

All-in-One Guide to
**Planning and
Hosting a
Health Fair for
Your Employees**



TOTALWELLNESS



YOUR ULTIMATE HEALTH FAIR PLANNING TEMPLATE

Hosting a health fair at work is a great way to demonstrate that your company is invested in a healthy work culture.

But what *exactly* is a health fair?

A health fair is an **educational and interactive event** that offers an outreach opportunity for wellness and health initiatives. It's also an opportunity to offer free health screenings and connect individuals to valuable health resources in your community.

When planning for a health fair, **promotion is key** to your event success. You'll want to keep in mind your audience with each message.

Would they respond better to in-person invites or a handwritten invite? Are your employees hyper-competitive and love fitness challenges? Or do they prefer low-key health presentations?

You know your employees best, so think about what has resonated with them the most for past events and plan accordingly.

Ready to dive into planning an awesome health fair your employees will love?

This guide will cover themes, ideas for vendors, marketing techniques, and an extensive planning checklist.

PUT YOUR PLAN IN PLACE

As with any event with multiple moving pieces, you don't want to wing planning a health fair. For the best chance of high participation from both the community and your employees, advanced planning is necessary.

Define Your Objectives

Defining objectives for success and measurement will look different for every organization.

A look at some health fair objectives:

- Increase health awareness
- Teach self-care practices
- Offer immunization education
- Provide valuable health screenings
- Increase knowledge of local health resources
- Identify topics for future wellness programs

The ultimate success, of course, is seeing your employees make significant lifestyle changes as a result of the health fair event. Employees making healthy choices like quitting smoking, eating healthier, or dedicating time to self-care could be the result of your health fair.

Post-event metrics to consider:

- Attendance
- Future event sign-ups
- Wellness program buy-in

Promote Your Future Events

Consider posting sign-up sheets at the health fair for your company's upcoming health initiatives. Whether it's a 5k, a [fitness challenge](#), or another lifestyle change opportunity, encourage employees to commit while they're already thinking about their health.



PUMP UP YOUR EMPLOYEES

Get your employees excited about this event before it even happens. If they feel included before the event arrives, they'll probably be curious enough to check it out. To do that, they need to know about the event.

How to spread the word:

- Fliers
- Banners
- Word of mouth
- Email messages
- Announcements at company meetings
- Giveaways prior to the event
- Handwritten and delivered invites
- Voicemail message reminders
- Table tents around the office

Flier Placement Tip: Place posters in highly-visible locations like the door of the employee entrance, in the copy room, in staircases, and on restroom mirrors and the back of stall doors.

On the Morning of the Event

Stick a special breakfast treat (an orange, breakfast bar, etc.) on employees' desks with a reminder to attend the event.



SPONSORS AND BUDGET

As you start thinking about hosting a health fair, first look at the company's budget. Consider long-term benefits when seeking funds (like lower healthcare premiums due to healthier choices made by employees) to make your case to leadership.

Small budget? Consider sponsorship from local companies! A strategic partnership with sponsors can open a lot of doors for a successful health fair and future company events.



Tips on how to snag sponsors:

- **Give them a good reason** - If you plan to solicit funding from sponsors, they'll want to know what's in it for them. Whether you ask in person or via email or a personalized letter, make your request stand out. Offer a short slideshow, marketing materials, etc. to showcase how it would benefit them to sponsor the event.
- **Know timing is everything** - This is part of the reason planning ahead is so key to successfully pulling off a health fair. Don't expect funds a week before the event. Larger companies sometimes need months to fulfill a sponsorship request.
- **Offer different levels of sponsorship** - Give some options for sponsorship levels. A lot of folks will generally go with a middle package as an option if it's available. Reward them with various advertising opportunities with their logos and other marketing materials displayed at the event based on the package they purchase.
- **Give them a chance to customize** - If they aren't interested in a pre-made package, ask them what they'd prefer to contribute. Maybe they can't be a large financial sponsor, but they can offer a valuable door prize or giveaway. For companies that don't want to sponsor, you can always follow-up at a later date to see if they'd like to donate a prize.

DATE AND LOCATION

One of the largest tasks of scheduling a health fair is finding the perfect location and setting a date. If you can hold it on-site, that makes the logistics of planning much smoother, of course. If you don't have the capability to host it in your workplace, all is not lost.

Logistics to consider:

- **Initial planning**
 - Will it be held on-site vs. offsite?
 - Will you open it to the public or just employees?
 - Will it be a half-day or all-day event?
- **Space:** Determine how many vendors you'd like on-site and if you'll need a bigger venue.
- **Equipment:** Determine what equipment you'll provide to vendors and what they need to bring.
- **Check the power situation:** If providing power, work with facilities to ensure the proper power cords and safety measures are available.
- **WiFi:** If you'll have internet available, be sure to have network details available for vendors as soon as they come in — like placing it in a welcome package.
- **Registration:** Ask participants to sign-up by a final date.
- **Limitations:** If there are set-up limitations (like no WiFi), let vendors know ASAP so they can plan accordingly.
- **Screening tests:** Place all these vendors together so it makes it easy for participants to hit these all at once. Consider a quiet, private area for these testing areas as some personal information may be exchanged.
- **Set deadlines:** Schedule days to have all items sourced like prizes, food, etc. Plan your set-up day for bringing in chairs, tents, electrical cords, etc. the day before.



