

Wholeness Through Joy: A Practical Event Planning and Marketing Project

A Thesis submitted to the Faculty of Southern Utah University

In Partial Fulfillment of the

Requirement for the Degree:

Master of Arts in Professional Communication

April 2017

By

Mariah Tucker

Thesis Chair:

Jon Smith, Ph.D.

Department Chair

Matthew H. Barton, Ph.D.

Abstract

This professional project was focused on helping Stone Path Massage and Energy Center in Cedar City improve their social media presence, and marketing their third anniversary celebration. A blog was designed to share stories about different natural healing methods such as yoga, Reiki, and attunement, and how those have changed the lives of the people writing the blog posts. Authors were chosen from those who work at Stone Path, and a schedule was created to share the stories on social media on a consistent basis. The social media served as the backbone for providing information about natural healing to increase interest for the event. The event functioned as a workshop retreat, and took place on April 7th and 8th in Cedar City, Utah.

Acknowledgements

Getting to this point has been a long process, but I am grateful for all of the wonderful people that have helped me to complete this project. I would like to thank my chair Jon Smith for overseeing this thesis project. I appreciate Matt Barton for giving me the wonderful opportunity to earn my master's degree at Southern Utah University. I also appreciate the opportunity that Southern Utah University gave me to conduct a professional project for my thesis.

I appreciate Suzie Rowley for her willingness to let me help her business with social media marketing, and allowing me to help her plan the event from her company. I am grateful for Kayce Pearson helping me with social media content planning for Stone Path, and marketing for the event. I appreciate Sydney Brown for creating the logo for the event. All of you played a part in making this project successful.

I would like to thank Ellen Treanor for teaching me how to create and conduct a social media plan for a company, and Diantha Leavitt for helping me refine my social media marketing skills through an internship with Progressive Publishing. They may not have directly helped in this endeavor, but they taught me the skills that I utilized throughout this project. I would also like to thank any who attended the event, or showed interest in it throughout the process. I appreciate those who came to the event support me.

Finally, I would like to thank my amazing family, who has supported me throughout this entire endeavor, and more specifically my mother. She has been so supportive and encouraged me to do my very best in all aspects of life. Without the wonderful support of my family, I probably would not be where I am today. I will be the first of my parents and siblings to earn a master's degree, and I owe it all to my wonderful mother and the family that stood behind me. I am so grateful for the wonderful family I have been blessed with. Thanks for everything.

Table of Contents

Title Page.....	1
Abstract	2
Acknowledgements	3
Table of Contents	4
Chapter 1. Introduction	5
Chapter 2. Literature Review	6
a. Social Media Marketing.....	6
b. Holistic Healing	9
c. Brand Imaging	12
d. Event Marketing.....	13
Chapter 3. Methods	15
Chapter 4. Results and Discussion	22
Chapter 5. Conclusion	25

Introduction

When deciding the best completion for this master's degree, it seemed more beneficial to conduct a professional project, than a traditional research thesis, because it highlighted practical working skills better than researching and writing a research paper would. A traditional research paper would be more beneficial to a student pursuing a career in academia, whereas a practical marketing project proved to be more beneficial for pursuing a career in marketing and advertising. The owner of Stone Path Massage and Energy Center requested help in planning, marketing, and executing an anniversary celebration, so this project focused on accomplishing that goal.

This happened through regular meetings discussing specifics about speakers, activities, locations, and catering needs. In addition to planning specific aspects of the retreat, a strategic marketing plan was crucial in communicating to prospective participants in the anniversary celebration. Messages will be targeted at individuals who follow or like Stone Path Energy, and will be combined with a hashtag strategy to include people who are interested in holistic medicine, but don't follow Stone Path specifically.

The message was specifically targeted at people who are interested in the different aspects of natural healing. Natural healing perpetuates methods of health improvement and overall wellness without the use of western medicine. Individuals who choose natural methods of healing utilize different aspects such as meditation, essential oils, massage, and Reiki therapy. Those who adhere to these natural healing methods are the target audience for marketing messages for the event. The event was open to individuals who were unfamiliar with natural healing, but marketing focused on those who already practice natural healing. The celebration took place at Stone Path Massage and Energy Center in Cedar City on April 7th and 8th.

Literature Review

Social Media Marketing

Companies using social media should be aware of not only their brand, but what their followers would be interested in seeing or reading on their social media platforms (De Vries, Gensler, & Leeflang, 2012). When a company uses a variety of post types such as videos, photos, memes, and articles, so people do not become bored with an abundance of the same content (Saravankumar & SuganthaLakshmi, 2012). In addition to using a variety of content, companies should also utilize a social media calendar to schedule posts on a regular basis. Posting on a regular schedule give followers an idea of when new content will be available, and makes it easier to know how often to check the company's social media pages (Saravankumar & SuganthaLakshmi, 2012).

Using social media to promote a product or service has to be crafted in a way that the consumer does not feel like they are constantly berated by advertisements, but at the same time, they do want to see what a company has to offer (De Vries, Gensler, & Leeflang, 2012). When it comes to social media awareness is key. Choosing the right platform is essential to keeping up with the current trends in the industry (Nicholls, 2012). A clothing company might choose to use Pinterest or Instagram to share their clothing designs with followers instead of Twitter, because of the visual element that Pinterest provides. The same applies to a news or sports company using Twitter or Facebook to share quick updates about a news story or game score with followers. Using the right medium for the content being shared is critical for reaching the right audience (Becker, Naaman, & Gravano, 2010).

Social media works differently than traditional media platforms in its design and purpose (Mangold & Faulds, 2009). Traditional methods are designed to deliver a message to the receiver

with little to no feedback from the receiver, whereas social media allows companies and followers to interact with each other (Albarran, Chan-Olmsted, & Wirth, 2006). Followers can comment, react, share, and save information about a company on social media with the click of a button, and that makes the company seem more approachable. People can interact with companies and get almost instantaneous feedback, whereas traditional media platforms do not provide that (Morsing, Schultz, & Ulf Neilson, 2008). The fact that people can interact with companies and organizations changes the way that marketing messages are formed and shared with the target audience (Onkvisit & Shaw, 1989).

The marketing messages that people see on a company's social media page will help to create a positive reinforcement between the company and the customer (Dijck, 2013). People see what a company posts on their social media, and consider that information when they are looking for a product or service (Smith & Zook, 2011). When a customer can not only see a company's social media posts, but also interact with the post, it essentially creates a positive relationship between the company and the person following them, which makes them more likely to be loyal to the brand (De Vries, Gensler, & Leeflang, 2012).

When a company is considering a marketing strategy, it is important for them to consider the kind of image they want to portray for their company (Madhavaram, Badrinarayanan, & McDonald, 2005). Social media is a marketing tool that is essential in brand imaging (Dijck, 2013). When people see a brand, they make decisions about it based on not only the product or service, but also the way they feel about the company (Belk, 1988). When a person is deciding how they feel about a brand, they take into account what they have heard about the product in advertisements and from other people (Gardner & Levy, 1955). Sometimes companies get

unintentional imaging from other companies (Madhavaram, Badrinarayanan, & McDonald, 2005).

