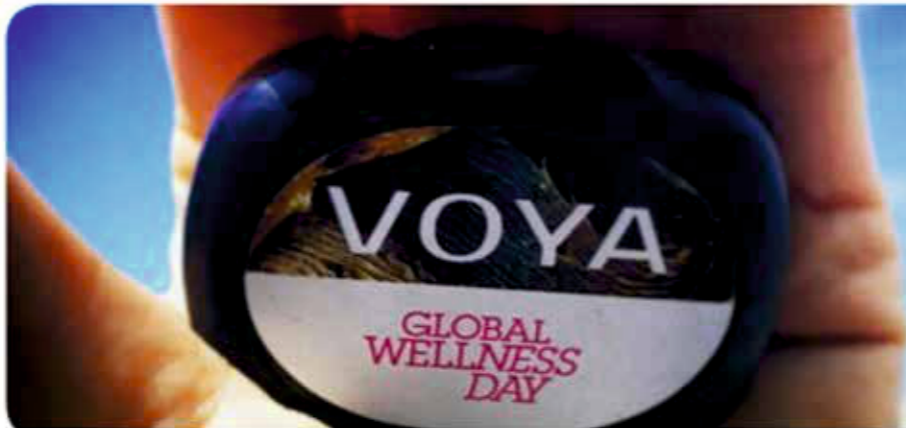
Richmond international

STEP 02 : "Meeting and Introduction"

- Your business cards, letter headed papers, envelopes, invoices, e-mail signatures and more... Use these to make sure that the logo is seen as much as possible. GWD flag (find in the revised Branding and Visual Identity Guideline) can be added to the entrance of your company/ institution.



STEP 02 : "Meeting and Introduction"



- If you like, you can turn the supporter logo into an industrial design object and use it everywhere from your office to the buildings and stores representing you.
- The way your supporter signboard is produced entirely depends on your budget and creativity.



STEP 03

*"Consistency of
Communication"*



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STEP 03 : “Consistency of Communication”

- Disseminating an idea is only possible through sustainability, stability and consistency.
- To this end, you can include GWD agenda in your process of communication throughout the year and consolidate the relationship between GWD and your brand.
- Remember to share the posts of the GWD social media accounts on your personal / corporate ones as well.
- Produce the “**I SAY YES**” paddles which are included in the **GWD Branding and Visual Identity Guideline** your own region. Occasionally take the photos of your team and the different people contacted by your brand with the paddle. Then share the photos on your social media.



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STEP 03 : "Consistency of Communication"



- Produce a poster, roll-up and/or flag demonstrating the 7 Step Manifesto of GWD. Use these materials at various events to be organized throughout the year.



STEP 03 : "Consistency of Communication"

- In your PR activities indicate that your brand supports GWD. Make effort to extend GWD.



STEP 03 : "Consistency of Communication"



- Use the promotion items designed with the GWD 7 Step Manifesto at the mobile communication events you attend as a brand such as panels, bull sessions, and roadshow.

STEP 03 : *"Consistency of Communication"*

GWD 7 STEP MANIFESTO

- 1- Walk for an hour.
- 2- Drink more water.
- 3- Don't use plastic bottles.
- 4- Eat organic foods.
- 5- Do a good deed.
- 6- Have a family dinner.
- 7- Sleep at 10:00 PM.

"One day, can change your whole life."



STEP 04

*“Organizing Events
and
Communication”*

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STEP 04 : "Organizing Events and Communication"

- The answer to the question "Can we organize a GWD event regardless of its size?" is Yes!
- Can we celebrate GWD in a special way using different methods and brand opportunities even if we do not organize an event? The answer is, again, yes.
- The format and how you will celebrate GWD depends on your business sector, budget and institutional / corporate opportunities.



STEP 04 : "Organizing Events and Communication"



- Let's begin with the actions that any brand can take:
 - Create a mailing celebrating GWD indicating the actual date of the event. (2nd Saturday of June) Send the e-mail to the members of your organization, your customers and strategic partners.

STEP 04 : "Organizing Events and Communication"

- Promote the day on your website and the institutional / corporate social media accounts. Make sure that maximum number of people become aware of the day.
- Design materials to celebrate the day: leaflets, posters, e-signatures, etc. Include the GWD 7 Step Manifesto in these items. Use the items during the day and extend the message.
- If your project budget allows, you can benefit from the "ATL" (above the line) communication during Global Wellness Day. By using magazine, newspaper and internet ads, you can both extend the GWD 7 Step Manifesto and declare your institutional / corporate support to the project.



STEP 04 : "Organizing Events and Communication"



- If you wish to organize a GWD event with your brand in your own destination, you can follow the steps below:
 - First, identify an administrator from your institution's / company's communication team as the GWD Project Coordinator. Delegate this duty to him/her.
 - Contact the GWD Ambassador in your country. Tell him/her that you would like to organize a special GWD event within the scope of the day. Ask for the Ambassador's opinions and advice.
 - Determine the scope of the event that you would like to organize based on your budget and goals: A big public gathering, an institutional/ corporate panel, mini workshops focused on topics like yoga, zumba, meditation, art classes or nutrition, etc.

STEP 04 : "Organizing Events and Communication"

- Decide if you want to engage other companies in the project as a partner or if you want to have sponsors.
- Submit your event model to your GWD Ambassador and GWD Administrative Center, Istanbul and hone your event based on the feedback.
- Create an event communication plan at least 3 months prior to GWD Celebration Day.
- Design the "BTL" (below the line) activities promoting the event.



STEP 04 : "Organizing Events and Communication"

- Introduce your project using modern marketing techniques, primarily the Internet.
- Carry out your event, follow up with the results and share the results with your GWD Ambassador and GWD Administrative Center, İstanbul.
- Use the GWD Branding and Visual Identity Guideline in each step of the process. Adapt the materials in the guide to your institution / company; thus, maintain the integrity of GWD.

Contact the GWD Administrative Center, İstanbul for detailed information or different solutions tailored to your institution / company.

info@globalwellnessday.org

GWD Administrative Center

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#globalwellnessday

#isayyes

#GWD2021

Thank you...