### Welcome to the 7th



#### mad world the festival











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# POST EVENT REPORT 2024

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Annmarie Carvalho, Founder, TCC





























I go to lots of conferences and honestly this was one of the best I've been to.



# Talking Talent Total Section 650 Decided to

Insights from 650 Delegates

arecoins

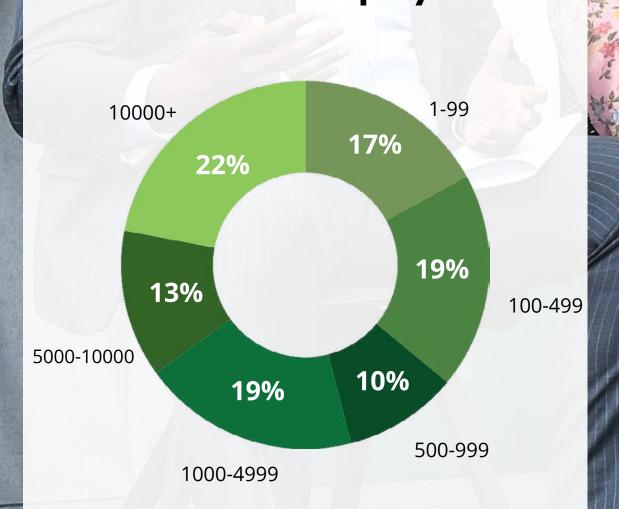
Silver Sponso

The topics on the agenda were really relevant to the challenges I think most organisations are facing. It was great to hear from speakers with such good insight and experience.

Georgina Reeves-Saad, British Council

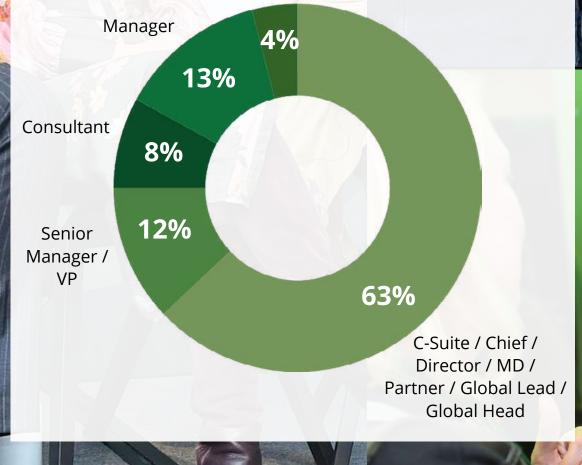


#### **Number of Employees**

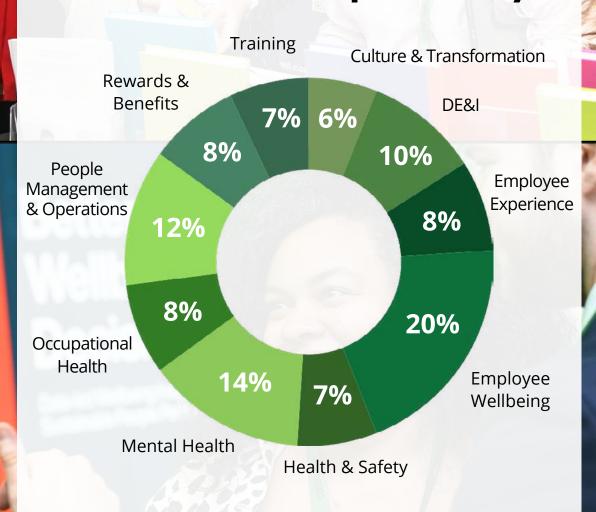


#### **Delegate Demographic**

Supplier



#### **Main Area of Responsibility**



15534

The MADworld summit 2024 was really incredible...I think this was my favourite yet! Well done on putting together such a vibrant, informative and thought provoking day. Both Dom and I felt that the breakfast briefing was a huge success. The participants were engaged and seemed to take a lot of ideas from the session, based on subsequent conversations I had that day.



will be in touch with those we connected with early next week. employer of shift workers a free 30-

but it sits with us all and more s

so people as humans with needs for interdependence and inter connectedness be seen, heard and valued.

ending across industries, functions and ng available tech to propel us along.

ondon - next stop Houston! +

Make a Difference Media - reached over 40,000 readers in the UK with MAD World Festival content

**Collective ambition:** MAD World shows the importance of collaboration between employers, employees and sector providers

MAD World: government and industry are aligned Berger to close MAD but more needs to World: 'there's so much be done to persuade employers can do' individual employees of the value of Health &

Onebright: 'Employers must think about specialist pathways for employees that need more personalised mental health support'

Wellbeing

Former MP Luciana

Are your employees truly

aware of the benefit of

your benefits?