When choosing social media platforms, a company must be aware of the different platforms available to them (Albarran, Chan-Olmsted, & Wirth, 2006). When a company uses different platforms that work together, their overall marketing will be more visible to the people following the company (Hanna, Rohm, & Crittenden, 2011). For instance, if a company uses Instagram to show pictures of their products, Facebook to promote events and share news about the company, and has a blog about ways to use their products, followers can see three different information sources about the company and their products. The reinforcement from multiple angles can help to create a more positive perception of the company to the consumer (Becker, Naaman, & Gravano, 2010).

In companies that promote ideas in addition to products, sometimes it is harder to illustrate the benefit of the customer buying their product or service (Martinez & de Chernatony, 1984). Some products have a very visible benefit, because the product is something most people need like food or hygiene products, but others that would be more on the want side of things, need to be marketed in a way that shows the customer how using that product or service could benefit their life (Moore & Harris, 1996). Using social media marketing can help direct people towards a product, instead of a particular action or change in lifestyle (Kotler & Zaltman, 1971).

People can often misunderstand the use of holistic medicines (Angell, Kassirer, & Geffen, 1998). That misunderstanding can lead to a negative brand image for companies that provide natural healing services and products (Les-Balchin, 1997; Thompson, Rindfleisch, & Arsel, 2006). Utilizing brand imaging strategies in marketing can help to curb that negative appearance, that do not necessarily reflect that company (Hanna, Rohm, & Crittenden, 2011).

Two companies may be similar, and offer the same products or services, but that does not mean that they are the same (Yoon, Gutchess, Feinberg, & Polk, 2006). The misinterpretation of a particular service can convince individuals to avoid a company (Park, Jaworski, & MacInnis, 1986), and holistic medicine can sometimes fall into that category (Eisenberg, et al., 2001). Utilizing brand imaging can help separate individual companies from other companies that have similar products or services (Gardner & Levy, 1955).

Holistic Healing

As mentioned before, holistic medicine is often misunderstood, and by some is considered a strange practice (Ventegodt, Jorgen Anderse, & Merrick, 2003). Practices such as aromatherapy began gaining popularity in the 1920's, and has continued growing since that time (Shah, Sen, Patel, Patel, & Prajapati, 2011). People have found that aromatherapy and other holistic practices such as Reiki, yoga, and meditation are beneficial in helping them effectively recover from illness or pain (Les-Balchin, 1997), as well as maintaining a healthy lifestyle (Ventegodt, Jorgen Anderse, & Merrick, 2003). While holistic practices may show benefits to some individuals, others may not consider holistic practices beneficial to their lifestyle (Eisenberg, et al., 1998).

People who are loyal to using alternative medical practices did not become that way overnight, but they probably started looking into it because they had a friend or family member mention using holistic medicine (Makoul & Clayman, 2006). They most likely heard about it, and researched it just like any other product or service. As holistic medicine functions similarly to other products and brands, it is marketed just like other products and services (Kaptchuk & Eisenberg, 1998). People typically want to try something, or learn as much as they can about a product before buying it, and a company would be wise to have a customer try something that

they knew would produce an immediate noticeable difference, so the customer would begin to have confidence in the product or service (Rush, 2013).

A number of researchers have found that individuals often turn to alternative medicine to complement treatments that they are receiving from their regular medical physician (Hawk, Ndetan, & Willard Evans, 2012). They found it to be more common with those with cancer to assist their healing process (Molassiotis, et al., 2005). The research seems to indicate that people are more interested in alternative medicine as a helping agent with their regular medical prescriptions, although it is likely that there are individuals who could also use it as their only medical treatments, or individuals who do not use such practices at all.

Some people have found holistic practices to be dangerous or ineffective (Angell, Kassirer, & Geffen, 1998), while others find it be extremely beneficial (Baarts & Pedersen, 2009). Multiple studies conducted over the past 20 years help determine the way that people use alternative medicine, and the way that the number of people using alternative medicine has changed over the years (Astin, 1998, Barnes, Powell-Griner, McFann, & Nahin, 2004, Barnes, Bloom, & Nahin, 2008). People who use alternative medicine seem to be inclined to use it, despite price increases (MacLennan, Wilson, & Taylor, 2002). The population of individuals using holistic medicine in society has become a larger part of society, because people have become more comfortable with the idea of alternative medicine over the past few years (Harris & Rees, 2000).

A nationwide survey conducted in 2001 indicated that many of the people who use holistic or natural healing practices are often doing without consulting their medical physician, because they feel as though their medical doctor would try to dissuade them from using those therapies or practices (Eisenberg, et al., 2001). Based on the data from that survey, it seems like

people have an interest in alternative medicine, but they do not actually feel comfortable discussing the different methods they are trying with their medical doctor (Eisenberg, et al., 2001). Although the people were confident enough to use natural healing methods, they were not so willing to discuss the practices with their medical doctor, or other people in their lives (Coulter, 1997).

When it came to confidence levels regarding their medical doctors and alternative medicine practitioners, the people who participated in the survey indicated that they were confident in both parties to help solve an ailment (Coulter, 1997), but that they were partial to alternative medicine for ailments such as headaches, backaches, digestive problems, and other various aches and pains (Eisenberg, et al., 2001). A lot of the science behind alternative medicine focuses on reducing stress, or finding a better form of balance in your life, so individuals using alternative medicines are more likely to use them for conditions like aches and pains, as opposed to something like a broken bone (Astin, 1998).

Some researchers have found that alternative medicine has a positive effect on individuals with serious mental or psychological issues (Russinova, Wewiorski, & Cash, 2002). People in the study reported that they had seen a significant improvement in the frequency and severity of their symptoms (Russinova, Wewiorski, & Cash, 2002). Practices such as aromatherapy can help reduce stress, which helps the body to heal better (Shah, Sen, Patel, Patel, & Prajapati, 2011). Each natural healing practice provides a different benefit to the body, and each company has the potential to provide healing using a slightly different method (Ventegodt, Jorgen Anderse, & Merrick, 2003).

People equating a company with another one that is similar could cause some of the negative perceptions about using holistic practices (Thompson, Rindfleisch, & Arsel, 2006).

Utilizing the method of creating a brand image that is specific to the company's goals, desires, and values can help a company to create a feeling with a potential consumer that helps them to see how that company differs from another one (Madhavaram, Badrinarayanan, & McDonald, 2005). Studies indicate that many people have positive feelings about holistic practices, but there are others who may see the practices as not beneficial in their lifestyle (Ventegodt, Jorgen Anderse, & Merrick, 2003). Some base it on personal experiences, while others base it on what they hear from others (Madhavaram, Badrinarayanan, & McDonald, 2005).

Brand Imaging

When people are loyal to a specific brand, they are not necessarily loyal because they feel like one company makes a superior product, but because they feel a connection to the company in some way (Close, Finney, Lacey, & Sneath, 2006). People feel a connection to the products that a company produces, because they essentially become extensions of themselves (Martinez & de Chernatony, 1984). Today, electronics have essentially become part of a person. People rarely go anywhere without their cell phones anymore, so that product has essentially become an extension of a person (Park, Jaworski, & MacInnis, 1986).

