

Business opportunities for 2024

THIS CAN **HAPPEN.**
GLOBAL



EMPOWERING WORKPLACE MENTAL WELLBEING

Why This Can Happen

Established in 2017 by Jonny Benjamin MBE and Zoe Sinclair, This Can Happen Global is the premier workplace mental wellbeing conference series. Taking place in June and November 2024, our London conferences feature some of the worlds leading wellbeing experts discussing a wide variety of topics that companies want to learn about.

Uniquely, our conferences are the only events where delegates pay to attend, and with a 90% return rate we are the premier trusted provider.

Our founders:
Jonny Benjamin MBE
and Zoe Sinclair



The UK's only
wellbeing event
where delegates
pay to attend

Highest
concentration of
those personnel
responsible for HR,
Wellbeing, Rewards
and Occupational
Health

Over
90%
return rate

Now
in our
7th year

Over **460**
companies
participated in a
This Can Happen
event in 2023

Attending companies in 2023



Attending companies in 2023



In numbers



1,000+

paid delegates at
UK conferences
and awards in
2023

35,000+

participants
in our 2023
webinars

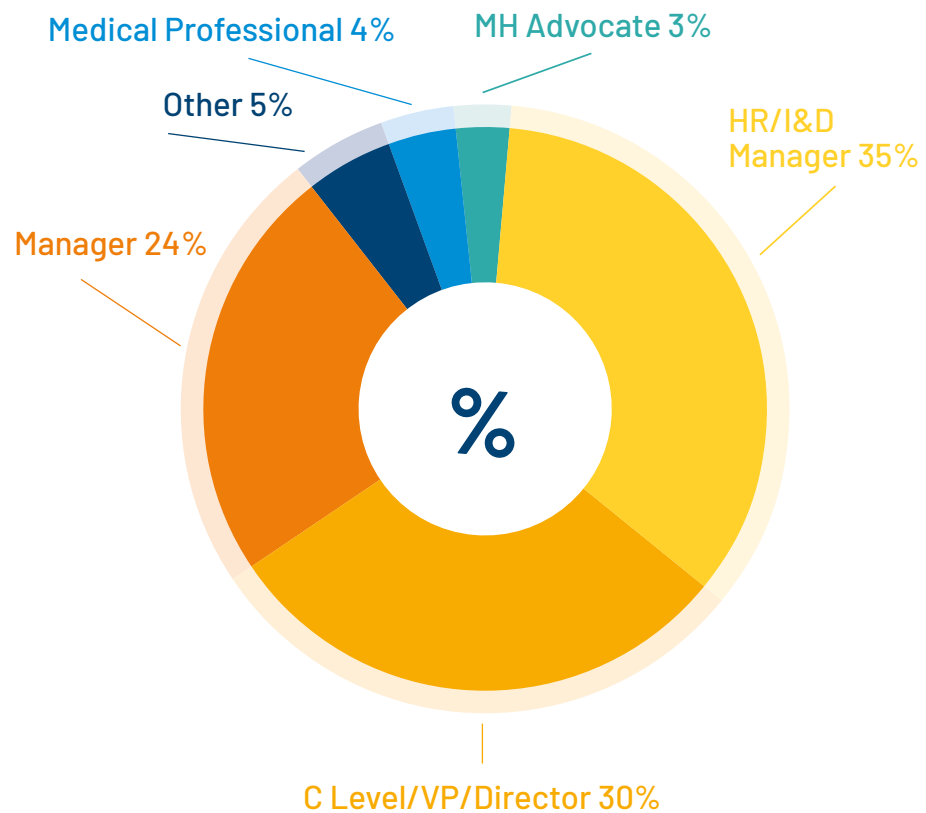
250+

companies and
individuals entered
This Can Happen
Awards

30+

senior leaders
at our 24 hour
Retreat

Our audience



- **95%** of attendees are from companies with more than 250 employees
- Less than **5%** of attendees were from vendors

Source: This Can Happen registration process



Social media reach

We have one of the largest social media followings in mental wellbeing



8,781



6,354



4,077



2024 Events

◆ The Retreat

Allowing leaders focused discussion and learning time

Our 24-hour getaway is an opportunity for senior leaders in mental wellbeing to gather and consider where workplace mental health is heading and what is needed to improve it. This meeting of minds has been designed to enable leaders to participate in an intimate and confidential environment, allowing focussed discussion and learning time with their peers.

