

# Welcome to the 7th



## mad world the festival



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# POST EVENT REPORT 2024

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

**Anmarie Carvalho**, Founder, TCC



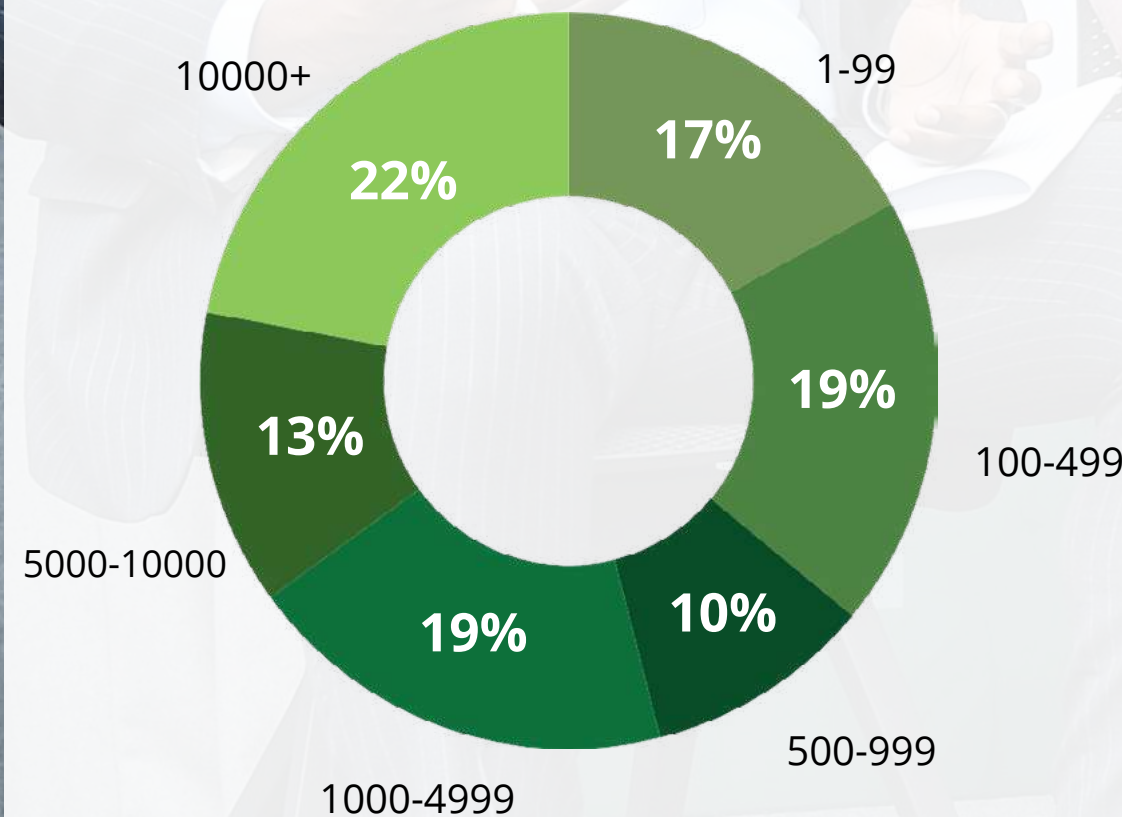
# Insights from 650 Delegates

“ 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.

