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# Post Show Report



**OCTOBER 12TH**  
LONDON | 2023



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# Overview

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After months of eager anticipation, the annual MAD World Summit came to life in person on October 12th in the heart of Central London. The event was a resounding success, with 970 attendees exploring inclusive workplace culture, mental health, and wellbeing content and solutions. With a diverse array of over 140 speakers, the summit proved to be a remarkable meeting of cross-sector employers in pursuit of insights and inspiration.

The MAD World Summit, renowned for its thought leadership in mental health and diversity, delivered a truly memorable experience this year. Attendees from various sectors came together to engage in conversations, share knowledge, and find solutions that promote a more inclusive and mentally healthy workplace.

One of the standout features of this year's event was the inauguration of the Diversity, Equity, and Inclusion (DE&I) Summit. This addition emphasised the growing significance of DE&I in today's workplace landscape and provided a dedicated space for exploring the synergies between mental health, diversity, and workplace culture.

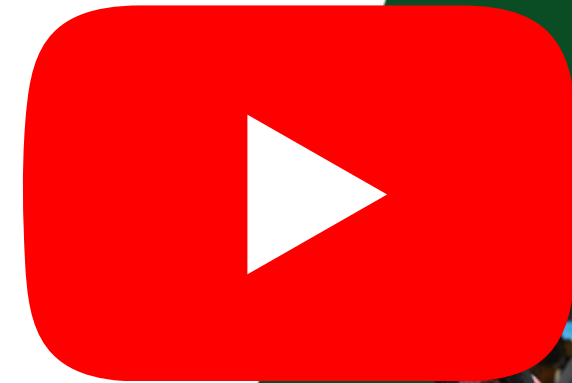
The MAD World Summit 2023 was a celebration of insights, inspiration, and collaboration, and it set the stage for positive change in the realm of employee mental health & wellbeing, diversity, and workplace culture. It's an event that will leave a lasting impact on the way organisations approach these vital topics.







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# Highlights

**OCTOBER 12TH**  
LONDON | 2023



# Audience

L'ORÉAL



WARNER BROS.  
DISCOVERY

MARS WRIGLEY  
Confectionery

COTY  
SINCE 1904



SINCE 1886  
HOVIS

itv



NORTHUMBRIAN  
WATER living water



BRITVIC

VILLAGE  
HOTELS

canopus



CLIFFORD  
CHANCE

ageUK

First Bus

Abel  
& Cole

GRUNDON

“Wow! What a fantastic event that really shows why the MAD World Summit is the GoTo event for UK Health and Wellbeing! Loved it and I'll certainly be back next year!

Karl Simons OBE, Chief Futurist & Advisor to the British Cabinet Office

"It was a wonderful event with lots of learning to share across the organisation!"

Sam Cooper, National Health and Wellbeing Manager – Human Resources, Macmillan

“What an amazing day full of great energy, so much to learn and take away!”

Khushboo Patel, Head of Engagement and Inclusion, Metro Bank

Outstanding discussions and great conversations about the importance of adequate mental health care in the workplace

Andy Bookas, Co-Founder & CEO at Telavita

# Attendee Profile

Assistant Director Strategic Workforce  
Associate Director of Policy  
Associate Director, Inclusion  
Associate Health and Wellbeing Manager  
Associate Wellbeing Partner  
Behaviour change specialist  
Board Advisor  
Business Operations Executive  
Business Strategy Manager  
Careers & Inclusion Co-ordinator  
Careers & Networks Manager  
CCO  
CEO  
Founder  
CFO  
Chair  
Chairman  
Challenge Director, Healthy Ageing  
Chief Commercial Officer  
Chief Diversity, Equity & Inclusion Officer  
Chief Executive  
Chief Financial Officer  
Chief Futurist  
Chief Human Resources Officer  
Chief Joy Bringer  
Chief Marketing Officer  
Chief of Staff  
Chief People Officer  
Chief Revenue Officer  
Clinical Psychologist  
Clinical Psychologist & Mental Health Expert  
Clinical Third Party Relationship Manager  
Co-Founder  
Co-Head of Health  
Communication and Engagement Lead  
Compensation & Benefits Manager  
COO  
Corporate Responsibility Partner  
Culture and Development Business Partner  
Customer Experience Consultant  
Customer Experience Lead  
D&I Manager  
DDB Office Director  
DE&I Manager  
DEI ADVISOR  
DEI Assistant  
DEI Director - EMEA  
DEI Lead  
DEI specialist