Weekday vs. Weekend Event

If your company can't swing hosting a health fair during work hours, consider scheduling a weekend event. Keep in mind that weekend events may have lower participation rates. If you host it during a workday, consider making it a "casual day" for employees.

TEAM MEMBERS AND RESPONSIBILITY

A health fair is a perfect project for your wellness committee to take on. If you don't have one, create a health fair team to plan it and encourage event participation. These ambassadors of health should be employees who have a passion for fitness, wellness, and overall good health.

Areas to delegate:

- Marketing
- Sponsor outreach
- Vendor outreach
- Activity planning
- Schedule venue
- Buying or renting equipment
- Sourcing giveaway items
- Budgeting and tracking
- Food and snacks
- Photographer and/or videographer

Planning committee questions to answer:

- Will you need volunteers during the event?
- Who wants to be a part of the committee?
- Will extra insurance be needed?
- Will parking be an issue at the venue?
- Will vendors or guests need a guest parking pass?

Success Tip: Have your planning committee talk to your employees in various departments while planning to ensure activities and resources are relevant to what is important to them.



TOPICS AND VENDORS

A variety of factors come into play as you dive into the details of health fair planning. You'll want to examine your company's demographics, culture, general health knowledge, and more.

Additionally, all aspects of wellness should be considered when planning for a theme and vendors. Think about covering fitness and nutrition along with emotional and financial wellness, too.

As you plan your health fair theme, consider the following:

- What's your corporate philosophy?
- What's the company culture like?
- What are the wellness committee goals for the year?

Your health fair may be a quarterly event, a kick-off event, or a way to introduce a new wellness initiative to your employees. However you do it, you'll want to make it educational as well as fun!

Theme Ideas

- Spring into Health
- Fancy Fitness
- Fall for Wellness
- Step Up to Wellness
- Catch the Wellness Wave
- Map Out Your Healthy Journey
- Fall in Love With Your Health
- Health, Wealth, and Wellness at Work
- Cheers to Health, Wealth, and Happiness



VENDORS TO CONTACT

- Local gyms
- Dance centers
- Massage practices
- Holistic medicine clinics
- Chiropractors
- Bike shops
- Mobile blood donation
- Dietician
- Nutritionist
- Personal trainers
- EMT, police or fire departments
- Dermatologists
- County health department
- Vitamin/supplement companies
- Aromatherapy representatives
- Insurance agents
- Optometrist
- Allergist
- Weight loss centers
- Audiologist
- Urban or indoor gardening clubs
- Therapy animal trainers
- Yoga studios

Nonprofit Organizations

- AARP
- American Red Cross
- Alzheimer's Association
- Alcoholics Anonymous
- American Cancer Society
- American Heart Association
- American Diabetes Association

Success Tip: Ask vendors if they have freebies to give away. When you have confirmed freebies (say a free training session with a personal trainer), don't forget to advertise it!



HEALTHY AND FUN ACTIVITIES

Activities can make or break your health fair. Health-centered activities — like push-up contests or DIY smoothie bars — are interactive and exciting for participants. Work with vendors to see what they will bring and fill in the gaps. Don't rely too hard on your vendors to make the event successful with their activities.

Don't Forget

Be sure to plan your own activities to make it memorable and fun.

Demos or activities offer hands-on learning experiences. These offerings can improve your employees' health fair experience and make it more memorable and enhance learning. Depending on your vendors, they may be able to do the following demos or activities:

- CPR lessons
- Chair massages
- Ergonomics set-up
- Healthy snack prep
- Smoothie bar
- Food cooking demo
- Bike tune-up
- Safety equipment review
- Rock wall climbing
- Yoga and meditation demos
- Indoor gardening
- Proper lifting techniques
- Martial arts
- Art therapy

Company-run activities can also be a fun way to get your health ambassadors or wellness committee engaging with your employees.

Try these ideas out:

- Trivia games
- Host a run or walk
- Hula hoop contest
- Health scavenger hunt
- Coloring book area for adults
- Set-up mini fitness challenges (60-sec planks, push-ups, etc.)
- Passport stamps from each booth for raffles
- Sign-ups for future wellness events



Health screenings can be an invaluable part of your health fair. Screening results can help you further plan wellness campaigns and provide the right resources for your employees.

Screenings to consider:

- Blood pressure
- Glucose testing
- Hearing testing
- Nutritional analysis
- Health risk assessments
- Total cholesterol testing



A [biometric screening](#) is an excellent all-in-one health screening that can offer life-saving health information for your employees.

