



World Happiness Summit™

feel THE SCIENCE™



WOHASU™ LLC
Proudly presents



The World Happiness Summit™

March 16-18, 2018 Miami

S U S T A I N A B L E *Happiness*

Developing Balanced Personal, Interpersonal, Career &
Environmental Ecosystems
One Person at a Time

Shalala Center at
University of Miami
Official Host of the World Happiness
Summit™

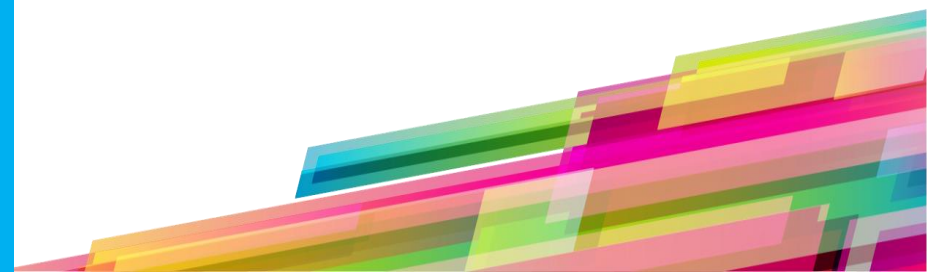


WOHASU™

WOHASU™ LLC is the organizing body behind the premier World Happiness Summit™ and other initiatives focused on increasing wellbeing at the individual, community, corporate and civic levels.



WOHASU unites top experts in the science of happiness, positive psychology, government, sustainability, economics, mindfulness, media and wellbeing to create The World Happiness Summit,™ an inclusive event that unites people from around the world with the goal of learning, experiencing and practicing science based tools that assist people on the path to self-actualization, wellbeing and happiness.



WHY DOES HAPPINESS MATTER?

- “[It’s] the lens through which your brain views the world that shapes your reality. And if we can change the lens, not only can we change your happiness, we can change every single educational and business outcome at the same time.”

--Shawn Achor, internationally recognized happiness researcher and author, and WOHASU 2017 speaker

“Actively disengaged employees cost the U.S. \$450 billion to \$550 billion in lost productivity per year”

--Gallup

- “Happiness, not money or prestige, should be regarded as the ultimate currency – the currency by which we take measure of our lives.”

--Tal Ben-Shahar, internationally recognized happiness researcher and author, and WOHASU 2017 speaker

- Approximately 50% of variance in happiness is determined by genes, and 10% of variance in happiness is determined by circumstances. Automatically, that would leave 40% that we can influence.

--Sonja Lyubomirsky, author, professor of psychology and WOHASU 2017 speaker

- “According to marketplace data, Americans annually spend more than \$10 billion on self-improvement books, CDs and seminars to seek ways to feel better and happier. Curiously, \$10 billion is also the amount Americans spend every year on antidepressant medication.”

--Forbes



300%

More Innovation (*HBR*)

44%

Higher Retention
(*Gallup*)

37%

Increase in Sales
(*Martin Seligman*)

66%

Fewer Sick
Leaves (*Forbes*)

125%

Less Burnout (*HBR*)

31%

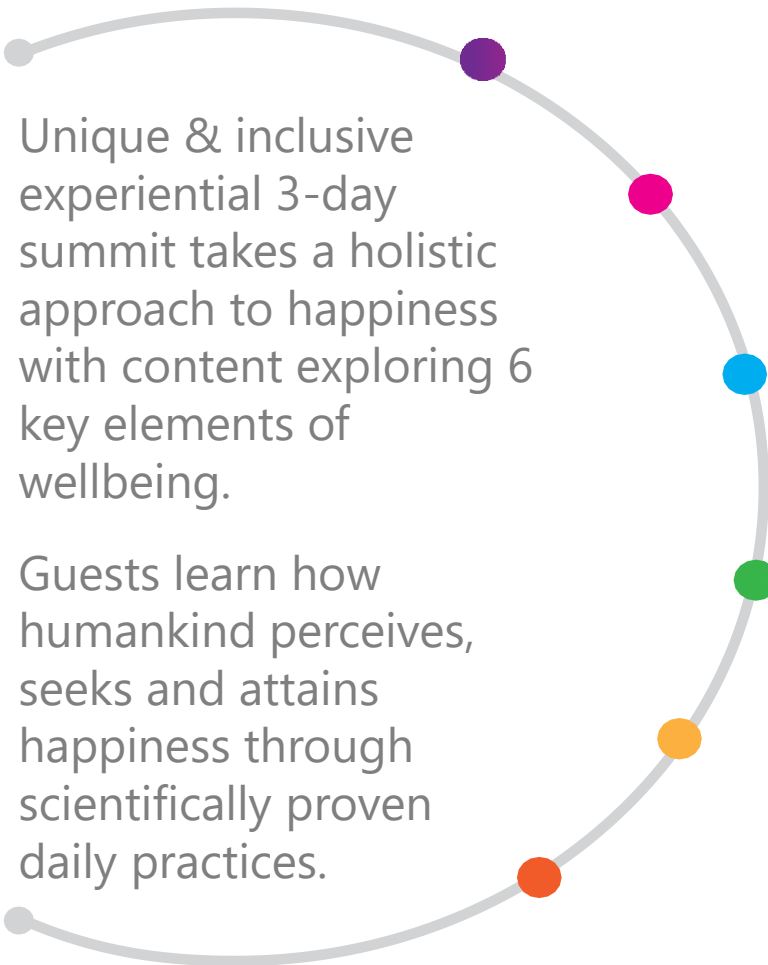
Increase in Productivity
(*Greenberg & Arawaka*)