When: 31 January - 1 February 2024

Where: Tylney Hall Hotel & Gardens, Hampshire

SOLD OUT!

◆ Awards Judging day

Recognition for excellence

30 judges will come together to deliberate which of the shortlisted entries will win or be highly commended for their hard work. Interested in becoming a judge?

When: Tuesday 7 May 2024

hosted by

ALLEN & OVERY



2024 Events

Conference and Awards 5 June 2024

Hosted by:

ALLEN & OVERY

Our first half-day conference includes the Awards bringing together 700 professionals to learn, network and share their expertise. After a welcome reception the event hosts our awards which celebrate the best in workplace mental wellbeing. For exhibitors there are many opportunities to share their expertise and meet new and existing clients.

When: Wednesday 5 June 2024

Conference & Awards Reception

Venue: Allen & Overy Auditorium

End of year Conference w/c 11 November 2024

A roundup of the year, with the opportunity to meet and discuss with those responsible for wellbeing budgets, what areas they need to be focusing their efforts on. This conference helps leaders prepare for the year ahead and is an ideal opportunity to discuss their plans and how you can support them.

When: w/c 11 November 2024

Venue: Central London location

Ongoing webinars (online)

This Can Happen facilitates multiple webinars throughout the year, allowing companies to showcase their expertise to a global audience, providing you with the chance to share your knowledge while benefiting from This Can Happen's trusted brand.

Why June & November 2024

We aim to be as current and relevant as possible by bringing our audience together twice a year, we provide the perfect opportunity for companies and vendors to meet.



Exhibitors

All our exhibitors benefit from:

- Aligning their company with the most trusted wellbeing event
- Benefitting from the largest gathering of workplace wellbeing decision makers
- Taking your business to an international audience with delegates attending from the UK, Europe, Asia and North America
- Benefitting from year-round marketing opportunities through listings on the This Can Happen website and social media channels



Why exhibit?

- + Our events will be the largest gathering of paying wellbeing professionals anywhere in 2024
- + Not one day to meet new customers but two
- + Hundreds of key decision makers in attendance – guaranteed
- + The delegates will include HR Managers, D&I, Rewards and C-suite decision-makers along with their teams from across their organisations
- + Exhibition space at two London events
- + If you have a relevant product or service, become an exhibitor to meet potential customers who are looking for wellbeing solutions
- + This Can Happen has an excellent track record of delivering quality and relevant global audiences for new business

“Really enjoying This Can Happen’s first virtual conference, very interactive sessions and fantastic thought-provoking content. Lots of key take-outs – love it!”

DAWN KIRK
Customer Service Manager

MARS



Packages

2024 Premium Package

WHAT'S INCLUDED?

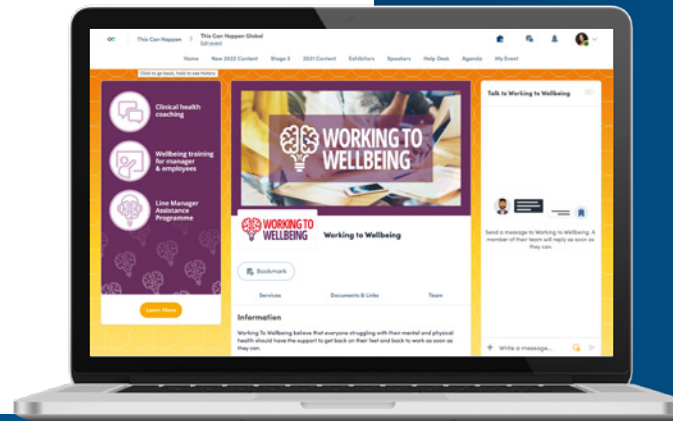
- + x1 stand at both UK conferences
- + Speaker opportunities
- + Stand build
- + Stand production including one sided graphics
- + Three delegate passes
- + 1x freestanding counter
- + Exhibitor area on website
- + Branding on marketing materials
- + Inclusion of half-page advert in e-book
- + Opportunity to deliver a bespoke webinar/podcast with This Can Happen in 2024

2024 Registration Partner

WHAT'S INCLUDED?