Design Director  
Director  
Director - Health, Wellbeing & Benefits  
Director & Co-Founder  
Director of Equality Diversity & Inclusion  
Director of Health  
Director of Partnerships, Engagement & Income  
Director of People  
Director of People & Culture  
Director of People and Organisation Development  
Director of Professional Development  
Director of Social Inclusion  
Director of Wellbeing  
Director of Workplace Health  
Director, Global Health and Wellbeing  
Director, People & Global Head of DE &I  
Diversity & Inclusion Business Partner  
Diversity & Inclusion Programme Leader || Legal Adviser  
Diversity, Inclusion & Wellbeing Lead  
ED&I and Wellbeing Manager  
ED&I Lead  
EDI Manager  
EDI Specialist  
EMEA Benefits Consultant  
EMEA Head of Diversity & Inclusion and Wellbeing  
EMEA Partnerships  
Employee Engagement Advisor  
Employee Engagement Partner  
Employee Experience Manager  
Employee Health and Wellbeing Manager  
Employer Partnerships  
Engagement and Wellbeing Manager  
Engagement and Wellbeing Officer  
Engagement BP  
Engagement Manager  
Executive Director  
Executive Director of Diversity & Talent  
Finance Director  
Financial Adviser  
Financial Inclusion & Vulnerability Manager  
Financial Wellbeing Programmes Manager  
Founder  
Founder & CEO  
Founder + Director  
Founder, Chief Visionary Officer  
Founder|CEO  
Founding Director| Wellbeing Consultant  
Future of Wellbeing Leader  
Global & European DEI Director  
Global Benefits Manager

Global DEI Director  
Global employee engagement VP  
Global Head of Culture & Inclusion  
Global Head of DEI for LGBTQI and Gender  
Global Head of ED&I  
Global Head of Health Safety and Wellbeing  
Global Head of Inclusion and Wellbeing  
Global Head of Inclusive Recruitment  
Global Head of Wellbeing & Inclusion  
Global Head Wellbeing  
Global Head, Total Rewards  
Global L&D Manager  
Global Lead Employee Wellbeing  
Global Lead, Culture & Employee Engagement  
Global Lead, Health and Wellbeing  
Global Learning & Development Advisor  
Global Learning Advisor - Employee Wellbeing & Engagement  
Global Mental Health & Energy Lead  
Global Strategy Leader  
Global Vice President Health & Safety  
Global Vice President HSE  
Global Well-being Lead  
Global Wellbeing and People Experience Manager  
Global Workplace and Wellbeing Lead  
Group Director of Safety, Health and Wellbeing  
Group Head of Health Safety and Wellbeing  
Group Head of Talent and Diversity  
Group Head of Wellbeing  
Group Health and Wellbeing Manager  
Group HR Director  
H&S manager EMEA north  
Head of APAC and EMEA Benefits  
Head of Benefits and Reward  
Head of Business Operations  
Head of Careers & Inclusion  
Head of Client Relationships  
Head of Compensations, Benefits and Analytical Support Department, ED  
Head of Compliance  
Head of Consulting  
Head of Corporate Communications  
Head of Corporate Services  
Head of Corporate Wellbeing  
Head of corporate wellness  
Head of Creative Diversity  
Head of Customer Relations  
Head of Diversity & Inclusion  
Head of Emerging Talent, Diversity and Inclusion  
Head of Employee Experience & Culture  
Head of Employee Health & Wellbeing