Mental health in Construction: 'there's a huge appetite for change, both at an organisational and individual level'

Every year Make A Difference Summits is the one day of the year that Every year Make A Difference Summits is the one day of the year that you guaranteed to travel home with a big fat smile on your face, a heart full of love guaranteed to travel nome with a big fat smile on your face, a neart full of love and backpack full of new ideas and ways of thinking to take with you back home

ou as always to Simon Berger Mark Pigou Claire Farrow and the rest of and putting on yet another incredible event. And thank Peter Kelly Richard Turner Dr nson CFP Chartered FCSI Gary Helm

riggs Jon Salmon

MAD World 2024: 3 ways to genuinely engage employees in Health & Wellbeing

Marketing Reach & Audience Reaction

8 profile interviews with won this year's MAD World Festival speakers

The new MAD World Legal Summit: 'we are at a crucial point where we need to turn the discussion about mental health into tangible action'

n incredible day at the MAD World Summit!

team, led by Dominic Bennett and Dr Nicola Eccles eakfast Briefing at MAD World hosted by The 2025, where we explored one of the biggest Illbeing: reaching the hard-to-reach.

tion, full of insightful discussions around: amote sustainable mental health practices s to mental health support in the workplace

sitive response and honoured to have shared our vision audience. A huge thank you to everyone who attended conversation.

moments from the day below!

MAD World, don't worry – there's plenty more to come. Stay events, webinars and resources to help your organisation

thrive through better workplace mental health support. #OnWellbeing #MADWorld2024 #WorkplaceWellbeing WeeEngagement #MentalHealthAtWork #CorporateWellness

The Edge Picture Company

Yesterday, our Executive Director, Pete Stevenson, spoke at the Make A

resterday, our executive director, Pete Stevenson, spoke at the Make A

Difference Summits, showcasing the power of film to drive meaningful change.

He spoke alongside Justin Jones, Group Wellbeing Strategy Manager at HSBC, to attendees at the Make A Difference MAD World Leaders' Summit. Together to attenuees at the make A Difference MAD world Leaders' Summit. Together they explored how HSBC is using creativity to dispel myths and change the dial

Later, at The MAD World Construction Summit, Pete discussed how storytelling through film can give managers the confidence and skills to handle mental wellbeing conversations, engage a predominantly male workforce, and create Get in touch today to hear how we can help you tell stories that inspire change.



Make a Difference Summits has 4000+ Followers

MAD Word Summit reached over 250,000 page views on LinkedIn

CCO You and 1

Last week I participated in a panel at Make a Difference World Festival, a key Last week I participated in a panel at make a Difference world restival, a key event in the wellbeing and inclusion calendar. It was an opportunity to share the event in the wellbeing and inclusion calendar, it was an opportunity to share the progress we are making at Givaudan in advancing data-driven wellbeing, as well progress we are making at Givaddan in advancing data-diversal as to learn rich insights from fellow panelists and attendees.

A big thank you to everyone—attendees, contributors, and the Make A A big mank you to everyone—attendees, contributors, and the wake A

Difference Summits team—for this valuable experience. Together, we can create

workplaces that are inclusive and healthier for everyone.



#HR #Wellbeing #Health #MentalHealth #BetterDecisions Make A \

What a joy to experience the 7th annual Make A Difference reflect on how far I've come in my work and beautiful conne passionate people all trying to make a difference in the wor

I absolutely loved meeting Angela Maloney IRL, the gorge team George Bell and Simon Jay and many more friends and Ryan Briggs, with Ed Crosse and Catherine Ritchie legal sector and the fabulous organisers Simon Berger, Farrow consistently bringing us together to create outst

I met so many other people, stocked up on hugs and ar we've come and how much more we still have to do - to



We had an incredible time at the MAD Wo

This year's summit was absolutely brillian

workplace mental health. At Thrive Mental Wellbeing, we believe

before they reach crisis point, enablin care. It was fantastic to see so many loved sharing how our technology en

Thank you to everyone who stoppe

## Our media and events

## FOR ALL MEDIA AND EVENT ENQUIRIES EMAIL FRANCIS BARHAM - francis@watercoolerevent.com



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#### The Employee Health, Wellbeing, Benefits & Workplace Culture Show

Explore **The Watercooler** and unite with over 6000+ workplace experts spanning Wellbeing, HR, Culture, Employee Rewards & Benefits, Learning & Development, DE&I, Mental Health, Occupational Health, Facilities Management, Health & Safety, Training, and Coaching.

2 DAYS of cutting-edge employee health, wellbeing, workplace culture, networking and product discovery.
Co-located with The Office for the full 360 workplace experience.

VISIT - <u>www.watercoolerevent.com</u>



#### The Workspace and Workplace Experience Show

Explore **The Office** and unite with workplace experts spanning Workspace Design, Facilities Management, Corporate Real Estate, Workplace Strategy, Property, Workplace Culture, HR and Wellbeing.

2 DAYS of cutting-edge workplace design, workplace experience and facilities management content, networking and product discovery.

VISIT - theofficeevent.net



For employee wellbeing initiatives to have real impact we need to break down silos and collaborate across departments. Harnessing the power of business, **the MAD World Festival** will convene a range of leaders from across sectors, including HR, Benefits, Finance, DE&I, L&D, Health & Safety, Occupational Health, Culture & Transformation, Engagement, Talent and Communications.

Wherever you are on your employee wellbeing journey, join us for the premier B2B event for cross-sector collaboration, inspiration and to find the right solutions for your organisation – now, and for the future.

Visit - madworldsummit.com