

## Online Proposals

### LEAD PRESENTER

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### Comprehensive List of Conference Presentations for LEAD Presenter:

Have been a presenter for over 10 years (see files)

### Presentation Title:

What CEOs Want - and What You Need to Know - About Executive Wellness

**Track:** Wellness Promotion

**Target Audience:** Health Promotion Professionals

**Program Level:** intermediate

**Program Type:** Breakout Session

### Have you presented or are you planning to present this program at other wellness-related conferences?

n/a

### Abstract:

When it comes to Executive Wellness, busy CEOs and Business Leaders have some unique needs. Find out what they are as Carol Ebert reveals the findings of a phone survey of companies who have successful wellness programs and how the CEOs feel about that. In addition you will find out what it takes to receive accolades for having a successful wellness program.

### Measurable Objectives:

1. Discover which unique health needs CEOs have related to wellness
2. Determine which wellness interventions best fit their lifestyles
3. Listen to testimonials from leaders who have successful wellness programs in their businesses

### Program Outline:

- I. Reason for completing CEO survey
  - A. Understanding target market for program development
  - B. Relationship building
  - C. Positioning as expert
- II. Meeting wellness needs of CEOs
  - A. What are their unique health needs
  - B. What wellness strategies work best
- III. How to receive awards for your wellness program

35<sup>TH</sup> Annual National Wellness Conference  
“Wellness Solutions that Work NOW: Best Outcomes Through Innovation, Caring, and Collaboration”  
University of Wisconsin-Stevens Point, July 17-22, 2010

**Program Bibliography:**

Carol Ebert's 2009 Survey Results (to be completed by end of December) will also include a bibliography

**Program Relevance to Conference Theme:**

This innovative survey will be very current and present a fresh perspective on how to reach decision makers with the wellness message to get more results NOW. It will be an invaluable tool for business leaders who want to implement wellness right now but may need to hear how other business leaders did it.