Head of Employee Policy and Practice  
Head of Engagement and Diversity  
Head of Engagement and Inclusion  
Head of Europe  
Head of Financial Wellbeing  
Head of Growth  
Head of Health & Wellbeing  
Head of Health and Wellbeing  
Head of Health, Safety and Wellbeing  
Head of Health: APAC | EMEA  
Head of HR  
Head of HR (Centre of Excellence)  
Head of HR Operations  
head of inclusion and wellbeing  
Head of International Benefits  
Head of L+D  
Head of Legacy  
Head of Mental Health and Wellbeing  
Head of Mental Health at Work Programme  
Head of Move and Change Management  
Head of Occupational Health and Wellbeing  
Head of Operations  
Head of People  
Head of People - Business Partnering & Operations  
Head of People Business Partnering  
Head of Product  
Head of Proposition Development  
Head of Risk & JBI Community  
Head of Social Impact  
Head of Specification  
Head Of Strategy  
Head of Talent, Learning and Inclusion  
Head of Therapies and Coaching  
Head of Vaccination Workforce and Equalities  
Head Of Wellbeing  
Head of Wellbeing & Inclusion  
Head of Wellbeing & People Happiness  
Head of Wellbeing & Propositions  
Head of Wellbeing and Inclusion -Global  
Head of Wellbeing, Health & Safety  
Head of Women's Sport  
Head of Workplace Mental Health  
Head of Workplace Psychology  
Head of Workplace Wellbeing  
Health & Wellbeing Director  
Health & Wellbeing Practitioner  
Health & Wellbeing Services Expert  
Health and Well-being Manager  
Health and Wellbeing Consultant  
Health and Wellbeing Coordinator



