

How RTW created an impactful live virtual wellness event for a 700-person distributed team!



The problem

- The COFACE team had grown rapidly during 2020 to over 700 people.
- The company had lost its in-office operation.
- The team reported experiencing burnout and a lack of motivation.
- Large, international team with little time to connect outside of work.
- The team is distributed across several time zones.



The solution

- Iratxe Martinez, COFACE's Communications Manager hired Remote Team Wellness to implement a unique virtual wellness week for the company.
- Tarin & the team custom created a unique and engaging weeklong series of events to encourage employees to improve their health habits through education and easy access to wellness resources.
- World-class facilitators were brought in to teach and train the team, with all heavy lifting handled by the RTW team.

Project goals

- Engage employees.
- Increase health awareness.
- Have fun & unite team.



Project timeline

- **2 Weeks** pre-event planning
- **6 Day** long event
- **1 Day** post-event report



Project budget
\$12,000





Our services included

- Conceptualizing the event series from scratch.
- Customizing curriculum & sourcing the best experts for their budget.
- Liaising, communicating and booking all facilitators.
- Overseeing all logistics including platform hosting, software, recordings etc.
- Creating the event itinerary and internal company communications.
- Registering and organizing all attendees.
- Managing the creation of virtual "goodie bags" - resources from facilitators for all staff.
- Post-event data reporting and surveying of COFACE team.



The experts we chose

The COFACE Wellness Week consisted of six one-hour long masterclasses that included leading experts with at least 10 years of experience in the corporate wellness space. The sessions covered:

- Holistic Wellbeing
- Yoga for Desk Workers
- Nutritional Wellness while Working Remotely
- Mindfulness and Stress Management
- Full Body Fitness
- Stress and Time Management

Yoga and Mindfulness



Nutrition



Full Body Fitness



Holistic Wellness and Stress & Time Management





The Results

- A staggering 87% engagement of the whole team over the course of the 6 sessions with at least 35% of the organization attending every live session.
- Employees were more willing to take the time off of work when the company allocated time for a wellness initiative.
- Team members from all company offices joined in, engaged in the Q/A sessions and gave direct feedback to HR team that they loved the event series.
- The company got together as a team for the first time in years, and had a great teambonding experience.

What their team had to say

I enjoy your energy moderating this week of wellness



... Carolina C

It was my lunch break now I'm ready to continue the day !!



... Sally B

Thank you very much, indeed, we are enjoying all the sessions, good job!



... Miriam U



"Remote Team Wellness was incredibly helpful for putting together our virtual wellness week from scratch. Tarin and the team saved us countless hours and we're so grateful for their help."

Iraxte Martinez
COFACE MANAGER

Total Cost
\$10,000