Brand imaging is a marketing strategy that helps to create an overall feeling about a specific brand (Martinez & de Chernatony, 1984). Companies typically try to use an emotional appeal to create this imaging (Moore & Harris, 1996). Utilizing an emotional appeal can create a stronger bond between the consumer and the company, which means they are more likely to be loyal to that brand (Sneath & Finney, 2005). For a company that is in the beginning or growing stages creating the right brand image is crucial in maintaining customer loyalty to the brand (Albarran, Chan-Olmsted, & Wirth, 2006).

The messages that a company shares while creating their brand image will eventually turn in to the way that people identify that company (Park, Jaworski, & MacInnis, 1986). Using the right appeals to people, a company can create a feeling of connectedness and loyalty with their customers (De Vries, Gensler, & Leeflang, 2012). If a company has a loyal brand following, it is easier for them to market their product or service, because they have people who are already aware of the company, and are more likely to share information about that company with people around them, making the marketing more successful (Park, Jaworski, & MacInnis, 1986).

Brand imaging is something that needs to be part of every facet of marketing and advertising (Karna, Juslin, Ahonen, & Hansen, 2001). A company would be unwise to have their social media say something different about their company, than their other marketing materials do (Albarran, Chan-Olmsted, & Wirth, 2006). It would create different mindsets in individuals looking at the company, which would be detrimental in creating a solid image of what the brand is meant to be. In addition to creating a brand image, a company needs to be aware of the current trends in relation to the media, so their marketing campaign is successful (Nicholls, 2012).

Event Marketing

When a company is hosting an event it can go very well, or they can have a very low turnout, making it a failure in regards to meeting the company's expectations. When it comes to marketing that event, it should be a different method than what the company is currently doing for their regular products or services (Rush, 2013). Individuals who are already using their products make up a very small percentage of the population, and the advertisements that the company regularly puts out directly appeals to that small percentage (Rush, 2013). The people in that group are already aware of the products and services, and have already created a loyalty for

that company, but there is a larger percentage of people who would be open to the company, or don't realize that they have a need for the product or service (Rush, 2013).

When a company is hosting an event, their primary target should be the individuals who are in the group of people who don't realize that they have a need for the product or service and would definitely be open to trying it (Rush, 2013). The goal is to communicate with those people in a way that they can see the benefit of attending the event or trying the product. One of the best ways to do that is to let people try something out first, and then the people that tried it are more likely to buy it, or try other products or services from that company (Close, Finney, Lacey, & Sneath, 2006). People want to know that the money they are spending on something is worthwhile, so companies actually benefit from letting people try their product or service before committing to buy it (Gardner & Levy, 1955).

People also like to have a variety of options when trying a product. If a company has more than one product for them to try, they are more likely to buy a product from that company. If a company offers one option the consumer is less inclined to try it, because it is the only thing offered, but if the customer has an option, they feel like they have a little more control of their interaction with the company (Rush, 2013). Applying this to marketing for an event affects the way that a company would plan activities or workshops for people to participate in. If the consumer only has two choices for workshops, then they feel less interested in the choices, because there is a limitation on what they can choose. That being said, going too far in the other direction could potentially dissuade the individual from making a choice, because there are so many to choose from (Rush, 2013).

When people travel to a different place or go to a specific event, they are going there because it provides a new experience (Lichrou, O'Malley, & Patterson, 2010). People are more

motivated if the event or destination provides something different from what they have (Kotler & Zaltman, 1971). Whether it is something completely foreign or just a little different from products or services they already use, the event or destination must provide something that would be different from what a person could have or experience within their current area of options (Rush, 2013). Showing people what their event can provide for them makes people more interested in the event, and more likely to come (Becker, Naaman, & Gravano, 2010).

Methods

Stone Path Massage and Energy Center celebrated its third year anniversary, which means that they are still in the beginning stages of the company. The physical building is established and customers have a basic understanding of the products and services offered at Stone Path, but the owners are still developing the overall brand image for the company. The owners of Stone Path used this anniversary event as a way to help establish the brand image that their company identifies with. The owner of Stone Path mentioned that she would like to use this event to show people that holistic healing practices are not weird or strange.

Planning for the Wholeness Through Joy began in August. Regular meetings were held to discuss specific plans such as potential speakers, catering options, workshop activities, potential hikes, and lodging needs for participants in the event. Through the meetings, the date chosen for the event was chosen as April seventh through eighth. This project served as a test run for events such as retreats, open houses, and informational fairs. Based on the outcome of this event, the owner of Stone Path indicated that she would be interested in continuing events such as this on an annual basis. Throughout the meetings, ideas and plans were changed and refined to fit the needs of the company and the event goal.

In order to reach an audience that was not part of Stone Path's regular customer base, there needed to be a shift in marketing. Prior to beginning this project, the owner of Stone Path shared information on the company's social media primarily about products in the store, as well as any promotions Stone Path had going on. If the goal is to let people know that a store carries a specific product, then that method is doing exactly what it was supposed to, but that does not necessarily bring people into a business. Most of the time people would like to know how attending an event will benefit them specifically. They want to know how a product works, or the difference it makes by using it.

Based on that criteria, a social media calendar was made to share articles, information, and stories about different holistic practices regularly, so the intended audience would have the ability to not only see what products were available at Stone Path, but how using those products or practices could actually benefit them. A general content structure was created on a monthly calendar, and was designed to help individuals working for Stone Path to follow a content schedule, but did not require them to post material about the same topics every week. As part of the new posting guidelines, a blog about natural healing written by individuals who work at Stone Path, as well as the researcher.

A social media tracking chart was made to track the success of the posts based on the new social media schedule. The posts were categorized by date, and the analytics included what the post said, and how many interactions the particular post got. Stone Path's owner has a habit of reposting, resharing, and boosting posts that she believed should have more interaction. The social media progress report was able to show her which posts are popular, so she can post things that attract followers better, and reduce the amount of reposting, resharing, and boosting. Some of the posts included blog posts, information on product uses, and fun facts about natural healing.

The tracking chart would help the owners to be able to see which posts were popular with their followers, which would potentially help them to post more content that would be interesting to those who follow Stone Path Massage and Energy Center. A schedule was made to help Stone Path employees post content that was more purposeful to their followers, so it was suggested to share posts about how people could use the different oils and stones, experiences in natural healing, benefits of natural healing practices, and what was written each week on the blog. The content of each post would potentially give the individual information about using a product or practice, instead of just sharing information about a product's availability. The blog also focused on helping individuals see the benefits of natural healing, and encourage individuals to learn more about the retreat.

In order to better connect the actual event to the blog posts, as well as on the Facebook page, a few unique hashtags were created and utilized throughout the marketing for the event. Each of the blogs had a number of related labels on them, including the hashtags created specifically for Wholeness Through Joy. The blog posts were posted every Friday, and shared to the website, and both Facebook pages. The post views and interactions were recorded on the social media progress report designed to track post success for Stone Path Massage and Energy Center. The results were shared with those who run Stone Path, so they had a better understanding of what content their followers are most interested in.

