



GLOBAL WELLNESS DAY®

*"One day, can **change**
your whole life!"*

Celebration Steps

FIRST OF ALL, THANK YOU

Hello,

Thank you for joining us in our journey to bring the awareness of wellness to every corner of the world. The world needs people/brands that volunteer and dedicate themselves to spread this vital message.

Global Wellness Day is a single day, as the name suggests. However, this global 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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- Global Wellness Day is a global movement without any commercial purposes. Therefore, the brands supporting GWD cannot aim any commercial profit.
- Global Wellness Day 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.
- Global Wellness Day is a branded special day. There is a systematic **Branding and Visual Identity Guideline** of GWD. It is important that you follow the visual standards indicated in the guide while you support GWD.
- At the same time, Global Wellness Day is freedom and open to any creative findings that you may discover with your own brand.

STEP 02

Meeting and Introduction

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- 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.
- Then spread your support to your network.



sahibinden.com

Kelime, ilan no veya mağaza adı ile ara

Detaylı Arama

Giriş Yap Öye Ol Ücretsiz* İlan Ver

Acil Acil

Fiyatı Düşenler

Son 48 Saat / 1 Hafta / 1 Ay

Güvenli e-Ticaret İlanları

Günün Fırsat Ürünleri

Emlak Endeksi

İş İlanları (10,813)

Ustalar ve Hizmetler (20,361)

Emlak (932,713)

Konut (651,253)

İşyeri (102,183)

Arsa (167,703)

Projeler

Bina (8,569)

Devremülk (1,702)

Turistik Tesis (1,303)

"Bir gün, tüm yaşamınızı değiştirebilir!"

Türkiye'den Dünyaya yayılan İyi Yaşam Günü'ne katılın, daha sağlıklı bir hayata adım atın.

13 HAZİRAN, CUMARTESİ

Etkinlik ücretsizdir.

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sahibindex Emlak Endeksi

Emlak Piyasası Artık Parmaklarınızın Ucunda!

Hemen Keşfet

Anasayfa Vitrini

Tüm vitrin ilanlarını göster

En Güzel Sevgili...

Meydan Eryaman...

İlk Sahibinden 2...

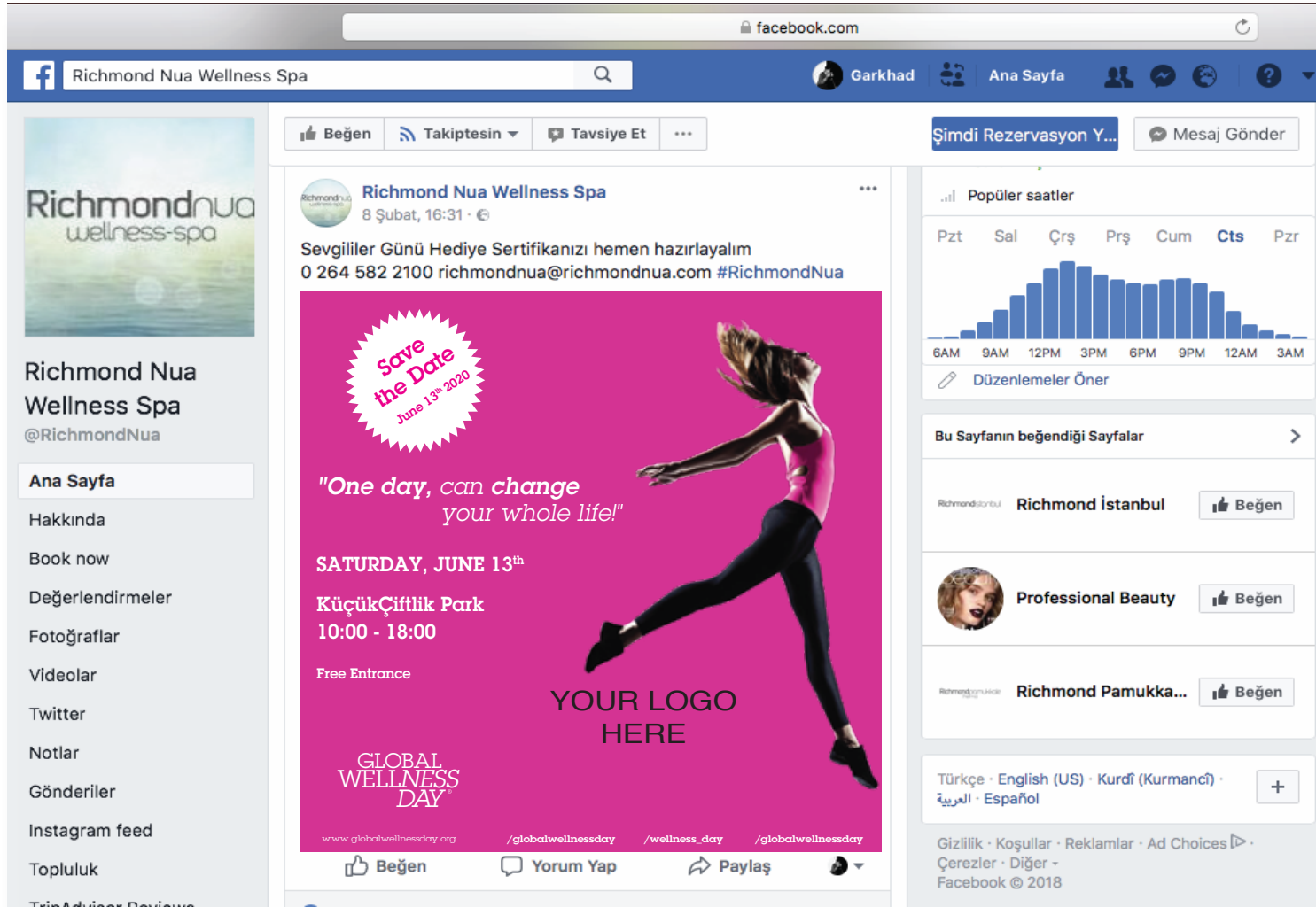
Polyurea Kasa İç...