51%

Less Turnover
(*Gallup*)

**HOW HAPPINESS
Affects
Companies**

The World Happiness Summit™



MINDFULNESS

Establishing inner awareness and living consciously



PHYSICAL

Fostering healthy living practices to maintain optimal wellbeing



PURPOSE

Finding meaning in your personal and professional life



SOCIAL

Having strong social bonds, loving and supportive relationships



FINANCIAL

Developing financial intelligence to create a solid foundation



COMMUNITY

Belonging and contributing to healthy ecosystems



Summit highlights

Innovative format, with keynote speeches, panels, breakout sessions and **interactive activities**, supported by the data-driven **science** of happiness

- Tribes: participants placed in groups with certified coaches acting as facilitators
- Daily meditation & yoga classes
- Simultaneous translation to Spanish
- Breakout sessions, customizing experience
- Fresh & healthy lunch options
- Exclusive sponsor programming with speakers
- H(appy) 20 government gathering focused on civic wellbeing
- Educational & business development
- Professional & personal networking



TOPICS

- Corporate Well-Being
- Conscious Capitalism
 - Positive Psychology
 - Sustainable Growth
- Greatness in Government
 - Holistic Education
- Mind Body Connection
 - Preventive Medicine
 - Mood Food
 - Emotional Mastery
 - Financial Education
 - Social Good
- Compassionate Leadership
- Technology & Mindfulness

Why Become a Sponsor?

IMPACT

Opportunity to become seen as a global leader in supporting a paradigm shift towards how humans and societies can thrive

BRAND POSITIONING

Reach a worldwide audience across different channels who are passionate about increasing well-being, productivity and mindfulness to create a happier and sustainable world

INCENTIVES

Provide personal development to the public and an opportunity to spread happiness throughout the World

RELATIONSHIPS

Offer individuals the opportunity to interact and network with an emerging, progressive and mindful community, and connect with purpose

CORPORATE SOCIAL RESPONSIBILITY

Mobilize a movement dedicated to building a community focused on higher purpose as well as bettering individuals, families and societies as a whole

benefits

Global publicity & worldwide press as leader in promoting happiness around the

Speaking opportunities in global events;
Opportunity to host VIP welcome party

Opportunity to host private event with Speakers; Booth at Summit expo space

PR campaign announcing partnership; Logo placement in marketing collateral

Training & team building opportunity for employees

Logo placement & digital ad on WOHASU digital platform

Development of customized partnership package



World happiness summit™

march 2017 - miami



Presented by:



30 COUNTRIES

40 U.S. STATES

80 PARTNERS &
SPONSORS

50+ SPEAKERS

1250 AVERAGE
DAILY ATTENDANCE

84% OUTSIDE
FLORIDA

Romero Britto, Official Artist of the World Happiness Summit™

Platinum Sponsor:



Global Technology
Partner:



Experience
Design by:

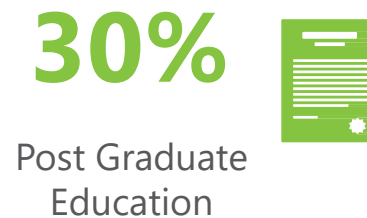


Summit Snapshot

Average Income



Education



Language

55%
English Speaking



37%
Spanish Speaking



8%
Other



AGE RANGE (MOST DOMINANT)