Utilizing social media platforms, and sharing messages about the company helped individuals to see what the company's goals and values are. In addition to the social media marketing, traditional methods such as newspaper and radio advertisements were suggested as a part in the marketing strategy. Stone Path has Facebook pages for the company, as well as some of the specific services they offer, so the different pages will be included in the strategic plan for

the event. Specific hashtags relating to the event, and the products and services offered at Stone Path will be included in the posts, in order to reach a broader audience.

Each of the social media platforms connected to a website that containing information about the company, the retreat, and copies of each blog post on the website. A way to purchase tickets could have been added, but the cost was \$35.00 per month, and the owner of Stone Path did not see that as a worthwhile investment. People had the opportunity to purchase tickets online through the website for Stone Path, but that was not added to the page, because of the web site regulations regarding monetary gain. The website had information about when the event would be, and where it would take place. It also included phone numbers, emails, and social media links for people to learn more about Wholeness Through Joy.

A couple of unique hashtags were created specifically to link the different posts related to this event, and they were #wholenessthroughjoy and #stonepathanniversary. Those hashtags were used in each post about the event, while the other hashtags were used based on what the post was specifically talking about. Hashtags such as #naturalhealing, #reiki, #energy #health, #love, and #essentialoils were specifically chosen because they had the potential to attract individuals interested in those topics or other topics related to holistic healing.

Hashtags essentially connect any posts that contain the same hashtag in them, which makes it easier for people to find information on a topic or something that is trending based on the hashtag used (Patterson, 2014). When a person searches a hashtag on a social media platform, they should be able to see every post that has the hashtag in the post, unless the post has been deleted, or a poster has privacy settings that prevent certain people from seeing it. The hope was that using the different hashtags would help generate more attention for the event, by specifically using words that would attract those interested in holistic healing.

As part of the marketing strategy, a blog was designed to share stories about the way that holistic medicine has been able to help people in their lives. Stories will be primarily from individuals that have either had an experience because of a product or service at Stone Path, or a story from one of the people working for Stone Path, so they can share what benefits they have found in using holistic practices. A blog post was posted once a week, and shared on Stone Path's social media outlets, in order to create a brand image based on the stories that could help people see some of the potential benefits that utilizing some of these methods could bring to their lives.

The posts on Stone Path's Facebook page were analyzed and recorded to provide insights on what people are interested in reading about in regards to not only the event, but holistic medicine as a whole. The posts were rated by the number of likes, shares, and comments are made, and that will determine how much of an impact the content has on the audience reading it. After the event, the posts were analyzed to determine the best content strategies for future events, as well as posting for the company in general. A schedule was discussed and implemented based on the success levels of the different posts. Company employees were asked to follow the social media plan, so they would be able to use it after this project was complete.

In addition to the social media marketing, a traditional marketing campaign was developed to give individuals living in Cedar City the opportunity to attend the event, by using local radio stations and newspapers, and hanging up flyers around Cedar City in local businesses to let people know where and when the event would be happening. The event was also shared on local Facebook pages for shopping. Employees working at Stone Path were asked to encourage customers to register for the event when they were purchasing their regular items. Posters were

placed at the front desk of Stone Path Massage and Energy Center, as well as on the front door to create more awareness for the event.

The flyers at the front desk were designed to help in spreading information within the individuals who are already familiar with the store, and the products they sell. The owner of Stone Path Massage and Energy Center wanted Wholeness Through Joy to attract individuals in Cedar City who had not been to her store, but in order to do that, those who were already familiar with the store would have to be interested in going to the event. The thought was that if individuals who are already loyal to the company were highly interested in attending an event like Wholeness Through Joy, then individuals not yet familiar with the store would find more interest in attending an event hosted by them.

Although the traditional media plan was discussed, the owner of Stone Path decided against using marketing options such as a newspaper ad or a radio spot, because those options would potentially cost money, and they were not positive that they would get the return on their investment in that type of advertising. This led to the use of Facebook, Instagram, and flyers around Cedar City and St. George as the primary marketing method for the event. Stone Path's Facebook page, and the Facebook and Instagram pages for Wholeness Through Joy had regular updates with information about activities, speakers, workshops, and the schedule for the event. The pages also had information about getting tickets for the event.

When people attended Wholeness Through Joy, they were asked to fill out an exit survey to determine how they felt about the event. They were asked about their level of knowledge in regards to natural healing practices before and after the event, to determine if the event gave participants the opportunity to learn more about natural healing. Participants were also asked where they heard about the event in order to determine which marketing method was most useful

in spreading information about the event. Participants filled out the six-question survey after the final paper, so they could provide feedback on the entire event.

Results and Discussion

The Wholeness Through Joy Natural Healing retreat took place on Friday April seventh, and Saturday April eighth in Cedar City, Utah. The entire event was held at Stone Path Massage and Energy Center. Due to the minimal advertising for the event, the number of participants was lower than hoped for by the store owner. The only marketing for the event was Facebook, Instagram, flyers around Cedar City and St. George, and word of mouth. Platforms such as local newspaper publications, radio stations, and television advertising were suggested, but they were turned down by the owner based on cost. The owner did not want to spend money on something she was not sure would bring money back into her store.

Many of the tickets were given away by organizers or individuals who were presenting at the event, so they heard about the event from those who were directly involved in the event. The owner of the business hoped for a large crowd, but was unwilling to pay to rent a larger space, so the smaller turnout for the event was ideal for the space that was used for the retreat. There were between 15 and 25 people in attendance throughout the two days of the event. People could attend different activities that were part of the event based on the type of ticket they had. There were full access tickets and speaker only tickets for the retreat. Those who had full access could go to any speaker, workshop, or activity, while those who had the speaker only tickets would have to pay extra for any workshops or activities they wanted to attend.

On Friday night, 18 people attended the event to hear the four speakers. The speakers went back to back with a small break between 6:00 pm and 7:00 pm. Individuals could also attend the events on Saturday, and many individuals attended both days of the event. Individuals

with the speaker only tickets primarily attended the evening classes, while those who had full access passes came to multiple events throughout the day. Saturday had a different number of participants for each event, because many of them were the different workshops that had an additional charge to attend.

Events for Saturday started at 9:00 am with a yoga class that was open to anyone who was attending the event, or anyone who paid the fee to get in. Yoga was followed by three additional workshops that cost extra to attend. Individuals with the speaker only pass could not attend any activities until 3:00 pm. There could have been more individuals attending the workshops if the passes were sold for the same price as the speaker only tickets were. The workshops on Saturday had an average of 10 people in attendance, while the final keynote speakers had 20 people in attendance.

Despite the fact that planning for this event began in August 2016, some of the important factors such as price, speakers, and ultimately location were not set until late February or March. There was also an issue with realistic thinking in relation to what speakers could come with the budget that was presented. The owner indicated that the maximum amount of money she would be willing and able to spend on space rental, marketing, and speaker fees would be around \$200.00, which made it difficult to plan. Without any financial support, it was difficult to determine what exactly would happen at this event in regards to speakers and workshops.