# Attendee Profile

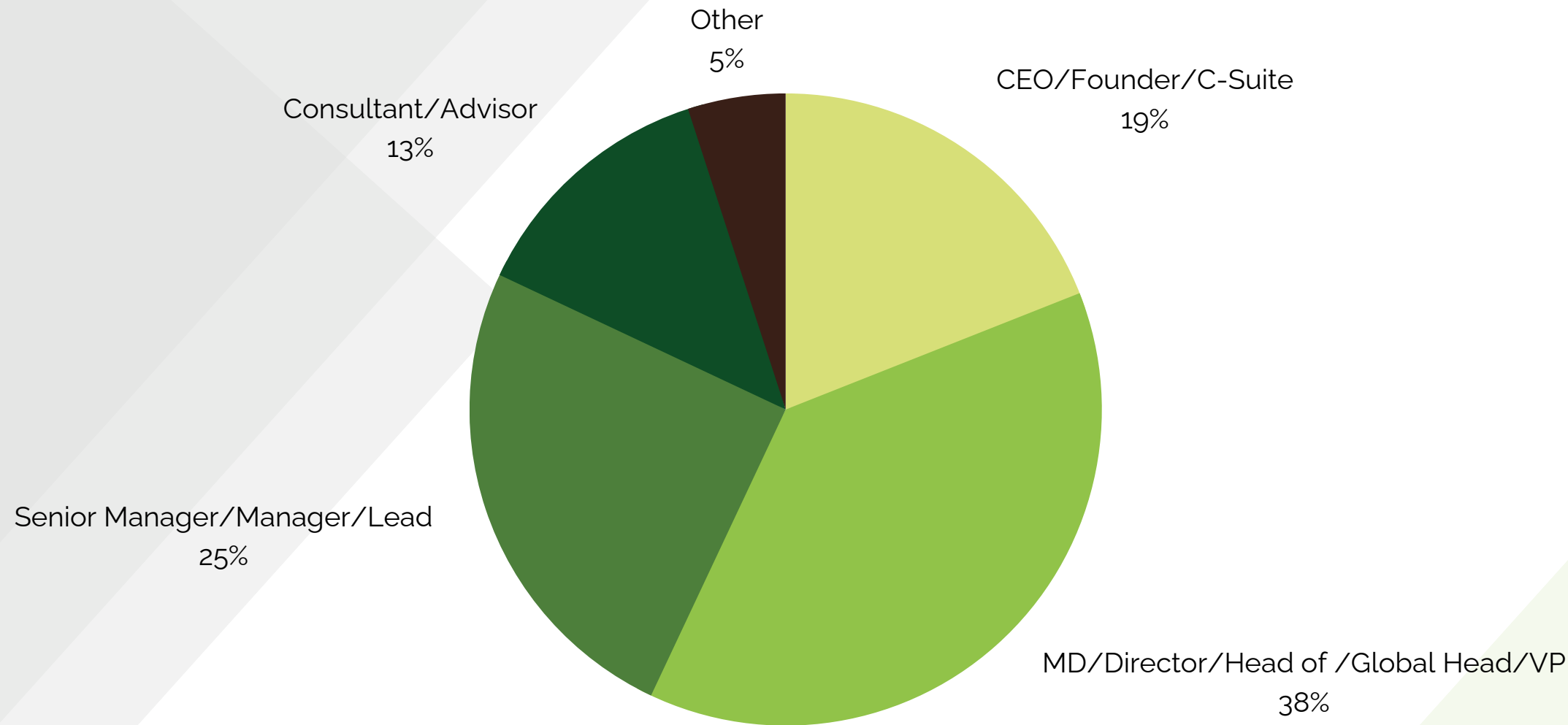
Health and Wellbeing Lead  
Health and Wellbeing Manager  
Health and Wellbeing Strategy Manager  
Health, Wellbeing & Safety Specialist  
Heath and Wellbeing Policy  
HR & L&D Officer  
HR Advisor  
HR Apprentice  
HR Assistant  
HR BENEFITS & WELLBEING MANAGER  
HR Business Partner  
HR Consultant  
HR Director  
HR Director, MD  
HR Head  
HR Manager  
HR Operational Lead  
HR Operations Manager  
HR Partner  
HR Policy Adviser  
HR Wellbeing Lead  
HR Wellness  
HSE & Wellbeing Advisor  
HSE Specialist  
Inclusion & Wellbeing Business Partner  
Inclusion and Diversity Manager  
Inclusion Diversity & Wellbeing Advisor  
Inclusion Diversity & Wellbeing Assistant Manager  
Inclusion Specialist  
Independent government advisor  
Instructional designer  
Interim CEO  
International Talent Executive  
L&D Assistant  
L&D Lead  
Lead Client Services Manager  
Lead Employment Specialist  
Lead Talent Business Partner  
Learning and Development Adviser  
Learning and Development Consultant  
Learning and Development Manager  
Legal & Business Affairs Executive  
Manager Culture and Inclusion  
Manager, Leadership & Learning  
Managing Director  
Managing Director, Health  
Managing Partner  
MD  
Member of House of Lords  
Men's Health and Wellbeing Lead  
Mental Health & Wellbeing Manager

Mental Health Advisor  
Mental Health Lead  
Mental Health Technology Expet  
Mindfulness Programme Manager  
MindSet ERG Co-Chair  
National Account Manager  
National Inclusion lead  
National Partnerships Manager  
National Wellbeing Lead  
Non Exec Director  
Occupational Health Advisor  
Occupational Health Physician  
Office & HR Coordinator  
Office IT Specialist  
OH Consultant|CMO  
Operations and Finance Director  
Operations Director  
Organisational Change and Engagement Manager  
Organisational Consultant  
Organisational Development Manager  
Owner  
Owner & Founder  
PA to Chief HR Officer  
Partner  
People Advisor  
People and Operations Manager  
People and Purpose Operations Lead  
People Director  
People Experience Consultant  
People Experience Lead  
People Experience Manager  
People Manager  
People Partner  
People Strategy Adviser  
People Strategy Manager  
Performance Manager | Co-Chair of LGBTQ+ Network  
Physical health lead  
Premier Account Manager  
President  
Principal & Chief Executive  
Principal CBT Practitioner  
Principal Wellbeing Consultant  
Private Banker  
Product Manager. Mental Health at Work  
Project Manager  
Psychological Health Lead  
Psychologist I OD & Employee Experience Lead  
Psychotherapist  
Purpose & Change Specialist  
Recruitment Marketing and DEI Lead

