

EVENTWELL MANIFESTO



In signing the EventWell manifesto EMMA LIVE recognise that:

1. Everyone has mental health! – CEOs, leadership teams, team members. Mental ill health does not discriminate, therefore every organisation needs to stand up, tackle stigma, end discrimination, enforce positive culture, and prioritise mental health in the workplace, at events, trips and experiences.

2. We need to build safer, diverse and inclusive workplaces, events, trips and experiences that lead to happier and healthier working environments, where people feel free to bring their whole-selves to work.

3. We need to treat mental and physical health equally in the workplace, at events, trips and experiences and, strengthen how mental health is supported – every employee has a right to mental health first aid just as they do physical first aid.

4. We need to progress to integrating the mental health and wellbeing of our audiences throughout all the components of an event, trip or experience, putting this at the heart of service, design and delivery for the customers we serve.

5. Creative communications, experiential marketing, live and business events, exhibitions, hospitality and travel businesses and employers need to turn mental health awareness into positive action, and develop a 'whole organisation' approach to workplace mental health and wellbeing, by implementing the 'six core mental health standards' set out in the Stevenson/Farmer 'Thriving at Work Review 2017'.

- > Produce, implement and communicate a mental health at work plan
- > Develop mental health awareness among employees
- > Encourage open conversations about mental health and the support available when employees are struggling
- > Provide your employees with good working conditions
- > Promote effective people management
- > Routinely monitor employee mental health and wellbeing

time to change

Emma Live

Signed January 2021