Volakas Mermer...

İzmir'in En Büyük...

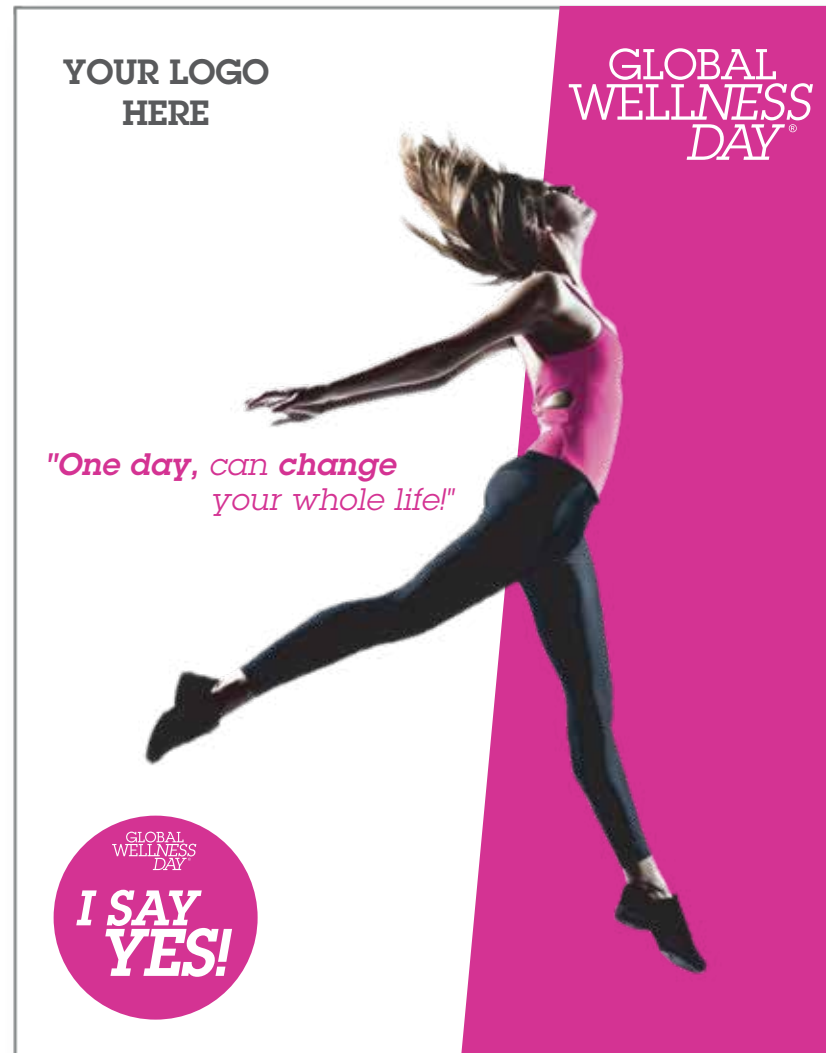
Sahibinden Lüks ...

- Announce that you support GWD on your website.



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

- To share the news of your support to GWD, design an e-mail template and share it with your database, customers and strategic partners.



- Insert the “Supporter of GWD” icon to your web-site and on any branding materials you feel appropriate for your corporate identity.