MARKETING

Your event won't be successful without marketing, so make sure to have a quality marketing plan in place. If you're hosting the public, explore additional marketing tactics like radio and local TV programs, provide vendors with press kits, and reach out to local healthcare facilities. Depending on your locale, you may be able to have a local news or radio station stop by as well!

Health fair marketing tips:

- **Start marketing as early as possible.** As long as you have the date and venue determined, you can market! At around six months out from the event, ask for support from leadership. Establish your health fair "ambassadors" or planning committee at this point, too.
- **Pump employees up.** Make sure to highlight sponsors, vendors, and prizes to entice your participants. You can send updates as you add to this list.
- **Use all channels possible.** Use email, newsletters, announcements at meetings, fliers, posters, digital signage, etc. to spread the word.
- **Remind often.** Send updates and reminders daily as the event gets closer.
- **Get leadership involved.** Ask company leaders to promote, support, share, and attend. If it's important to them, then it's important to everyone!

INCENTIVES & GIVEAWAYS

Everyone loves a good prize. Increase interest and participation with raffles and giveaways throughout the event. Consider winners of a scavenger hunt, walk or run, health challenges or even most booths visited via a stamped “passport.”

If you have the budget, set-up raffles based on specific prizes. Employees can have a certain number of tickets (and/or win more by participating) to drop in boxes for items they would like to win — like a bike or a spa trip.

Remember: Your wellness committee can always ask for donations from local businesses in exchange for a free advertising opportunity.

Health fair giveaway ideas

- Journals
- Spa day
- Tower garden
- Paid time off
- Gym swag
- Recipe books
- Gym membership
- Coloring books for adults
- Bicycle and/or safety gear
- Company swag (t-shirts, keychains, etc.)
- Local natural food store gift certificates
- General gift certificates (Amazon, Visa, etc.)
- Wearable activity monitor (i.e. Fitbit)
- Health or self-improvement books
- Meal subscriptions (i.e., HelloFresh)
- Aromatherapy (oil diffusers, candles, etc.)



Health Fair Planning Checklist

Date	Time	Venue	Parking	Insurance	Vendor setup access day/time
List team members and area of responsibility:					
<i>List equipment needed and how many (adjust as vendors sign-up):</i>					
<i>List of food/drink items providing:</i>					
Food/drink	How many	Delivery, order or pick up	Date		

Sponsor name/Level	Contact Info	Topic/Equipment needs	Marketing details (logo, tagline, etc.)

Vendor name	Contact info	Topic	Equipment needs

Marketing schedule	Type	Responsible party	Due date
<i>(date will share)</i>	<i>Ex:(newsletter, flyer, graphics, etc.)</i>	<i>(Marketing, Wellness Committee, etc.)</i>	<i>(Need by date to stay on schedule)</i>

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AFTER YOUR HEALTH FAIR EVENT

Once all is said and done, you'll want to review your event results. Don't skip this step! If you get great feedback and a high participation rate, you may just want to plan another health fair. Knowing what worked and what didn't will help you create an even better and more organized future event.

A post-event checklist:

- **Gather results** - If you had several health screenings on-site, like a biometric screening, gather all the results to share with leadership and participants. Find out how many participated, top health issues, etc.
- **Review** - See what vendor and participant feedback you got. Were the objectives and goals achieved? Identify ways to improve the next event.
- **Give thanks** - Send thank you letters to all participating vendors. They'd love to get a summary of event highlights, along with any photos you may have taken of their team in action at the event.
- **See what's working** - Don't forget to check-in with your employees at regular intervals post health fair, too. Ask what resources have made the biggest difference for them.



Survey Says...

Ask employees for their feedback after the event with a simple survey. SurveyMonkey is a free online survey service that's easy to use if you prefer to do it via email.

Some questions to ask:

- Did you attend? Why or why not?
- What could we have added to make it better?
- What could we eliminate?
- Did you make a commitment to better health because of the event?
- What events, classes, presentations, or demos would you like our wellness committee to hold in the future?

Ask in-depth questions, too:

- How educational was this event?
- How enjoyable was this event?
- How likely would you be to attend another one? Why or why not?

Final Success Tip: Want to plan another health fair? Keep a record of everything you did in your planning process to guide your future health fair promotion and execution.

Start Planning Your Health Fair Event Today!

Sometimes people want to make healthier choices but aren't sure how. Perhaps they didn't have great wellness role models growing up. Or maybe they don't know where to find local health resources.

A health fair is a perfect opportunity to bring wellness resources to your employees who may not otherwise know where to start.

The best part of hosting a health fair is it's a valuable event at any time of the year. You can choose to host these events yearly or even quarterly.

Whether you plan to host your health fair on-site or off, we hope you find this guide helpful as you start planning and navigating the logistics of a health fair.

Happy health fair planning!

Ready to create a healthier workplace? Check out [Beata](#), our all-in-one wellness program designed specifically to help small to medium-sized businesses inspire their employees to live healthier, happier lives. Talk to an expert at TotalWellness to get started and learn more about one of the best wellness options on the market.

Learn More:

TotalWellnessHealth.com

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