

# **WORLD LAUGHTER TOUR HOST SITE PARTNER PROGRAM™**

**WE BRING THE ONLY CE APPROVED LAUGHTER WORKSHOP TO YOUR  
COMMUNITY**

**WE HELP YOU PUT ON A GREAT EVENT THAT MORE THAN 6,000 PEOPLE  
HAVE ALREADY ENJOYED**

## ***“How to Create Therapeutic Laughter™”***

This is certainly one of the most important workshops you will ever take: Fascinating, Fun, Informative, Interactive, Creative, Cutting-edge, Laughter-filled, Life-changing

### **SUMMARY OF THE ARRANGEMENT**

#### **Host Sites Provide**

- A designated liaison to work with World Laughter Tour (WLT), and a back-up person.
- Reservation of a suitable training room/facility for the expected enrollment.
- AV needs: DVD/TV, turn chart with easel and markers. A microphone may be needed for large groups.
- Refreshment Breaks: Day 1-Afternoon refreshments can include beverages, fruit & cookies.
- Assistance with arrangements for Day 2 lunch. Can be catered by an outside restaurant or we can use your food service.
- Local PR/marketing support appropriate to the goals of the host.

#### **Host Sites Receive**

- On-site 2-day Certified Laughter Leader™ training workshop
- Qualified authorized faculty provided by WLT
- Up to 5 tuition waivers per incentive registration schedule
- Priority enrollment of staff
- Discounts for batch registrations and combined shipping of text books
- Enormous public relations benefits
- Promotion via World Laughter Tour electronic announcements
- World Laughter Tour Website linkage to host website
- Listing in the WLT online Directory of Resources (one year)

### **IT'S EASY**

- Together we select a convenient date
- You decide on a suitable location
- You designate a liaison & a back-up
- You get the word out locally (we'll do it internationally)
- We will send a top-notch instructor
- We will create tailor-made promotional materials for you
- We handle the registrations
- We deliver an exciting, important workshop

## **IT'S ECONOMICAL**

- Up to 5 employees/associates receive *Certified Laughter Leader*<sup>™</sup> training for free (depending on paid registrations - see tuition waiver incentive schedule\* below)
- Local site eliminates costly travel & lodging for participants
- You allocate precious resources efficiently
- Reduced rates on tuition and companion texts available with guaranteed attendance

## **EXPECT RESULTS**

- Participants have a great time learning practical ideas & skills among peers
- Immediately graduate with a new credential & new friends
- Professionals earn continuing education credit (Nursing, Activity Therapy, Social Work, Counseling, and Case Management, and more)
- Your facility then offers enhanced programming that meets or exceeds service delivery standards
- Your facility has an immediate competitive advantage & positive PR
- You create marketing opportunities and generate additional income
- Your program improves health, boosts morale & productivity
- You create goodwill by bringing the training to your community, saving everyone travel time & expenses

*"The most wasted of all days is one without laughter." -E.E. Cummings*

## **GOALS OF THE HOST-SITE PARTNER PROGRAM**

- Make *Certified Laughter Leader*<sup>™</sup> training accessible everywhere.
- Deliver the best possible training at the best possible prices.
- Integrate therapeutic laughter to enhance goal achievement in various modalities eg, OT, PT & RT.
- Increase the awareness of the benefits of healthy laughter & humor.
- Give our host sites significant public relations benefits.
- Bring innovative health-improving programs all across North America.
- Invite participants to consider adopting healthier lifestyles & show them how.

## **THE BEST WORKSHOP YOU'LL EVER TAKE (more than 6,000 Certified Laughter Leaders are already enjoying bringing the benefits to tens of thousands more)**

*"Just thought I would let you all know that we just completed our first laughter therapy session. We had 10 patients total, kind of a small group but we wanted to start out that way. Everyone had a blast. Grace commented that she had never seen a couple of the patients smile like that before AND one of our constant 'take-me-to-bed patients' asked if they could stay up until after supper. That was a miracle in and of itself." K.P., Physical Therapist, CLL, South Carolina*

## **SOLID FOUNDATION**

With more than forty years of experience as a psychologist and mental health educator, Steve Wilson continues to lead a design utilizing proven, modern educational methods. There are plenty of ha-ha's and ho-ho's but nothing ho-hum about this classroom experience. A highly interactive and participative format holds student attention and increases retention.

Guided by a team of eminent researchers and clinicians, the curriculum is taught by expert instructors who lead lively discussions and experiential exercises. A comfortable pace helps participants absorb the required knowledge and acquire the particular skills. The generous use of multi-media insures that the teaching methods will appeal to a variety of learning styles. The high-interest core curriculum covers

fascinating evidence from recent science as well as ancient wisdom. Instructional techniques such as demonstration and return demonstration insure establishment of entry level skills in only 2-days.

The workshop has a strong positive effect on participants at both the personal and professional levels. It changes lives and lifestyles. The method is a service that generates added income.

### **FINDING NEEDS AND FILLING THEM**

Originally, these workshops were only offered in major cities, in expensive hotel meeting rooms. As we began receiving many requests for training “closer to home”, we saw a way to be more efficient and effective by having Host-Site Partners inviting us to conduct our training on site at their facilities. We saw the opportunity for hosted workshops to be very convenient and economical. We could pass savings along in the form of tuition waivers. Hosts are receiving terrific PR value and goodwill in their communities, too. The Host-Site Partner Program is the result.

