



**Holistic
Wellbeing**
At Work 2026

Meaningful Lives & LRC Presents



Pakistan's First & Largest Corporate
Wellbeing Conference

Holistic Wellbeing At Work 2026

In the age of AI, Wellbeing isn't a Benefit. It's a
Business Result

**THE WORKPLACE HAS CHANGED. EMPLOYEE EXPECTATIONS
HAVE CHANGED. THE COST OF IGNORING WELLBEING HAS
CHANGED.**

Wellbeing is no longer a lifestyle conversation or an HR activity. It is a leadership, risk, culture and performance priority — and we are bringing Pakistan's leading CEOs, CHROs and wellbeing experts into the room to prove it.



MOVENPICK HOTEL
KARACHI



22nd OCTOBER
2026



100+ LEADERS
SENIOR DELEGATES



INVITED-LED
CORPORATE AUDIENCE

www.holisticwellbeing.net

About The Conference



Holistic Wellbeing at Work 2026 brings senior business leaders, HR and people leaders, medical and mental health experts, and workplace solution providers into one room to move wellbeing from isolated initiatives to a business and workforce strategy.

The conference will combine leadership perspectives, evidence-based discussions, cross-industry learning, corporate case studies and live experiences to show what organizations can do today and how better wellbeing can support stronger people and stronger business performance.

The Focus: What Pakistani organizations are already doing, what is possible next, and how wellbeing can influence productivity, retention, resilience, employer brand and sustainable performance.

**“WELLBEING IS NO LONGER A BENEFIT.
IT IS A WORKFORCE AND BUSINESS ADVANTAGE.”**

Why Now?

Performance	Healthy, supported employees are better positioned to sustain focus, energy and output.
Retention	A credible wellbeing culture can strengthen employee experience and reduce avoidable turnover.
Resilience	Psychological safety and healthier work practices help teams adapt through change, pressure and AI-enabled transformation.
Employer Brand	People increasingly judge employers by the quality of their everyday work experience — not only compensation.
Cost & Risk	Preventive wellbeing, financial confidence and healthy work design can help reduce avoidable people-related costs and disruption.

Who Should Attend



CEOs, C-Suite Leaders, Business Heads & Corporate Executives



OD, L&D, Talent, Leadership Development & Engagement Teams



CHROs, HR Directors, Heads of People & Culture and HR Managers



Heads of Wellbeing, Occupational Health, HSE & Workplace Health



CFOs, Finance Leaders, Rewards, Compensation & Employee Benefits Teams



DEI, ESG, CSR, Sustainability & Culture Leaders



CMOs, Marketing Heads, Brand Leaders, Corporate Communications & PR



Administration, Facilities & Workplace Strategy Leaders



Employer Branding, Employee Experience & Internal Communications Leaders



Healthcare, Insurance, EAP, HR Tech, Wellness and Employee Solution Providers

TARGET SECTORS



Financial Services



Manufacturing



Pharmaceuticals & Healthcare



FMCG



Retail



Telecom & Technology



Oil, Gas & Energy



Professional Services



Public Sector



Multinationals



Logistics



Automotive Sector

Conference Agenda

9:00 AM– 9:45 AM

Registration, Tea Networking & Wellbeing Experience Zone

Delegate arrival, sponsor activations and curated networking.

An energetic opening that gives attendees time to explore wellbeing solutions, meet partners and connect before the formal program begins.

9:45 AM – 9:50 AM

Welcome & Conference Opening

Opening remarks, conference purpose and introduction to the day's theme: moving wellbeing from an employee benefit to a measurable workforce and business advantage.

9:50 AM – 10:10 AM | Opening Keynote

Employee Wellbeing In The Age of AI

(Keynote address by Tanzeel Raza, CEO & Lead Facilitator, Meaningful Lives)

How organizations can scale wellbeing alongside digitalization and AI adoption, and translate investment in people into measurable business outcomes.

10:10 AM – 10:30 AM | Leadership Talk

From Wellbeing to Workforce Advantage

Senior CEO / CHRO leadership perspective

The leadership behaviors, cultural signals and people practices that build resilience, adaptability, retention and sustainable performance in rapidly changing workplaces.

10:30 AM – 11:00 AM | Panel I

Psychological Safety & Mental Health: Sustainable Performance

25-minute discussion + 5-minute audience Q&A

Practical approaches to reducing burnout and workplace stress while creating a psychologically safe culture where employees can speak up, recover, collaborate and perform.

11:00 AM – 11:25 AM

Networking Break & Wellbeing Experience Zone

Refreshments, sponsor engagement and live wellbeing activations

Dedicated time for delegates to visit partner zones, experience demonstrations and build business connections.