There was also a major communication gap between the researcher and the owner of the business. The owner rarely responded to phone calls, texts, or emails up until the event actually happened, which could have also affected the number of people who heard about the event, and attended it. The only way to contact the owner was tracking her down in person, which did not necessarily guarantee that she would actually do what was asked of her. Towards the end she

realized that there was not sufficient marketing for the event, but by then it was too late to attempt to use the traditional mediums, because by the time the ads were created and run, the event would have been over.

Although the marketing for this event did not necessarily attract a large crowd, those who did attend the event indicated through the surveys that they were able to learn more about natural healing. A majority of the individuals who attended the event had average to high awareness of natural healing practices. Despite the fact that many of the participants were already aware of natural healing practices, people indicated that their knowledge at the end of the retreat was higher than it was before the retreat. The comments and other survey responses indicated that individuals liked the event, and thought that it was very beneficial.

A few people indicated that they would have liked a few more hands on activities, so they could try some of the practices, and others indicated that they would have preferred healthier snacks at the event. Individuals indicated that they liked the subjects that the speakers talked about, and felt like they were able to gain some insight from it. The small number of people who attended the event made it possible for individuals to better connect to others at the event, and made workshop classes more personal. Instructors were able to work with each individual to make sure they understood what they were being taught.

The social media progress report showed an increase of interaction on informational posts, as well as posts containing the selected hashtags. The posts that were pictures about products or promotions that were shared multiple times received fewer interactions on social media, which means that the posts containing information on uses and hashtags attracted more individuals. A few individuals indicated that they heard about the event on social media, which

could be attributed to the hashtags used and the variety of posts that the company published about the event.

Overall, the social media plan was designed to help increase traffic on Stone Path's social media sites. The plan was presented to the owner, but it was her choice to implement it. Kayce Pearson was primarily responsible for creating posts that followed the social media plan. She found content that she felt would be interesting to those who follow Stone Path Massage and Energy Center. She used articles, images, as well as videos to create variety in the posts on the company's social media sites. The post variety seemed to help improve the number of interactions posts received on Stone Path's Facebook page.

Based on the outcome of this particular event, a few recommendations have been made to improve the marketing, and the desired turnout for next year's event. The owner intends to take what was learned from Wholeness Through Joy this year, and apply it to what they decide to do for next year. They indicated that they plan on preparing for next year earlier, so everything is ready well in advance. Planning an event requires far more than talking about desired goals. It requires strategic planning that will allow the event to align with the desired outcome for the event.

This event served as a pilot event for this company, and could serve as a model on how to improve. The drive and ambition was there, but the lack of financial support throughout the entire event made it rather difficult to do anything. Marketing was minimal, which is probably why the turnout was lower than desired. The event showed that using social media as the main marketing platform for an event is not necessarily the best method to use. In the future other marketing platforms should be utilized in marketing for an event.

Conclusion

Planning should start earlier and things should be set in place far in advance, so the event does not become another desperate scramble to get the word out to people as this one was. Communication throughout the event was not always as clear as it could have been. The store owner often ignored phone calls, emails, and text messages. The only way to contact the individual was to go into the store and find her. Her involvement was minimal until three weeks prior to the event, which made planning things very difficult. In the future better communication methods should be established in the beginning for a better experience on both ends.

Communication could have helped increase the marketing effectiveness. Each company doing an event will provide a different experience for a marketer, so it is important to keep open communication to avoid conflicts and downfalls with marketing. This experience provided an opportunity to learn about the best marketing methods for an event. It also provided some insight on the importance of communication in marketing for any event. This event serves as an example of how an event's potential success can change based on the level of communication involved. There was a major lack of communication on the company's side, which made marketing particularly difficult.

Events require a lot of effort and planning well in advance in order to be successful. A person cannot simply hope for the best for an event, and not put in the work necessary to pull it off. Communication makes a huge difference in determining the success of an event. Working on a marketing endeavor with a company is difficult, because it requires working with their goals and desires, as well as a budget for the company. Sometimes the desired result is not in line with the budget, and the staffing required to make it happen. In the future this experience will serve as a reminder of what is required to plan, market, and run an event successfully.

Works Cited

- Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). *Handbook of media management and economics*. Mahwah: Lawrence Erlbaum Associates.
- Angell, M., Kassirer, J. P., & Geffen, J. (1998). Alternative medicine- The risks of untested unregulated remedies. *The New England Journal of Medicine*, 339, 839-840.
- Astin, J. A. (1998). Why patients use alternative medicine results of a national study. *JAMA*, 279(19), 1548-1553.
- Baarts, C., & Pedersen, I. K. (2009). Derivative benefits: Exploring the body through complementary and alternative medicine. *Sociology of Health and Illness*, 31(5), 719-733. doi:10.1111/j.1467-9566.2009.01163.x
- Barnes, P. M., Powell-Griner, E., McFann, K., & Nahin, R. L. (2004). Complementary and alternative medicine use among adults: United States, 2002. *Seminars in Integrative Medicine*, 2(2), 54-71.
- Barnes, P., Bloom, B., & Nahin, R. L. (2008). Complementary and alternative medicine use among adults and children: United States, 2007. *National Health Statistics Reports*, 12, 1-24.
- Becker, H., Naaman, M., & Gravano, L. (2010, February 2). *Learning similarity metrics for event identification in social media*. Retrieved from Columbia University Web site: <http://web2.cs.columbia.edu/~gravano/Papers/2010/wsdm10.pdf>
- Belk, R. W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, 15, 139-168.

- Close, A., Finney, R. Z., Lacey, R. Z., & Sneath, J. Z. (2006). Engaging the consumer through event marketing: Linking attendees with sponsor, community, and brand. *Journal of Advertising in Research*, 420-433.
- Coulter, A. (1997). Partnerships with patients: The pros and cons of shared clinical decision-making. *Journal of Health Services Research and Policy*, 2(2), 112-121. Retrieved from <http://journals.sagepub.com/doi/pdf/10.1177/135581969700200209>
- De Vries, L., Gensler, S., & Leeflang, P. S. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83-91. doi:10.1015/j.intmar.2012.01.003
- Dijck, J. V. (2013). *The culture of connectivity: A critical history of social media*. New York: Oxford University Press.
- Eisenberg, D. M., Davis, R. B., Ettner, S. L., Appel, S., Wilkey, S., Van Rompay, M., & Kessler, R. C. (1998). Trends in alternative medicine use in the United States, 1990-1997 results of a follow-up national survey. *JAMA*, 280(18), 1569-1575.
- Eisenberg, D. M., Kessler, R. C., Van Rompay, M. I., Kaptchuk, T. J., Wilkey, S. A., Appel, S., & Davis, R. B. (2001). Perceptions about complementary therapies relative to conventional therapies among adults who use both: Results from a national survey. *Annals of Internal Medicine*, 135(5), 344-351. Retrieved from https://www.researchgate.net/profile/Maria_Van_Rompay/publication/11815837_Perceptions_about_Complementary_Therapies_Relative_to_Conventional_Therapies_among_Adults_Who_Use_Both/links/0c960528f89756b52f000000.pdf
- Gardner, B. B., & Levy, S. J. (1955). The product and the brand. *Harvard Business Review*, 33-39.

- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizons*, 54(3), 265-273.
doi:<http://dx.doi.org/10.1016/j.bushor.2011.01.007>
- Harris, P., & Rees, R. (2000). The prevalence of complementary and alternative medicine use among the general population: A systematic review of the literature. *Complementary Therapies in Medicine*, 8(2), 88-96.
- Hawk, C., Ndetan, H., & Willard Evans, M. (2012). Potential role of complementary and alternative health care providers in chronic disease prevention and health promotion: An analysis of National Health Interview Survey data. *Preventative Medicine*, 54(1), 18-22.
- Kaptchuk, T. J., & Eisenberg, D. M. (1998). The persuasive appeal of alternative medicine. *Annals of Internal Medicine*, 129(12), 1061-1065. Retrieved from <http://media.virbcdn.com/files/2a/FileItem-112494-PersuasiveAppealAnnals1998.pdf>
- Karna, J., Juslin, H., Ahonen, V., & Hansen, E. (2001). Green advertising greenwash or a true reflection of marketing strategies. *Greener Management International*, 59-70.
- Kotler, P., & Zaltman, G. (1971). Social marketing: An approach to planned social change. *Journal of Marketing*, 35(3), 3-12. Retrieved from <http://www.jstor.org/stable/pdf/1249783.pdf>
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755-1757. Retrieved from http://spectrum.library.concordia.ca/974513/1/CHB-Effects_of_Social_Media_Based_Brand_Communities-Aprl20.pdf

- Les-Balchin, M. (1997). Essential oils and 'aromatherapy': Their modern role in healing. *Journal of the Royal Society for Public Health, 117*(5), 324-329.
doi:10.1177/146642409711700511
- Lichrou, M., O'Malley, L., & Patterson, M. (2010). Narratives of tourism destination: Local particularities and their implications for place marketing and branding. *Place Branding and Public Diplomacy, 6*(2), 134-144.
- MacLennan, A. H., Wilson, D. H., & Taylor, A. W. (2002). The escalating cost and prevalence of alternative medicine. *Preventative Medicine, 35*(2), 166-173.
- Madhavaram, S., Badrinarayanan, V., & McDonald, R. E. (2005). Integrated marketing communication (IMC) and brand identity as critical components of a brand equity strategy: A conceptual framework and research propositions. *Journal of Advertising, 34*(4), 69-80. doi:10.1080/00913367.2005.10639213
- Makoul, G., & Clayman, M. L. (2006). An integrative model of shared decision in making medical encounters. *Patient Education and Counseling, 60*, 301-312. Retrieved from https://www.researchgate.net/profile/Marla_Clayman/publication/7695209_An_Integrative_Model_of_Shared_Decision_Making_in_Medical_Encounters/links/00b7d53b447a64d107000000.pdf
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons, 52*, 357-365. doi:http://dx.doi.org/10.1016/j.bushor.2009.03.002
- Martinez, E., & de Chernatony, L. (1984). The effect of brand extension strategies upon brand image. *Journal of Consumer Marketing, 21*(1), 39-50. doi:10.1108/07363760410513950

- Molassiotis, A., Fernandes-Ortega, P., Pud, D., Ozden, G., Scott, J. A., Panteli, V., . . . Patiraki, E. (2005). Use of complementary and alternative medicine in cancer patients: A European study. *Annals of Oncology*, *16*, 655-663.
- Moore, D. J., & Harris, W. D. (1996). Affect intensity and the consumer's attitude toward high impact emotional advertising appeals. *Journal of Advertising*, *XXV*(2), 37-50.
- Morsing, M., Schultz, M., & Ulf Neilson, K. (2008). The 'catch 22' of communicating CSR: Findings from a Danish study. *Journal of Marketing Communications*, *14*(2), 97-111.
- Nicholls, J. (2012). Everyday, everywhere: Alcohol marketing and social media-current trends. *Alcohol and Alcoholism*, *47*(4), 486-493. doi:<https://doi.org/10.1093/alcalc/ags043>
- Onkvisit, S., & Shaw, J. J. (1989). Service marketing: Image, branding, and competition. *Business Horizons*, 13-18.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, *50*(4), 135-145. doi:10.2307/1251291
- Patterson, M. (2014, August 15). *How to use hashtags on every social media network*. Retrieved from Sproutsocial Web site: <http://sproutsocial.com/insights/how-to-use-hashtags/>
- Rush, C. (2013). *Wealth through workshops our step by step guide to creating life-changing lucrative workshop, retreat, or seminar business*. Vancouver: Leader to Luminar Training Inc.
- Russinova, Z., Wewiorski, N. J., & Cash, D. (2002). Use of alternative health care practices by persons with serious mental illness: Percieved benefits. *American Journal of Public Health*, *92*(10), 1600-1604.

- Saravankumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life Science Journal*, 9(4), 4444-4451. Retrieved from http://www.lifesciencesite.com/ljsj/life0904/670_13061life0904_4444_4451.pdf
- Shah, Y. R., Sen, D. J., Patel, J. S., Patel, A. D., & Prajapati, P. M. (2011). Aromatherapy: The doctor of natural harmony of body & mind. *International Journal of Drug Development and Research*, 3(1), 286-294. Retrieved from <http://www.ijddr.in/drug-development/aromatherapy-the-doctor-of-natural-harmony-of-body--mind.php?aid=5529>
- Smith, P., & Zook, Z. (2011). *Marketing communications integrating offline and online with social media* (5th ed.). London: Ashford Colour Press.
- Sneath, J. Z., & Finney, R. Z. (2005). An IMC approach to event marketing: The effects of sponsorship and experience on customer attitudes. *Journal of Advertising Research*, 45(4), 373-381. doi:10.1017/S0021849905050440
- Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional branding and strategic value of the Doppelganger brand image. *Journal of Marketing*, 70(1), 50-64. doi:10.1509/jmkg.2006.70.1.50
- Ventegodt, S., Jorgen Anderse, N., & Merrick, J. (2003). Holistic medicine III: The holistic process theory of healing. *The Scientific World*, 3, 1138-1146. doi:10.1100/tsw.2003.100
- Yoon, C., Gutchess, A. H., Feinberg, F., & Polk, T. A. (2006). A functional magnetic resonance imaging study of neural dissociations between brand and person judgments. *Journal of Consumer Research*, 33, 31-40.

