

Tips to Increase Attendance at Wellness Events

1. **Food!** Light snacks or, if the event is held at lunchtime, even sandwiches can pique people's interest in attending. Some healthy snack/meal ideas could include:
 - Yogurt, fruit and granola parfaits
 - Whole-grain crackers, cheese, pita slices and hummus
 - Fruit and veggie trays
 - Sliced apples, nuts, dried fruit and nut butter
 - Salads with a variety of ingredients to keep them interesting
 - Instant oatmeal (bonus: offer nuts and dried or fresh fruit for healthy toppings)
2. **Hold your event at an "off" time.** Rather than holding your event at lunchtime, when most employees are ready to unwind, try later in the afternoon or midmorning. An afternoon event can provide a mental break from the stress of the day. We have seen attendance double at events held in the late afternoon.
3. **Consider a raffle.** The Living Well Alliance can supply some great Pacific Medical Centers-branded prizes, but also consider something from your company! Ideas for prizes include:
 - Gift cards (grocery store, coffee and fuel cards)
 - Exercise equipment (e.g., resistance bands, water bottles, pedometers)
 - Cookbook
 - Fruit basket

Don't have a budget for raffle items? Ask a local company for a donation or create a coupon for an extra hour of PTO or a week's parking in a preferred lot.
4. **Use our posters to advertise!** The Living Well Alliance will create a poster about your event, which you can display in your office or email to employees.
5. **Personally extend an invitation.** Email and meeting reminders are great ways to remind people about events, but personally inviting someone, either on the phone or in person, encourages attendance by those who may be less apt to respond to electronic invitations.
6. **Start on time and end of time.** Our presentations are designed to last 30–45 minutes, to give employees time to get back to their desks before the end of an hour. If your employees have less time to spare, let us know and we can make sure to work within your timeframe!
7. **Include a last-minute reminder in your communication plan.** Whether it's a slip of paper on each desk, an email sent two hours before the start time or a colorful flyer near the morning coffee machine, a final reminder is an important part of advertising your event.