11:25 AM – 11:45 AM | C-Suite Conversation

The Business Case for Wellbeing

Wellbeing as a business investment, not an HR activity

Connecting wellbeing with productivity, absenteeism, retention, healthcare cost, engagement and organizational resilience — and identifying the measures leaders should track.

11:45 AM – 12:15 PM | Panel II

Physical Health, Nutrition, Sleep & Workplace Performance

25-minute discussion + 5-minute audience Q&A

How movement, nutrition, sleep and preventive health influence energy, focus, absenteeism and performance — and what employers can realistically build into the workday.

12:15 PM – 12:30 PM | Corporate Wellbeing Case Studies

What Actually Worked

Three short, evidence-led corporate stories

Challenge → Intervention → Employee Response → Measurable Impact → Lessons Learned.
A practical segment focused on initiatives organizations can replicate.

12:30 PM – 12:55 PM | Panel III

Financial Wellbeing in Today's Economy

20-minute discussion + 5-minute audience Q&A

Financial planning, retirement readiness, responsible benefits and the role employers can play in reducing financial stress and improving employee confidence.

12:55 PM – 1:20 PM | Panel IV

Wellbeing as a Brand Advantage

Employer brand, reputation and employee experience

How culture and wellbeing influence employer reputation, talent attraction, employee advocacy and brand trust — and how organizations can communicate wellbeing credibly.

1:20 PM – 1:40 PM | Panel V

Designing Wellbeing for Inclusion & a Multi-Generational Workforce

Inclusive wellbeing by design

Designing wellbeing for women, persons with disabilities, neurodiversity employees, hybrid teams and different generations — while strengthening belonging and fairness.

2:00 PM – 2:10 PM

Closing Note & Award Distribution

Recognizing organizations and leaders advancing workplace wellbeing

Celebrating credible, high-impact initiatives across mental, physical, financial, inclusive and employee experience categories, followed by closing remarks.

2:10 PM – Onwards

Healthy Lunch, Networking & Wellbeing Experience Zone

Continue conversations, demonstrations and sponsor engagement

A relaxed close designed to extend networking, partner interaction and post-session conversations.

Why You Should Attend

LEARN

Hear evidence-based perspectives from business leaders, HR leaders and wellbeing specialists.

BENCHMARK

See how organizations are approaching workplace wellbeing and where the market is moving next.

CONNECT

Build relationships with senior peers, experts, solution providers and cross-industry leaders.

EXPERIENCE

Explore live wellbeing solutions and activations inside the Wellbeing Experience Zone.

ACT

Take back practical ideas that can be translated into policies, benefits, leadership practices and employee experiences.

What Global Corporations Are Doing?

Organizations around the world have achieved significant growth, productivity and profitability by focusing on employee wellbeing. Examples include:



CAMPUS PERKS & EMPLOYEE ENGAGEMENT

- Measurable ROI: absenteeism decreased 37; 95% Increase in employee retention.
- Wellbeing initiative: on-site mental health support, fitness facilities, nutrition programs



FLEXIBILITY & TALENT ATTRACTION

- Wellbeing initiative: flexible work arrangements and financial wellness stipends
- Measurable ROI: 25% Increase in productivity



WORK-LIFE BALANCE & CULTURE

- Wellbeing initiative: generous PTO, mental wellness resources, strict work-life balance policies
- Measurable ROI: Recruitment Expense Fall by 40%, Employee Retention Increased to 90%



MINDFULNESS & HOLISTIC GROWTH

- Wellbeing initiative: mindfulness programs, career development, holistic health initiatives
- Measurable ROI: 33% sick leave usage declined; 15 % healthcare claims dropped



MENTAL HEALTH AWARENESS & DIVERSITY

- Wellbeing initiative: mental health awareness campaigns, fitness challenges, wellness coaching
- Measurable ROI: Productivity increased by 18% and Absenteesim 29%

Why Leading Pakistani Organizations Are Investing in Employee Wellbeing



Profitability Spike

Engaged teams tend to boost company profit margins.



Efficiency Gains

Healthy staff increase total output.



Healthcare Savings

Preventive care reduces annual medical claims.



Proven ROI

Every dollar invested returns measurable value in hard and soft outcomes.



Higher Retention

Valued employees stay longer, cutting recruitment and training costs.



Lower Absenteeism

Wellness programs reduce unscheduled sick days and payroll waste.



Elite Recruiting

Wellness offerings attract top-tier talent in competitive markets.



Stronger Culture

Support builds trust, collaboration and a resilient workplace.