Relationship Manager  
Research Team Coordinator - People Forum Co-Chair  
Resourcing & Inclusion Senior Manager  
Reward and Policy Manager  
Reward and Wellbeing Manager  
Reward Consultant  
Reward Director – pensions and benefits  
Reward Senior Specialist  
Rewards and Benefits Consultant  
Rewards Consultant  
Rewards Senior Specialist  
Safety Health and Wellbeing Manager  
Safety, Health and Wellbeing Manager  
Sales Consultant  
Sales Development Representative  
Security Manager  
Seeking a new opportunity  
Senior Analyst  
Senior Associate  
Senior Communications Manager  
Senior Corporate Impact Manager  
Senior D&I manager  
Senior health and wellbeing advisor  
Senior HR BP  
Senior HR Business Partner  
Senior HR Manager  
Senior HR Manager - Global  
Senior HSE Manager  
Senior Manager  
Senior Manager Finance  
Senior Manager, Culture & Engagement  
Senior Manager, International Benefits  
Senior Operations Manager  
Senior Partnerships Manager  
Senior People Business Partner  
Senior Programmes Manager  
Senior Project Managment  
Senior Reward Manager - Benefits  
Senior strategy leader  
Senior Team Lead Wellbeing  
Senior Trading Underwriter  
Senior Transformation Manager  
Snr Product & Development Manager  
Snr Wellbeing Consultant  
Sr Director - Global Rewards  
Statutory & Compliance Manager  
STEM & Outreach  
Strategic Account Manager Retail  
Strategic Development Specialist - Inclusion & Wellbeing  
Strategic initiatives director

IncStrategic Project Manager  
SVP of Sales  
SVP, Alliances  
TA DEI Program Manager  
Talent & Change Management Expert  
Talent Analyst  
Talent Development Specialist  
Talent Director  
Talent Management Partner Europe  
Technical Occupational Health Director  
Total Rewards CoE  
Total Rewards Lead  
Training & Wellbeing Manager  
UK & I Wellbeing Engagement and Communication Specialist  
UK Health and Wellbeing Manager  
UX/UI Designer  
Venue assistant  
Vice President, Human Resources  
VP Clinical - Clinial Director  
VP Growth  
VP of Sales  
VP Sales  
VP, Engagement, Development & Inclusion  
Well-being Executive  
Wellbeing & Community Coordinator  
Wellbeing & Inclusion Specialist  
Wellbeing Advisor  
Wellbeing advisory officer  
Wellbeing Advocate & Counsellor and Psychotherapist  
Wellbeing and Belonging Manager  
Wellbeing and Strategic Consultant  
Wellbeing Campaign Director  
Wellbeing Consultant  
Wellbeing Director  
Wellbeing Engagement Specialist  
Wellbeing Lead  
Wellbeing Manager  
Wellbeing Program manager  
Wellbeing Services Manager  
Wellbeing Specialist  
Wellbeing Strategy Lead  
Wellbeing, Experience & Inclusion Manager  
Wellbeing, Health and Safety Director  
Wellness Advisor  
Workforce Management, People and Culture Lead, CTO  
Workplace Experience Manager UKI  
Workplace Mental Health Expert  
Workplace Wellbeing Director  
Workplace Wellbeing Specialist