Psychologist Steve Wilson coupled his years of observations of the undeniable physiologic and psychological importance of humor and laughter with the growing science of laughter and realized that the components of a **breakthrough adjunctive therapy were at hand**. Art Therapy and Music Therapy had already established the viability of adjunctive therapeutic modalities. Humor as a key component of positive work environments was well known. Now there would be a systematic way to bring the benefits of pleasant emotions to large numbers of people in a relatively short time, at a low cost. ***Therapeutic Laughter would prove to be the most cost-effective stress-reduction therapy ever discovered.***

It is the natural outflow of the convergence of the need for effective, efficient programming for a variety of populations: employees, patients, clients, participants and residents. He built an evidence-based program that earned acceptance as part of an integrative approach to medical treatment, with a code of ethics and a curriculum that meets professional continuing education requirements. Host sites maintain high standards and achieve a competitive advantage while delivering innovative programming that embraces the joy of living, with income-generating opportunities for those who want them.

The foundation of the hosting arrangement is economy, effectiveness, mutual respect, common goals, and convenience.

***The pleasant discovery of how much we have in common has led our host facilities and many of their staff to become our good friends and sites for encore workshops. A real bonus! We hope you will become a friend, too.***

Of course, references are available upon request. We will be happy to provide you with contact information for our previous Host-Site Partners and/or any of our Certified Laughter Leaders.

### **TYPICAL ARRANGEMENTS FOR 2-DAY CERTIFIED LAUGHTER LEADER (CLL) TRAINING**

WLT does the lion’s share of national & international promotion & marketing utilizing a mix of strategies:

- Your workshop becomes part of our online training schedule, seen by 500,000 people annually
- Convenient registration is available for participants by mail, phone, fax, and online
- All registration details are handled by the World Laughter Tour office
- We create tailored printable and electronic flyers, plus links that drive traffic to the host’s website
- We schedule announcements in our newsletters every month
- We advertise in several trade publications
- We send materials and guidance for making announcements locally and to the Host Site’s constituents

We handle the administrative details of registration, preparing & shipping workshop materials, providing the faculty, answering inquiries, sending confirmation letters & e-mail, room & meal logistics, and follow-up with participants after the workshop. We communicate and coordinate all relevant matters with your designated workshop liaison. Normally, the host's PR/Marketing department develops a local promotional strategy for their workshop; local media, e-mail, employee publications, bulletin boards, and flyers can all be used. We work hand-in-hand with your marketing/PR department to be sure you have the information and ideas you need to maximize your positive PR advantage.

## **TYPES OF WORKSHOPS**

### **Public Workshop**

The most typical hosted workshop is open to the public with preferred enrollment for your staff. Typically, participants represent a variety of interests and occupations, lay-persons and professionals, and geographic locations. This educational offering works at all levels. Frequently, international participants broaden our horizons and add interest to the workshops. Tuition for a public workshop is \$349.00, with a minimum of ten or twelve (depending on travel distances for the instructor). Certification is earned immediately and renewed annually.

### **Private Workshop | *Limited to the constituents of the host, e.g., employees, invited attendees***

Enrollment in a "private" workshop is limited to those designated by the Host Site Partner. Typically, participants are employees of the host. Loyalty is enhanced because staff appreciate the confidence shown in them by their employer, and with their new skills and new credential making their jobs more satisfying. We encourage companies to track data on the effectiveness of the program including increases in morale and reductions in turnover.

WLT does not advertise or promote private workshops but we will work closely with you to support your efforts, such as by tailoring printable and electronic flyers for you to distribute.

Pricing for private workshops allows the Host Site to enjoy considerable savings depending on a few variables. For details about private or corporate training, contact Pamela Stile, National Program Manager, Pam@worldlaughtertour.com.

### **Encore Workshop**

An encore workshop happens because the host site organization brought us in for one of our workshops and then invited us to bring it back! Typically, encores are scheduled at a similar date the following year, but alternate scheduling is possible. Encore workshops tend to be even more successful than the first one because of the good PR and word-of-mouth in the community, and the longer lead time. They are also easier to set up and promote because you are experienced with the process and can improve your implementation. As soon as you've had one workshop we can schedule the encore.

We appreciate the confidence shown by our host-site partners in requesting a "repeat performance." It is a great testimony to the quality of our program.

**\*Host Site Tuition Waiver Incentive Schedule:**

Minimum workshop size is 10 paid participants (12 for very remote areas).

With 10 paid participants, the host site receives 1 tuition waiver.

With 20 paid participants, the host site receives 2 tuition waivers.

With 25 paid participants, the host site receives 3 tuition waivers.

With 30 Paid participants, the host site receives 5 tuition waivers.

**TO RESERVE A DATE FOR YOUR WORKSHOP NOW,  
OR GET MORE INFORMATION**

**CALL: 1-800-669-5233**

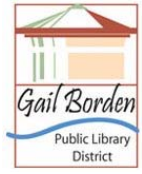
**EMAIL: [info@worldlaughtertour.com](mailto:info@worldlaughtertour.com)**

**VISIT OUR WEBSITE: [www.WorldlaughterTour.com](http://www.WorldlaughterTour.com)**

*“Laughter balances our steps as we walk the tightrope of life. Joy is the echo of life within us.”*

Tuition, fees, and terms subject to change without notice. Please check with us for current rates & terms.

## SOME OF OUR HOST-SITE PARTNERS



Arlington Heights, Illinois