Appendix A Social Media Calendar

SUU SOUTHERN UTAH UNIVERSITY

Search Calendar

Today March 2017

Day Week Month 4 Days Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26 Soul Searching or Finding	27 Motivational	28 Time Management/ Stress	Mar 1 Witty or Pick me up type pt	2 Therapeutic	3 11 Blog Post	4 Fun post about natural here
5 Soul Searching or Finding	6 Motivational	7 Time Management/ Stress	8 Witty or Pick me up type pt	9 Therapeutic	10 11 Blog Post	11 Fun post about natural here
12 Soul Searching or Finding Daylight Saving Time start	13 Motivational	14 Time Management/ Stress	15 Witty or Pick me up type pt	16 Therapeutic	17 Happy birthday! 11 Blog Post	18 Fun post about natural here
19 Soul Searching or Finding	20 Motivational	21 Time Management/ Stress	22 Witty or Pick me up type pt	23 Therapeutic	24 11 Blog Post	25 Fun post about natural here
26 Soul Searching or Finding	27 Motivational	28 Time Management/ Stress	29 Witty or Pick me up type pt	30 Therapeutic	31 11 Blog Post	Apr 1 Fun post about natural here

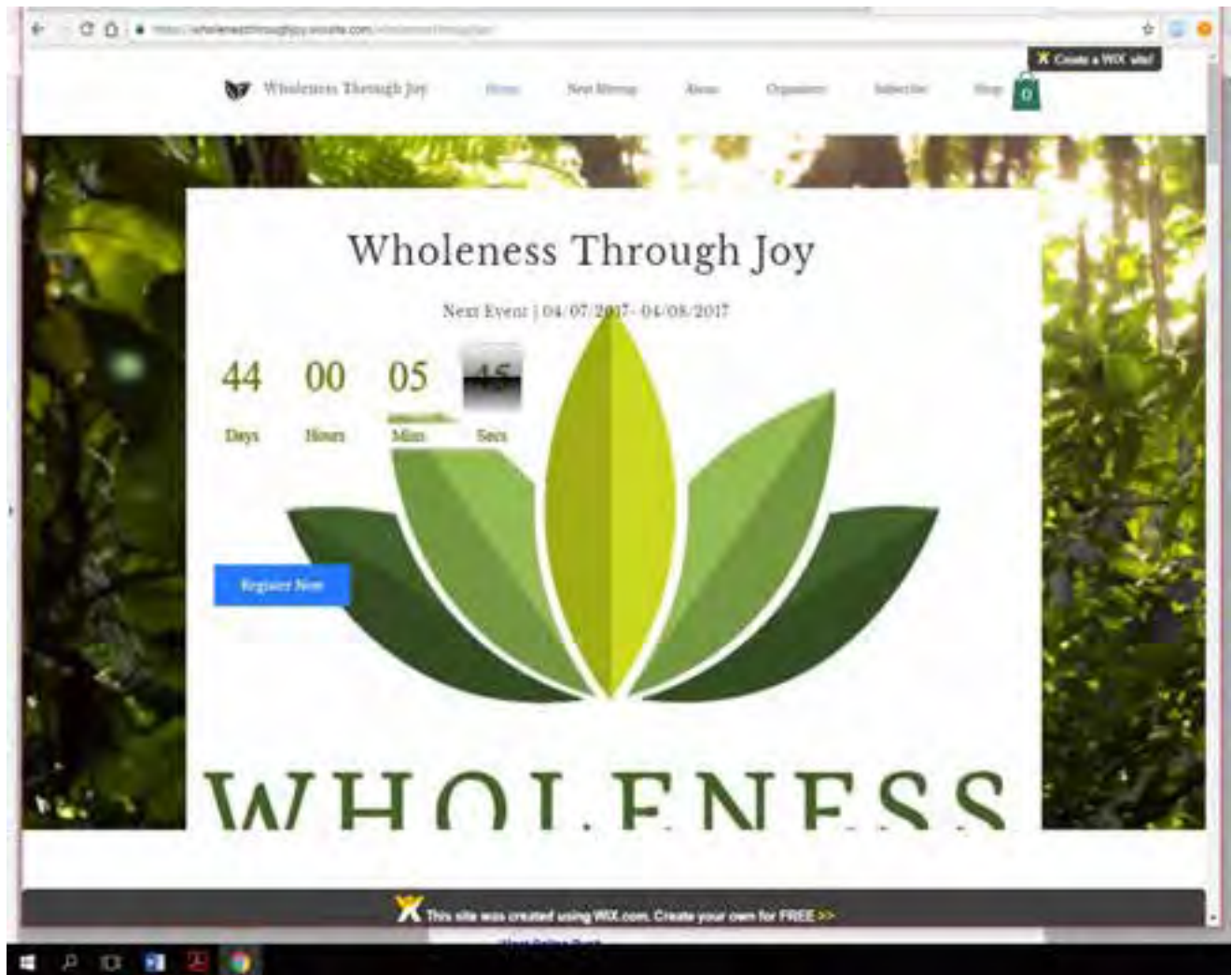
CREATE

- Mini calendar
- My calendars
 - Mariah Tucker
 - Birthdays
 - Reminders
 - Stone Path posting sc...
- Other calendars

Show all

Appendix B

Website



The website was created to help individuals find information about the event, and register for the event. A countdown calendar was added to the web site in order create a sense of urgency for people to register for the event.