MALE
31%



FEMALE
69%

speakers in action



Shawn Achor on **Main Stage**



Tal Ben Shahar interviewing Sonja Lyubomirsky at
Summit **Pop-Up Studio**



Happiness @ Work Panel with lulumelon
CEO Laurent Potdevin

All Speakers: <https://www.wohasu.world/world-happiness-summit/#experts>



H(appy) 20 Government Roundtable

Invite-only gathering of government policy makers and leaders, forward-thinking economists, leading academics and ground-breaking entrepreneurs united around the data-driven science of happiness to discuss civic wellbeing.



Dr. Eduardo Padrón, President of Miami-Dade College (largest public college in the U.S.), WOHASU Advisory Board Chair
Manuel S. Pietra & Dr. Saamdu Chetri, Executive Director, Gross National Happiness Centre Bhutan





Alberto Carvalho

Miami-Dade County Public Schools
Superintendent - 4th largest public
school district in the U.S.

Dr. Aisha Bin Bishr,
Director General of the Smart Dubai
Office charged with overseeing the
Happiness Agenda in Dubai



Former Mexican president Vicente Fox
on Boundaries in a Globalized World
and the role of Compassionate
Leadership



CORPORATE PRESENTERS

Google

 lululemon


TechCrunch

 **Harvard
Business
Review**



livehappy™




دبي الذكية
SMART DUBAI

 CENTER for
BRAINHEALTH®
THE UNIVERSITY OF TEXAS AT DALLAS

 CISNEROS


emerge
Americas


British
Consulate-General
New York

 PLASTICITY

The
Miami
Foundation
For A Greater Miami

 Knight Foundation



meetmindful
a fuller life together



ACADEMIC PARTNERS



Yale



MEDIA & STRATEGIC PARTNERS

MEDIA PARTNERS 2017



TONIC

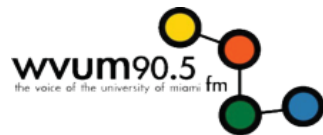
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yoga
JOURNAL

Happier.TV

Summa



STRATEGIC PARTNERS 2017



HAVAS
MEDIA



GEORGE
MASON
UNIVERSITY

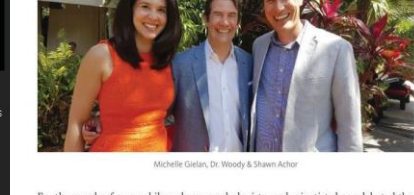
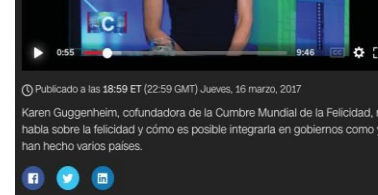
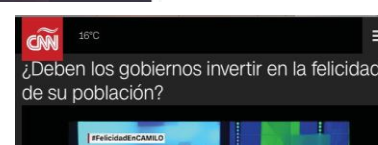
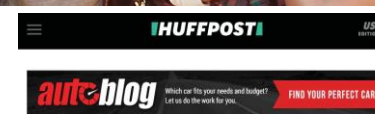
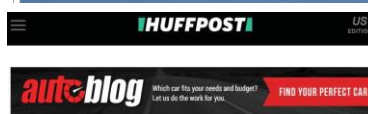
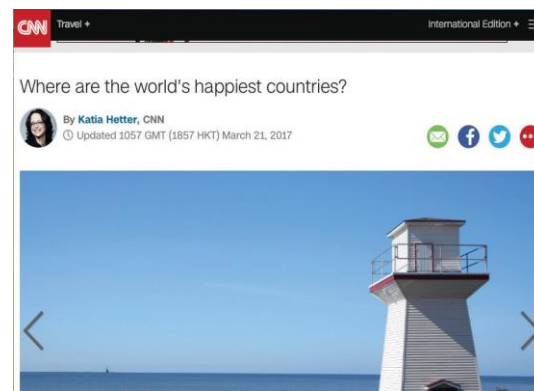
FIU
FLORIDA
INTERNATIONAL
UNIVERSITY



MINDFULNESS
WITHOUT
BORDERS

All Partners: <http://happinessummit.world/partners>

MEDIA impressions



Join the movement

I CHOOSE
HAPPINESS

Contact:

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Karen@HappinessSummit.world