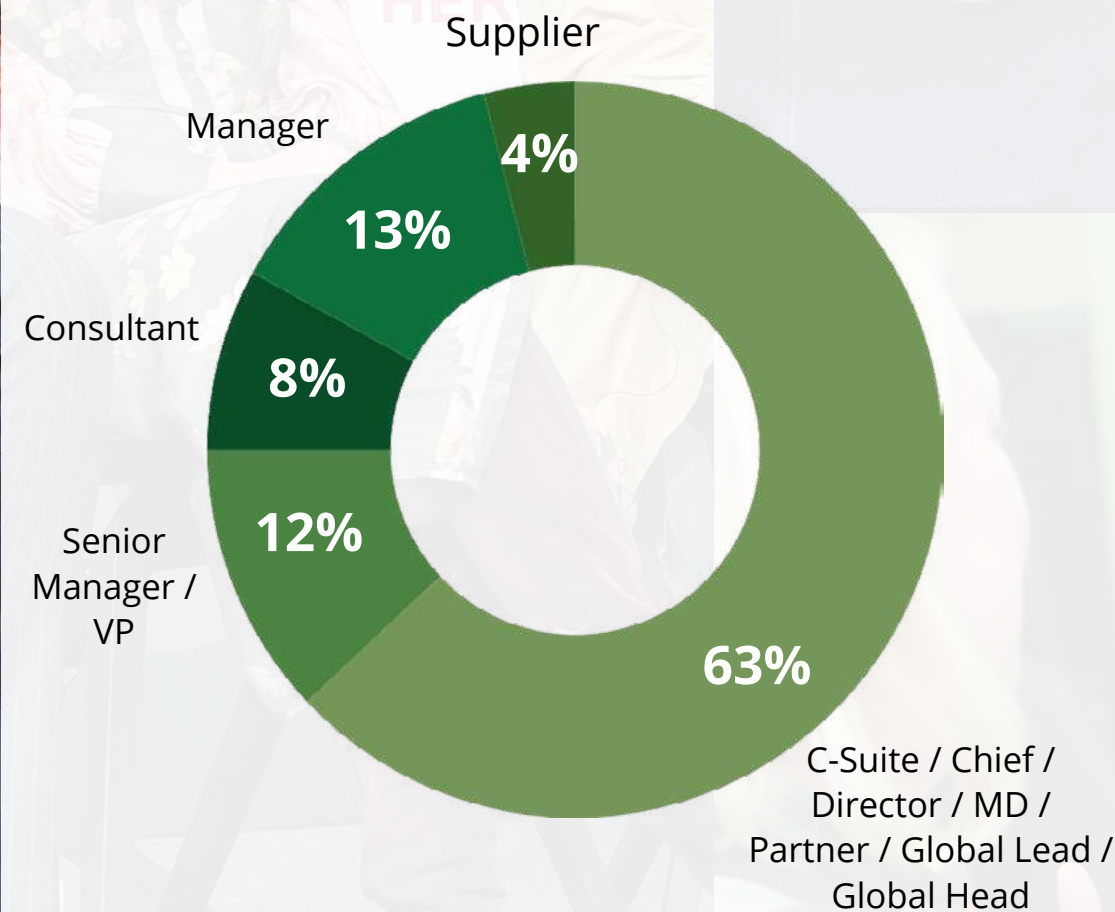
Georgina Reeves-Saad,  
British Council



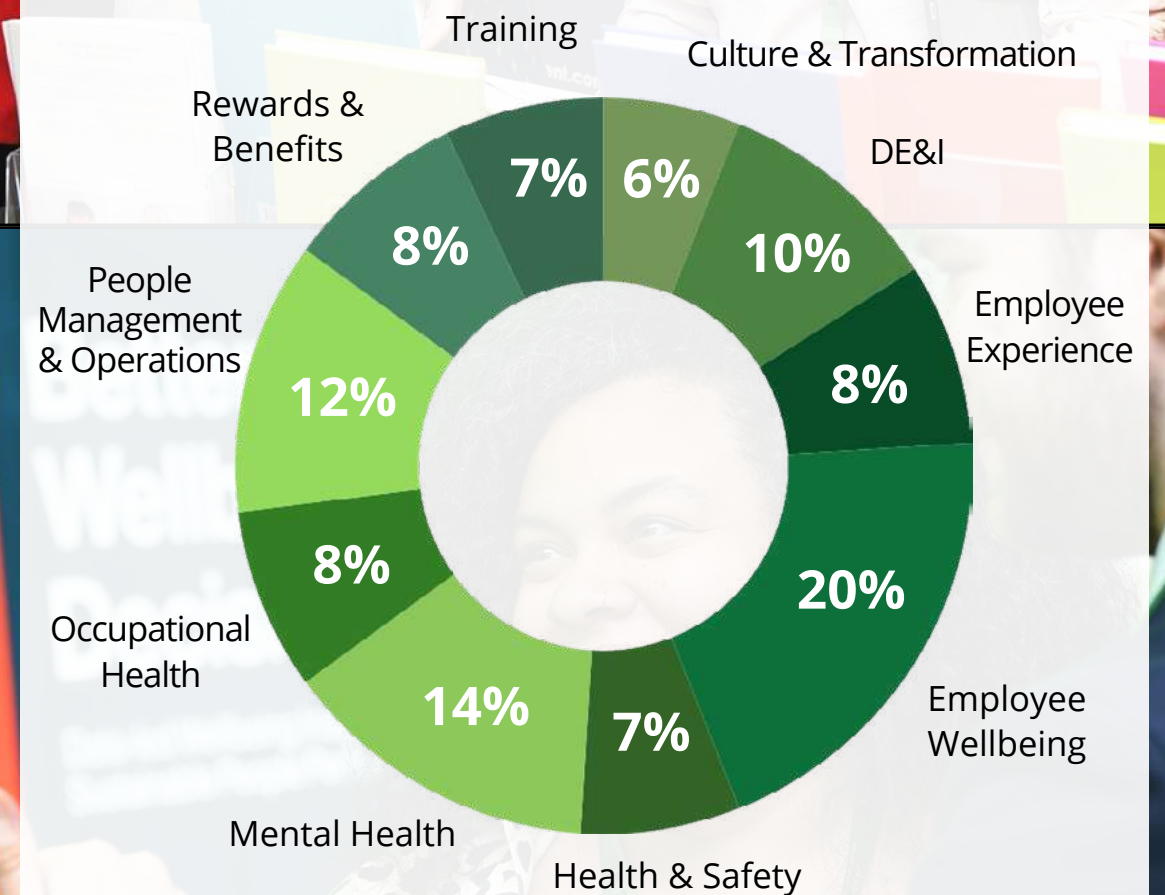
## Number of Employees



## Delegate Demographic

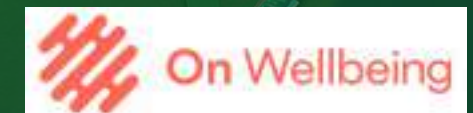


## Main Area of Responsibility



“ 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.

Nicola Eccles, On Wellbeing



# Marketing Reach & Audience Reaction

**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

Are your employees truly aware of the benefit of your benefits?

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

MAD World: government and industry are aligned but more needs to be done to persuade individual employees of the value of Health & Wellbeing

Former MP Luciana Berger to close MAD World: 'there's so much employers can do'

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

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

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

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'



Make a Difference Summits has **4000+ Followers**

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



# Our media and events

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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.

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## 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.

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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.

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