Sponsorship Entitlements

✓ = Included | ✗ = Not Included | All speaking deliverables are subject to agenda relevance and confirmation

S.No	Sponsorship Entitlements:	Title Sponsor Rs. 35 Lac	Presenting Sponsor Rs. 30 Lac	Platinum Sponsor Rs. 25 Lac	Gold Sponsor Rs. 15 Lac	Silver Sponsor Rs. 10 Lac	Bronze Sponsor Rs. 5 Lac
01	Official conference title association / sponsor positioning	Presented By	In Association With	Leading partner	Visible supporter	Practical platform	Emerging solution
02	Top logo placement on main stage backdrop and LED screens	✓	✓	✓	Selected	Selected	Selected
03	Logo placement on event website and promotional material	✓	✓	✓	✓	✓	✓
04	Logo placement on invitations, emailers and social media creatives	✓	✓	✓	Selected	Selected	Selected
05	Dedicated sponsor spotlight post	✓	✓	✓	✓	✓	✓
06	Opening keynote by senior representative	✓	✗	✗	✗	✗	✗
07	Premium plenary or leadership panel speaking slot	✓	✓	Subject to confirmation	Subject to confirmation	✗	✗
08	Premium branded exhibition space	✓	✓	✓	✗	✗	✗
09	Interactive wellbeing zone, experience or product demo	✓	✓	✓	✗	✗	✗
10	Standard booth/ exhibition space	✓	✓	✓	✓	✓	✓
11	Branded delegate giveaways, wellness merchandise or selected material	✓	✓	✓	✓	✓	✓
12	Complimentary conference delegate passes	20	15	10	8	6	5
13	Sponsor profile on event website / digital platform	✓	✓	✓	✓	✓	Website listing
14	Inclusion in post-event report and selected event photographs	✓	✓	✓	✓	Selected	Acknowledgement
15	Selected social media and post-event communication exposure	✓	✓	✓	✓	✓	Acknowledgement
16	Opportunity to include selected promotional material in delegate packs	✓	✓	✓	✓	✓	✓
17	Standee Branding Entitlement	7 Standees	5 Standees	4 Standees	3 Standees	2 Standees	1 Standees

The Wellbeing Experience Zone

Don't Just Discuss Wellbeing Experience It.

A dedicated interactive area running alongside the conference where delegates can explore practical wellbeing solutions, live activations, assessments, demonstrations and expert guidance. The zone creates a natural marketplace for meaningful conversations between corporate decision-makers and wellbeing brands.

Explore. Experience. Connect. Take Wellbeing Back to Work.



Mental Wellbeing

Mindfulness, stress-management experiences, EAP and resilience solutions.



Health Screening

Basic health checks, preventive-health awareness and workplace health solutions.



Movement & Fitness

Mobility, posture, movement, fitness and active-workplace experiences.



Nutrition & Healthy Choices

Nutrition guidance, healthy product sampling and practical workplace food ideas.



Financial Wellbeing

Savings, planning, protection, retirement and employee financial-wellbeing solutions.



Digital Wellbeing & HR Tech

Wellness platforms, AI-enabled tools, employee apps and people-technology demonstrations.

Why It Matters

- Live brand activation instead of logo-only visibility
- Direct engagement with senior corporate decision-makers
- Product demos, consultations, sampling and solution discovery
- High-value photography, social content and post-event visibility
- Opportunity to own a relevant wellbeing category or experience

Excusive Partnership Opportunities

Partnership Opportunity	Investment	Included Deliverables
Wellness Zone Partner	Rs. 12 Lac	Exclusive branding of a dedicated wellness experience area; health checks, mindfulness activities, stress-management experiences or wellness consultations; two delegate passes.
Mental Health Partner	Rs. 10 Lac	Association with emotional wellbeing, resilience, burnout prevention and psychological safety; relevant-session branding, panel nomination opportunity and activation space; two delegate passes.
Networking Lunch Partner	Rs. 8 Lac	Exclusive branding across the lunch area, table tent cards and buffet signage; host acknowledgement before lunch; two delegate passes.

Partner With The Platform

Position your brand at the intersection of employee wellbeing, workforce performance and the future of work. Partnership opportunities are designed to give brands meaningful visibility, thought-leadership positioning and direct engagement with senior corporate decision-makers.

Selected Partnership Opportunities



PARTNER VALUE

- Access to 100+ senior delegates and corporate decision-makers
- Premium pre-event, on-ground and post-event brand visibility
- Thought-leadership and relevant speaking opportunities
- Interactive activation and demonstration opportunities
- Networking and relationship-building with potential corporate clients
- Association with a growing workplace wellbeing platform

Be Part Of The Conversation

Join senior leaders and workplace decision-makers shaping the next chapter of employee wellbeing in Pakistan.

REGISTRATION

Learning Investment
Rs. 29,000 per participant*

Early Registration
10% discount for confirmations
before 23 September

Group Booking
15% discount for 5 or more
participants

*All prices exclusive of applicable taxes

FOR SPONSORS

Request the separate sponsorship proposal for investment tiers, detailed entitlements, speaking opportunities and experiential partnership options.

For Sponsorship & Registration Details

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