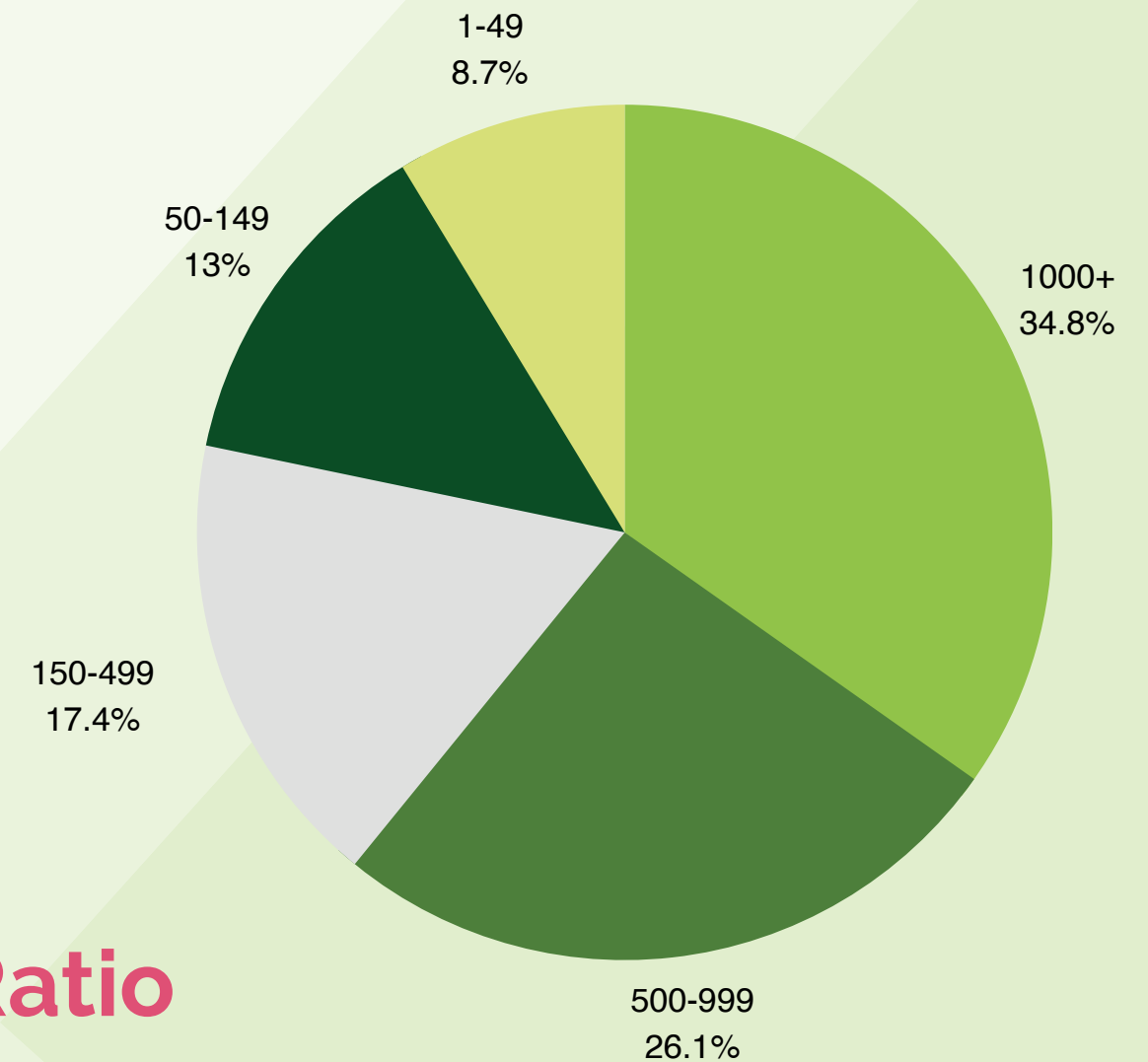
# Audience Profile



**80% of attendees see this as a must attend event and will rebook for 2024's event**

**33% of the decision makers are looking to purchase wellbeing solutions within the next year**

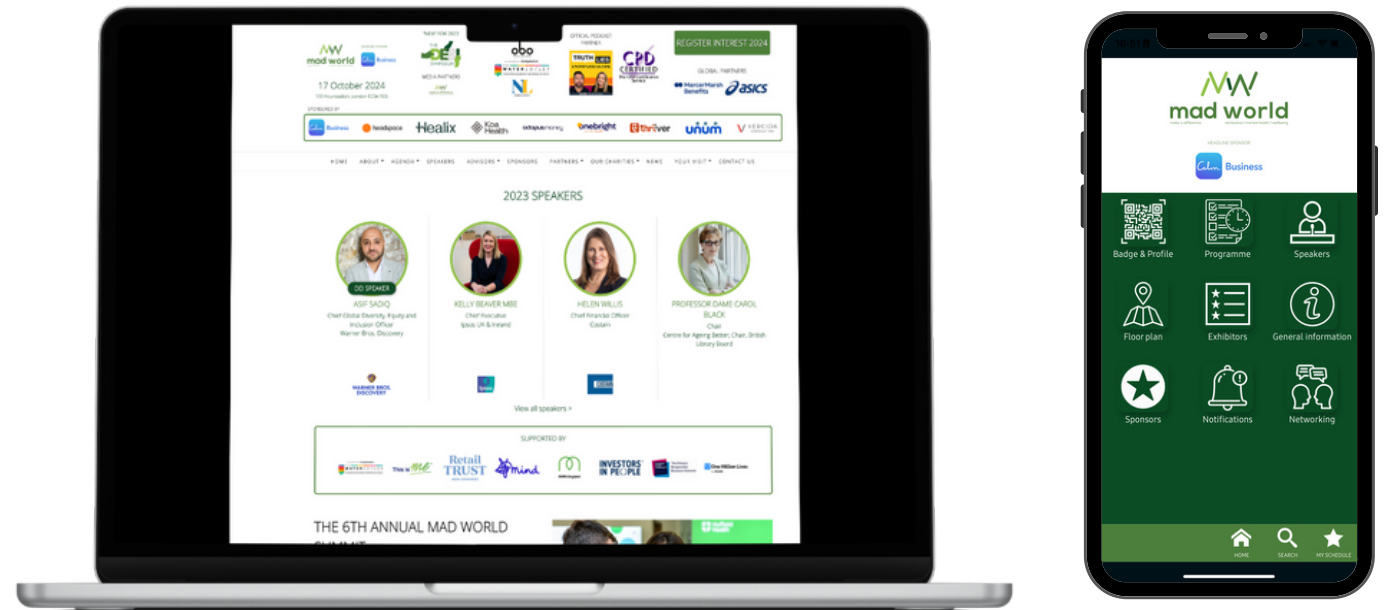
# Company Size



**Visitor Ratio 85:15 employers to vendor**

# Marketing

Our event marketing campaign featured a strategic approach to digital advertising. We harnessed the power of online platforms, such as social media, search engines, and display ads, to create targeted and engaging advertisements. Deployed alongside our extensive direct email campaign and content campaign across the Make a Difference news channel and partner channels, we achieved remarkable reach and delivered a quality audience to the MAD World Summit.



AUDIENCE REACH

363K



EMAILS DELIVERED

36K

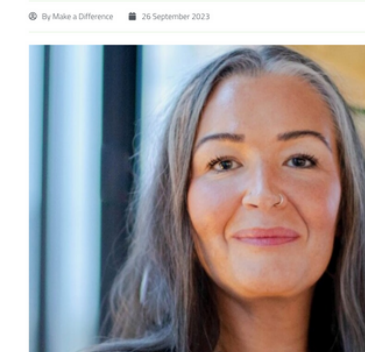


AVERAGE OPEN RATE

21%



## Building mentally healthy workplaces – reflecting on the barriers and progress so far



We hear a lot about progress in workplace mental health and wellbeing, but whilst responsibility is growing, are we really making a difference? If not, why not? In this article, in advance of taking part in an opening keynote panel at the MAD World 2023, Sarah Hughes, CEO at Mind, talks about where we are with fostering a support to mental health at work – and why we need to go much further.