<h3>About Richmond Nua</h3> <p>Wandering around in an airy kimono without even feeling a need to open up your suitcase, forgetting about how time flows by while you enjoy dozens of various water therapies, and rediscovering yourself with a healthy menu, expert therapists, and personalized treatment programs...</p> <p>"Destination Spa", the name says it all, pointing to the ideal destination for those looking to turn relaxation into a ritual of health and serenity. At Sapanca where the views of the forest and the lake meet, Richmond Nua, Turkey's first and only "Destination Spa", brings together health through water with a richness that pushes the limits of the five senses. Richmond Nua, with a fully-equipped SPA area of 2700 square meters, and constantly renewed personalized programs, continues to improve the concept of "Destination Spa" in Turkey.</p>	<h3>Accommodated Programs</h3>  <p>Would you like to have a new beginning with attractive and beneficial accommodation packages?</p> <p>More Information</p>	<h3>Global Wellness Day</h3>  <p>Richmond Nua Wellness-Spa is supporting Global Wellness Day, and inviting you to do the same.</p> <p>More Information</p>	<h3>TRUSTSCORE</h3> <p>Very Good 1,354 Reviews</p> <p>85 by TrustYou™</p> <h3>Newsletter</h3> <p>Please subscribe to our e-newsletter to hear from Richmond Nua Wellness Spa.</p> <div> <input type="text"/> <input type="button" value="Register"/> </div> <p>Nua 2015 Calendar</p>
<div> Site Map Human Resources Press Room Rewards Contact Us </div> <div> Richmond Istanbul Richmond Nua Wellness-Spa Richmond Ephesus Resort Richmond Pamukkale Thermal </div> <div> © 2015 Richmond International All Rights Reserved Privacy Policy </div> <div> <div>Sakarya 19° 9°</div> <div>        </div>  </div>			

- 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 material used for the “I Say Yes!” paddle depends on your budget and creativity.



*Please keep in mind that it's forbidden to sell any product with GWD logo on it.

STEP 03

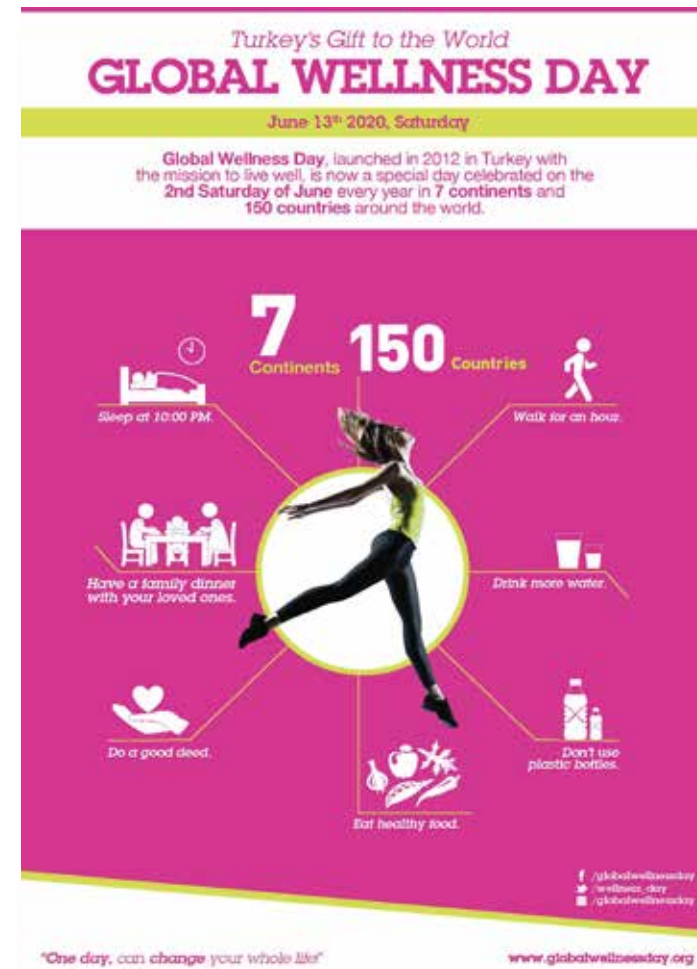
Consistency of Communication

- 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** in 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.





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



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- In your PR activities indicate that your brand supports GWD.



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



7 STEP GWD MANIFEST

In order to make Wellness a lifestyle, Global Wellness Day aims to adopt the following seven simple steps. Even if one can't implement all of the steps all at once, what is important is to incorporate at least just few of them into your daily life on a regular basis.



