

Wellbeing That Works: Designing for the Human Experience

Thank you for the **E-Book Express Showcase** by **Richard John**, Industry Speaker, Author, Coach & Mentor, MESA Member. View in the Community Platform – **Trends, Reports, Videos & E-Books** (Files / E-Books / 4M's / August 2026) or click on the direct links below:

1. **10 Steps to Becoming a Sustainable Leader in Events** (Full - <https://mesa.wall.idloom.com/#/filelastversion/3830> Summary - <https://mesa.wall.idloom.com/#/filelastversion/3831>)
 2. **CES Review – Boldpush** (Part I <https://mesa.wall.idloom.com/#/filelastversion/3843> Part II <https://mesa.wall.idloom.com/#/filelastversion/3844>)
 3. **What's Keeping People from Attending your Event?** <https://mesa.wall.idloom.com/#/filelastversion/3833>
 4. **MIA Insights Report** <https://mesa.wall.idloom.com/#/filelastversion/3834>
 5. **Neuroinclusive Networking Guide** <https://mesa.wall.idloom.com/#/filelastversion/3835>
- Overview: <https://mesa.wall.idloom.com/#/filelastversion/3841>

Thank you for: **The Five-Minute Window** from **Al Mercuro**, Strategic Marketing Advisor / **Trade Show Maestro**, MESA Member.

1. **AI Built Specifically for Trade Shows** – Trade Show Maestro is a custom AI assistant developed by Genesis Exhibits to help exhibitors plan, manage, and improve their trade show programs - not a generic AI chatbot
2. **Saves Time & Reduces Stress** – Quickly creates budgets, timelines, exhibitor checklists, marketing plans, booth staffing guides, RFPs, and other documents that typically take hours to prepare
3. **Supports Every Experience Level** – Whether you're managing your first exhibit or your hundredth, Trade Show Maestro serves as a knowledgeable assistant to help fill resource gaps and improve efficiency
4. **Helps Maximize Trade Show ROI** – Provides best practices for pre-show planning, booth engagement, lead follow-up, sustainability, logistics, and post-show measurement to help companies get more value from every event
5. **Designed to Enhance People, Not Replace Them** – AI is most powerful when it supports experienced event professionals. Trade Show Maestro helps teams work smarter, make better decisions, and spend more time building relationships - the part of trade shows that technology can never replace

Bullets points provided by Trade Show Maestro – [Access Trade Show Maestro](#)

Main session: Wellbeing That Works: Designing for the Human Experience – How can we create workplaces, teams and event environments where people can perform at their best without reaching burnout? This conversation explored the human side of professional life and the practical ways wellbeing can be built into how we work, rather than treated as an additional initiative. Event wellbeing expert and human-centred event leader **Johanna Roodt**, creator of the first CPD-certified Mental Wellbeing Certification for Event Professionals, shared practical insights into managing pressure, building supportive teams and creating more sustainable ways of working in the fast-paced events industry.

Key takeaways

- **Wellbeing needs to be embedded into the way we work** - True wellbeing goes beyond initiatives such as yoga sessions or occasional team activities; it requires creating sustainable working environments where people can thrive without continually operating at their limits
- **Leaders have an important role to play in creating psychological safety** - Teams need to feel able to speak honestly about workload, capacity and challenges without fear of being judged or penalised
- **Make workload and capacity visible** - Johanna shared how her team uses regular capacity checks to understand who has space and who is overloaded, helping distribute work more evenly and create more open conversations about capacity
- **Clarity reduces unnecessary stress** - Clear communication around expectations, responsibilities, timelines and priorities can prevent uncertainty from becoming an additional source of pressure
- **Recognise stress before it becomes burnout** - Signs such as irritability, rushing, unusual quietness or simply continuing to “power through” can be early indicators that someone is struggling. Recognising these signs creates an opportunity to offer support sooner

- **Set realistic boundaries around timelines and workload** - Particularly in small teams or under financial pressure, there can be a tendency to accept unrealistic demands. Being honest and assertive about what is achievable is an important part of protecting both people and performance
- **The “4 Cs” provide a practical framework for wellbeing: Clarity, Calm, Choice and Capacity** - Together, these principles help individuals and teams navigate pressure while maintaining a greater sense of control and sustainability
- **Build recovery into the working day** - Johanna highlighted the value of “micro-recoveries” - small pauses and opportunities to reset - rather than waiting until people are completely depleted before taking time to recover
- **Design the working day like you would design an event** - Avoiding back-to-back meetings, allowing space between activities and creating a proper finish to the day can help protect energy, focus and effectiveness
- **Small, intentional habits can build resilience over time** - Checking in with yourself before checking your inbox, introducing movement or pauses into meetings, noticing early signs of stress and recognising a small success at the end of the day are simple practices that can make a meaningful difference

August 4M Wellbeing - Poll One

Meeting poll | 1 question | 13 of 14 (92%) participated

1. What first comes to mind when you hear “wellbeing at work”? (Single choice)

13/13 (100%) answered



Slides from Johanna - View in the Community Platform – [MESA Events - Summaries & Slides](#) (Files / 2026 4M's / August 2026)

<https://mesa.wall.idloom.com/#/filelastversion/3848>

Wellbeing that works in real event life

<https://mesa.wall.idloom.com/#/filelastversion/3851>

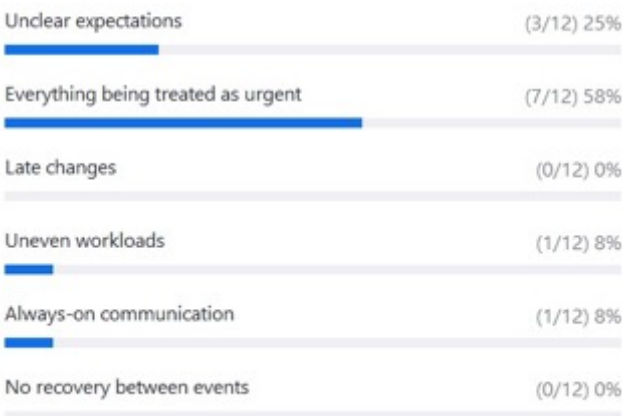
August 4M Wellbeing - Poll Two

Meeting poll | 1 question | 12 of 14 (85%) participated

1. What creates the most unnecessary stress in event work?

(Single choice)

12/12 (100%) answered



Prioritise your wellbeing with the Event Mental Wellbeing e-learning - designed specifically for busy event professionals. Course - [Event Mental Wellbeing e-learning](#) – Use the MESA Member discount code **MESA2026**

REGISTER FOR THE MESA Meeting Planner Forum in September
<https://themesa.community/meeting-planner-forum-september-2026>
Meeting Planners and MESA Supplier Members

Thank you to:

Our Speaker: Johanna Roodt, Co-Founder of **Event Mental Wellbeing**.

Our Moderator: Sébastien Braun, CEO and Founder of **idloom**, MESA Patron Member.



NEXT MEETING:

MESA MONTHLY MEMBER MEETING (4M) 1430 CEST / 1600 CEST:

Thursday 24th September

Winning the RFP Game: Smarter Bidding & AI Pricing Strategies for Event Support

Moderated by **Richard John**, MESA Member

Going to IMEX Las Vegas? Meet with MESA on Booth C5101

[MESA Events page](#)

[MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)

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- To be connected and hear about events
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