

Getting Hitched on Wellness: What Does it Take to Get to Employee Engagement?

January 20, 2010 • 8 – 11:30 a.m.

Candlewood Suites
5421 Caddis Bend
Fitchburg, Wisconsin 53711
[view map](#)



Employee interest, participation and engagement are fundamental to your wellness program's success. But just how do you attract individuals in the first place or keep them from drifting away as time goes by?

Join us to learn new concepts and ideas that will put the spark back in your program. You'll learn:

- » How "neuromarketing" is uncovering how people think and what you need to do to make employees pay attention to wellness programming.
- » What employees really think about wellness programs.
- » About specific campaigns that really hook individuals.

You'll also have time to put it all together in an idea exchange and networking session with other members and will leave with a resource guide on engaging campaigns to get individuals committed and motivated.

AGENDA

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| 8:00 – 8:30 a.m. | Registration and Continental Breakfast |
| 8:30 – 8:40 a.m. | Introduction and Opening Remarks
Cheryl DeMars, President & CEO, The Alliance |
| 8:40 – 9:40 a.m. | Vic Villanueva
Managing Consultant, ROC Group |
| 9:40 – 10:25 a.m. | Engagement Success Stories
Member Organizations and Health Solutions, Ltd.® |
| 10:25 – 10:35 a.m. | Break |
| 10:35 – 11:20 a.m. | Idea Exchange and Networking |
| 11:20 – 11:30 a.m. | Closing Remarks and Adjourn |

>>> **REGISTER ONLINE:**
<http://www.the-alliance.org/wellness.aspx>

ABOUT THE SESSIONS

Vic Villanueva, Managing Consultant, ROC Group

Vic will share his perspective on reaching and engaging employees in worksite wellness programs garnered from 26 years' experience in employee communications. He'll discuss "neuromarketing," the study of how the mind works and what really makes people stop, pay attention and make decisions. He'll apply neuromarketing to wellness programming and show how you can use its findings to increase engagement and participation in your wellness program.

Vic will also share findings from a study he recently conducted with the Midwest Business Group on Health that examined what employees really think about wellness programs.

Engagement Success Stories

Alliance members and a representative from Health Solutions, Ltd.® will share wellness program success stories focusing on campaigns and activities that have encouraged and achieved employee participation and activation.

Idea Exchange and Networking

By this time you'll have heard a lot and we're sure the light bulbs will be turning on. This part of the program will give you a chance to interact with other attendees, ask questions of other members and get more information before you head back to the office and put your ideas into action.

Free Resource Guide for Attendees

All attendees will receive a resource packet of ideas and campaigns you can put in place right away. These will come from members and other sources and will focus on individual engagement.

We want to hear from you!

Do you have a creative wellness campaign that your employees have really enjoyed? Maybe you have a wellness offering that employees can't get enough of? We are hoping to have as many member examples as possible to include. To have your favorite campaign included, please contact **Bobbi Jones**, 800.223.4139, x 6638.

RSVP

To register, please visit:

<http://www.the-alliance.org/wellness.aspx>

or call **Bobbi Jones**,
800.223.4139, x 6638

Please RSVP by
January 12, 2010

Questions? E-mail events@the-alliance.org.

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The Alliance moves health care forward by controlling costs, improving quality, and engaging individuals in their health. An employer-owned, not-for-profit cooperative, our 160 members cover more than 83,000 individuals in southern Wisconsin and neighboring counties in Iowa and Illinois.