1

Walk for an hour



2

Drink more
water



3

Don't use
plastic bottles



4

Eat healthy food



5

Do a good deed



6

Have a
family dinner
with your loved ones



7

Sleep at 10 pm

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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.



Let's begin with the actions that any brand can take:

- Create an e-mail design work both celebrating GWD and 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.



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- 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 Manifest 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 Manifest and declare your institutional/corporate support to the project.



**“Bir gün,
tüm yaşamınızı
değiştirebilir!”**

Türkiye’nin dünyayı değiştiren büyük yaşam hareketi
Global Wellness Day’i, 100 ülke, 4000 ayrı noktada
kutluyoruz.

10 HAZİRAN CUMARTESİ
KüçükÇiftlik Park / 10.00-16.00
KATILIM HERKESE AÇIK VE ÜCRETSİZDİR.

WORKSHOP ALANI 1

10.15-11.00	Gem Akcan / Yoga
11.15-12.00	Dilara Koçak Prof.Dr.Murat Aksoy İyi Yaşam Yolculuğu
12.15-13.00	Murat Berkin / Pilates
13.15-14.00	Dr.Ümit Aktaş / Beslenme ve Sağlık İlişkisi
14.15-15.00	Aret Vartanyan / İnsanlar Ayıba Yok
15.15-16.00	Aysegül Demirsoy / Zumba

WORKSHOP ALANI 2

11.45-12.30	Eser Mutlu / Kahkaha Terapisi
12.45-13.30	Özden Kaftan Thomas J.D.Thomas Nefesinizde Saklıdır Hayat
13.45-14.30	Figen Küçükkaner Kırca İyi Hissetmek Aileden Başlar
14.45-15.30	Öül Kaynak / Detoks ve Alkali Yaşam

KİTAP İMZA ALANI

12.05-12.50	Dilara Koçak
13.05-13.50	Prof.Dr.Murat Aksoy
14.05-14.50	Dr.Ümit Aktaş
15.05-15.50	Aret Vartanyan

YAŞAM ATÖLYESİ WORKSHOP ALANI

10.15-11.00	Kübra Güner Köymen / Uyandırma Servisi
11.15-12.00	Sırma Belin Tibet Ses Çanakları ile Ses Meditasyonu
12.15-13.00	Handan Önder / Seni Kim Yönetiyor?
13.15-14.00	Dilara Eda Gürsey Astroloji Hayat Bulmacasının Anahtarı
15.15-16.00	Nesre Cesur / Hayatına Renk Kat, Her Rengi Tat

ÇOCUK AKTİVİTE ALANI

10.00-16.00	Çocuklar için günboyu sürecek Dans, Zumba, Basketbol vb. eğlenceli ve öğretici aktiviteler.
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To promote the GWD 7 Step Manifest, you may use visual design materials such as below.

POSTER

Turkey's Gift to the World
GLOBAL WELLNESS DAY
 June 13th 2020, Saturday

Global Wellness Day, launched in 2012 in Turkey with the mission to live well, is now a special day celebrated on the **2nd Saturday of June** every year in **7 continents** and **150 countries** around the world.

7 Continents **150** Countries

Sleep at 10:00 PM. Walk for an hour. Drink more water. Don't use plastic bottles. Eat healthy food. Do a good deed. Have a family dinner with your loved ones.

f /globalwellnessday
 t /wellness_day
 i /globalwellnessday

"One day, can change your whole life!" www.globalwellnessday.org

PLACEMAT

COMPANY LOGO

I SAY YES!

GLOBAL WELLNESS DAY

June 13th 2020
 Second Saturday of June

"One day, can change your whole life!"

7 Continents **150** Countries

Walk for an hour. Drink more water. Don't use plastic bottles. Eat healthy food. Do a good deed. Have a family dinner with your loved ones. Sleep at 10:00 PM.

www.globalwellnessday.org f /globalwellnessday t /wellness_day i /globalwellnessday #globalwellnessday

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If you wish to organize a GWD event with your brand in your country, you can follow the steps below:



- First, identify an administrator from your institution's/ company's communication team as the GWD project leader. Delegate this duty to him/her.
- Contact the GWD Ambassador in your country or GWD Administrative Office. Tell the GWD Ambassador that you would like to organize a special GWD event within the scope of the day. Ask for the Ambassador's opinion 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.

- 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 Office, Istanbul and enhance 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) materials promoting the event.





- Introduce your project using modern marketing techniques, primarily the Internet.
- Carry out your event, follow up with the results and share the results with the GWD Ambassador and GWD Administrative Office, Istanbul
- 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 unity of GWD.



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#globalwellnessday

#GWD2020

Thank you.

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