In addition to exhibiting we will have a registration partner who will be present on all communications with our delegates including the registration page, website and branded registration areas allowing for maximum exposure throughout the year and during the events.

- + Branding on all delegate registration materials
- + Branded registration
- + Prominent branding on virtual platform



The Awards

Recognition for excellence

The awards launched in 2019 to celebrate and recognise companies and individuals who have shown excellence in their approach towards positive mental wellbeing for their employees and colleagues. They are open to all workplaces and individuals who champion mental wellbeing, and submissions are welcomed from all types of organisations.

Those who supply companies with great solutions need recognition for their innovative approach too. Here are two categories you should consider entering.

The Mental Wellbeing Solutions Awards:

- **Best Use of Product or Technology for Wellbeing**

This category recognises the use of a product or technology which is utilised to implement mental health and wellbeing support.

Entries should be submitted in the form of a case study with examples of effective implementation which demonstrate how the solution is supporting mental wellbeing within the organisation. This category is open to companies and suppliers alike and all entries should include the results and impact achieved. Products or technology could include but are not limited to physical products, courses and technological products such as apps or Employee Assistant Programmes.

- **Wellbeing Provider of the Year**

This category recognises a supplier/vendor who can demonstrate outstanding product benefits and client service. Whether you are an EAP, app, online resource, data provider, trainer, strategist, consultancy or agency, this category aims to celebrate those providers who want to be recognised as best in class.

Entries should be submitted in the form of two case studies, and client testimonials will be required for this category.



Do you have a client you would like to nominate for the Awards? Complete the form to let us know or email us at:
awards@thiscanhappenglobal.com

ACCESS FORM



The Awards

Awards for your clients to consider entering:

The Strategy Awards

- Best Mental Wellbeing in the Workplace Strategy: Large Company
- Best Mental Wellbeing in the Workplace Strategy: SME
- Best Sustainable/Ongoing Mental Wellbeing Strategy **NEW**
- Best New Workplace Approach to Mental Wellbeing

The Engagement Awards

- Best Targeted Mental Wellbeing Campaign
- Best Idea to Engage Colleagues

The Culture Awards

- Most Successful Culture Change in the Workplace
- Best Mental Wellbeing Response to Hybrid/Agile Working

The Internal Support Awards

- Best Employee Network/Resource Group
- Best Wellbeing Induction Award **NEW**
- Best Wellbeing Resources **NEW**

The Mental Wellbeing Solutions

- Best Product or Technology Solution
- Best Mental Health Consultancy Award

The Mental Wellbeing Solutions Awards

- Best Use of Product or Technology for Wellbeing
- Wellbeing Provider of the Year

The Inspiration Awards

- Most Inspiring Mental Wellbeing Champion/Ally or First Aider
- Hero of the Year Award **NEW**
- The Storyteller Award
- Most Inspiring Senior Leader
- Head of Wellbeing Award **NEW**
- Most Inspiring Unsung Hero
- The Storyteller Award

Recognition for Excellence and Outstanding Engagement (non-entering)

- This Can Happen Grand Prix Winner 2024
- Founders' Choice Award: Outstanding Service to Mental Wellbeing



To find out more about the Awards click below to visit our website.

VISIT AWARDS 

ALL SHORTLISTED ENTRIES RECEIVE TWO FREE TICKETS TO THE AWARDS CEREMONY

Soundbites



“It has been an amazing conference today, so much story telling but I think the main thing is being together in one place.”

DANIEL CHAN
Global Workplace
Wellbeing Lead
Dentsu

“I am very impressed with This Can Happen, not just the Conference but the collection of individuals they have pulled in, the organisation represented and the whole ethos.”

BRUCE GREENHALGH
Senior Wellbeing Specialist
British Telecom

“Very powerful talks today. It is going to take me a few weeks to really digest what I have heard today but I have had a lot of key takeaways.”

HARPREET BUTOY
Business Engagement
Manager
Natwest

“What really inspires me about this conference is that we are talking about how workplaces can support people. You are not going to be a successful business unless you look after your people.”

DR SIAN WILLIAMS
Counselling Psychologist,
Broadcaster



CONTACT US
HELLO@
THISCANHAPPEN
GLOBAL.COM



thiscanhappenglobal.com