

the conversation project

Hosting and Organizing Events for Employers

- The mission of The Conversation Project is something that is extremely important to having a thriving workforce. Supporting staff, retirees, and their families in having the conversation with loved ones is in the best interest of the organization.
- **Tips for hosting TCP events for employers**
 - **Get HR involved.** Human resources staff are a natural group of people who would want to spread the mission of TCP. We know that having the conversation and knowing a love one's wishes before death can lower suffering, guilt, bereavement and ultimately improve the health and wellbeing of the survivor.
 - **Tie the session into Employee Wellness Programs.** When marketing the session to the employees, retirees, and families of an employer, we've found that it can be helpful to tie it to wellness programs. This way, participants can see how the value of TCP and how it improves general well-being.
 - **Open the session up to retirees and families.** We've found that sessions can be extremely powerful when staff are allowed to involve their families and when past staff members are able to participate.
 - **Add a presentation on TCP to a standing event.** Does your workplace have a yearly wellness fair? Health promotion week? Stress reduction day? These are natural places to insert a presentation on The Conversation Project.
 - **Encourage participation from all levels of the organization.** This is a topic that affects everyone. Be sure that everyone feels welcomed and included.
 - During the session, **have everyone introduce themselves and what they do for the organization/corporation.** This is especially important in all presentations, but really important in a workplace setting where people might not know one another or work in different departments.
 - **Suggest having a follow-up session** with participants where they can learn more about various services available to them. This can include things like grief and bereavement counseling, palliative care, and hospice services.
 - **Prepare for some personal conversations.** It's important to set ground rules that anything shared in this session should remain private. Additionally, provide tissues for anyone who needs them.