We know that the pandemic increased focus and expedited workplace wellbeing action given to implementing mental health initiatives at work. In addition, I'm pleased to see that awareness is increasing that 'reactive mental health alone is not enough, and that more preventative measures are needed to improve employee mental health to enable people to thrive at work. We are now experiencing the positive effects of this effort, with the results of Mind's Wellbeing Index showing that more employees reported that they had good or very good mental health and fewer stating that they experienced a mental health problem in their present or previous year.

### "Almost three in five of us have experienced mental health in our current jobs"

Despite these positive findings, there are worrying trends which threaten the future of work. Mind's 2021/22 Workplace Wellbeing Index also found that organisations appear 'wellbeing fatigued', with mental health and wellbeing beginning to make fewer headlines.

Mind's latest research discovered that almost three in five of us (57 per cent) have experienced mental health in our current jobs.

## The future of mental health at work: surprising trends from the 6th MAD World Summit



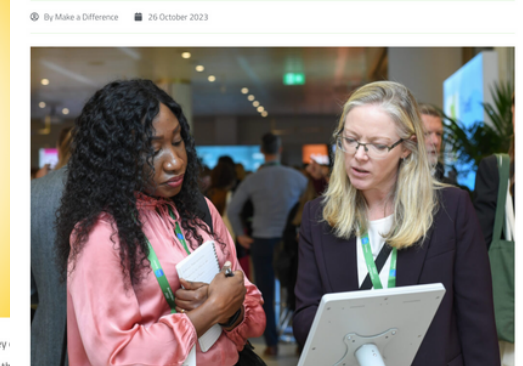
Truth, Lies & Workplace Culture was the Official Podcast for the 6th MAD World Summit, where they met with numerous business leaders, campaigners, and thought leaders. Through these conversations, they identified six major trends that are reshaping the landscape of mental health in the workplace including:

- Allyship in Action
- Healing from Trauma
- Reasonable Adjustments for All
- Emotional Literacy
- Individual Wellbeing
- Anger in the Workplace

You can find out more by tuning in to the podcast episode which includes expert insights from the 100+ speakers at the Summit:

- Shelley O'Connor, Performance Manager and LGBTQ+ Network Co-Chair at the Bank of England: <https://www.linkedin.com/in/shelley-occonnor29/>
- Jeremy Gautrey-Jones, Assistant Director of Employee Experience at the RSPCA: <https://www.linkedin.com/in/jeremy-gautrey-83389040/>
- Isabel Berwick, Host of the Financial Times Working It Podcast: <https://www.linkedin.com/in/isabelberwick/>

## Why leaders go to MAD World Summit & DE&I Symposium



According to the MAD World Summit and co-located DE&I Symposium's post-event survey, 84% of those who attended are putting 17th October 2024 – the date of the next edition of this business-critical event – in their diaries.

If you missed this year's sessions, or simply want to listen again, you can tune in to the recordings here.

At the Summit, our Features Editor Suzy Bashford caught up with a range of business and thought leaders to find out why it's now firmly established as a go-to in the workplace mental health and wellbeing calendar.

Here's what they said:

### MAD World helps you to stay ahead of the curve

Dr Nicola Eccles, Head of Mental Health and Wellbeing with breakfast briefing sponsor OnWellbeing enthused at the end of her session about MAD World's melting pot of interesting and dynamic people talking about mental health and wellbeing. She stressed that it's the place to be if you want to stay ahead of the curve on all aspects of employee mental health and wellbeing. "Mental health" she said "is a moving target. We are shifting everyday as the culture and world shifts and MAD World keeps abreast of that."

### It's good for starting provocative, meaningful, progressive conversations

Simon Blake, Chief Executive, Mental Health First Aid UK backed up Eccles' words, explaining that he attends the event because he wants to provoke different thinking. "The world has changed" he said "it's different than it was 5 years ago and we've got to work out a way through because work done well is good for our mental health."

[View the PR Coverage Book](#)

See you at  
The Watercooler

## Contact Us

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