Appendix C

Facebook Page

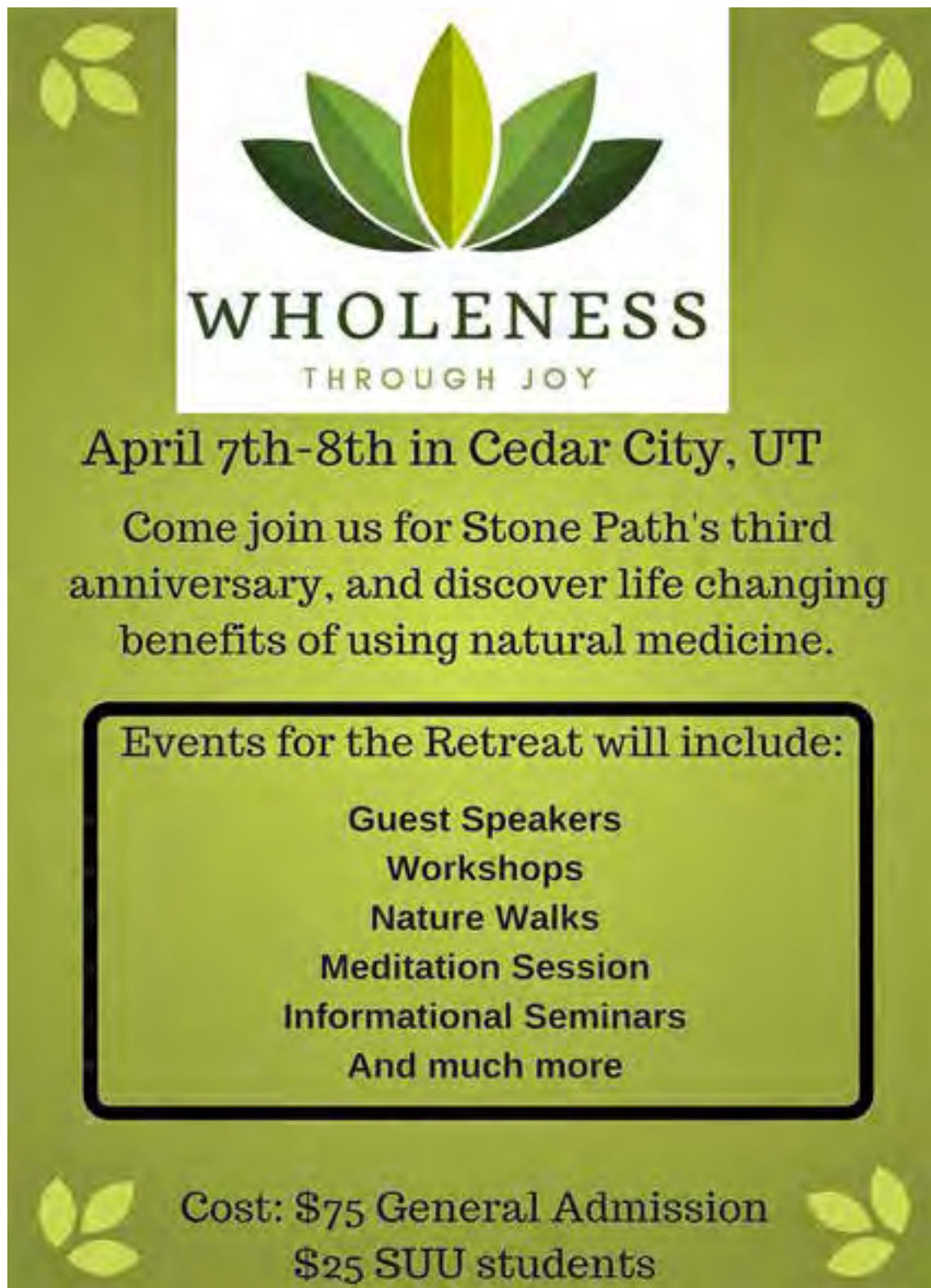


Appendix D Facebook Event Page



Appendix E

The first marketing flyer



The flyer features a central logo with a stylized green leaf design above the text "WHOLENESS THROUGH JOY". The background is a solid olive green with decorative leaf motifs in the corners. A black-bordered box highlights the list of events for the retreat. The cost information is provided at the bottom.

WHOLENESS
THROUGH JOY

April 7th-8th in Cedar City, UT

Come join us for Stone Path's third anniversary, and discover life changing benefits of using natural medicine.

Events for the Retreat will include:

- Guest Speakers**
- Workshops**
- Nature Walks**
- Meditation Session**
- Informational Seminars**
- And much more**

Cost: \$75 General Admission
\$25 SUU students

Appendix F

Marketing Poster



WHOLENESS
THROUGH JOY

Are You looking for a way to improve your health?
Are you interested in learning about ways to do so naturally? Then join us April 7th and 8th for the best retreat of your life. We will help you find relief from aches and pains, ways to reduce stress, and how to improve the quality of your life.

Events for the Retreat will include:

- Guest Speakers**
- Workshops**
- Nature Walks**
- Meditation Session**
- Informational Seminars**
- And much more**

You can purchase tickets at Stone Path Massage and Energy Center

Cost: \$75 General Admission
\$25 SUU students

Appendix G

Newspaper ad that was never used

Stone Path Massage and Energy Center Presents



WHOLENESS
THROUGH JOY

150 W University Blvd.

Join us **April 8th and 9th** for our natural healing retreat.

Events include

- Seminars
- Workshops
- Guest Speakers
- and Much More

Buy tickets at Stone Path Massage and Energy Center

Appendix H

Exit survey

Wholeness Through Joy

Thank you so much for joining us for this retreat. We had a lot of fun with you, and want to make sure that everyone had the best experience possible, so we are asking that you let us know what you thought about the retreat, so we can make improvements for future retreats.

How was your knowledge of natural healing methods prior to this retreat?

Mark only one oval per row.

	Little to no knowledge	Some	Average	I was very well aware of different natural healing practices
Prior knowledge of natural healing methods.				

Contribution to learning

Mark only one oval per row.

	Poor	Fair	Satisfactory	Very good	Excellent
Level of skill/knowledge at start of the retreat					

Level of
skill/knowledge
at end of retreat

Usefulness of the presenters and speakers' content

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Speaker was an effective lecturer/demonstrator					
Presentations were clear and organized					
Speaker stimulated interest in the topic					
Speakers and presenters used time effectively					
I feel like I have a better understanding of the topic after the presentations					
Course content					

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Learning objectives were clear					
Course content was organized and well planned					
Course workload was appropriate					
Course organized to allow all students to participate fully					

What aspects of this retreat were most useful or valuable?

How would you improve this retreat?

Why did you choose to attend this retreat?

Mark only one oval.

- Wanted to learn more about natural healing
- Wanted to support local business
- Interested in the topics
- Other:

How did you hear about Wholeness Through Joy?

Mark only one oval.

- Facebook
- Flyer
- Instagram
- Website
- Word of mouth

Zip Code

Appendix I

Blog



Appendix J Final Poster



Friday, April 7th thru Saturday, April 8th
Come join us for Stone Path's Third Anniversary Celebration
 This retreat will include: Guest Speakers, workshops, nature walks, meditation session, informational seminars and much more!



Our Keynote Speaker
Josie De Los Santos Presents
"Life Visioning - a Journey to Live as Divine Love"
 Saturday, April 8th @ 7:00 PM

Rev. Josie De Los Santos is the founder and spiritual director of Center for Spiritual Living, a trans-denominational community in St. George, UT. In 2004, she retired from San Diego State University and moved to St. George, UT where she has lived for 13 years. In 2009, she entered the Ernest Holmes Institute to earn an accredited master's degree in Consciousness Studies. While earning her graduate degree, Josie founded a Sacred Circle (2008), a Teaching Chapter (2010) and finally an official Center (2013) of Centers for Spiritual Living, Golden, CO.
 An ordained minister and very much a pioneer in her day, Rev. Josie De Los Santos is a teacher, an inspirational speaker, a workshop and retreat facilitator, a spiritual practitioner, and a spiritual growth consultant. She says, "It was through the many life experiences of my journey that I discovered my soul's longing to express what I now offer to the world - love, compassion, sacredness and wisdom to 'live the sacredness of every day life' in order to remind people they too can live, a life that fulfills Spirit's promise of joy, peace and unlimited good."

Schedule of Events

Friday, April 7th

Speaker Schedule
 5:00 PM DeeAnn Bailey "My Healing Journey"
 5:30 PM Nate Nevins "Manifesting Your Desires"
 6:00 PM Kayce Pearson
 "Loving yourself as-is: Your body IS a powerhouse"
 7:00 PM Julie Forbes
 "When I'm Stuck in a Rut Can I Really Change Lanes?
 6 Do it Now Tips to Alter Your Reality"

Saturday, April 8th

Morning Yoga 9:00 AM Hatha Yoga with Kayce Pearson
Classes & Free Time 10:00 AM Morning Energy Clearing Class with Eric Clavell Brown
 11:00 AM Vision Board Manifestation Class
 Noon - 1:00 PM Free Time
 1:00 PM Macramé Crystal Necklace Class with Kayce Pearson
 2:00-3:00 PM Free Time
Nature Walk: 3:00 PM Adam Remkes A Meditative Nature Walk "Being at Peace with the Journey of Life"
Speaker Schedule 6:00 PM Laura Erdmann
 "The Psychological & Physiological Benefits of Meditation"
 6:30 PM Suzie Rowley
 "Creating a Path of Clarity"
 7:00 PM Josie De Los Santos
 "Life Visioning - a Journey to Live as Divine Love"

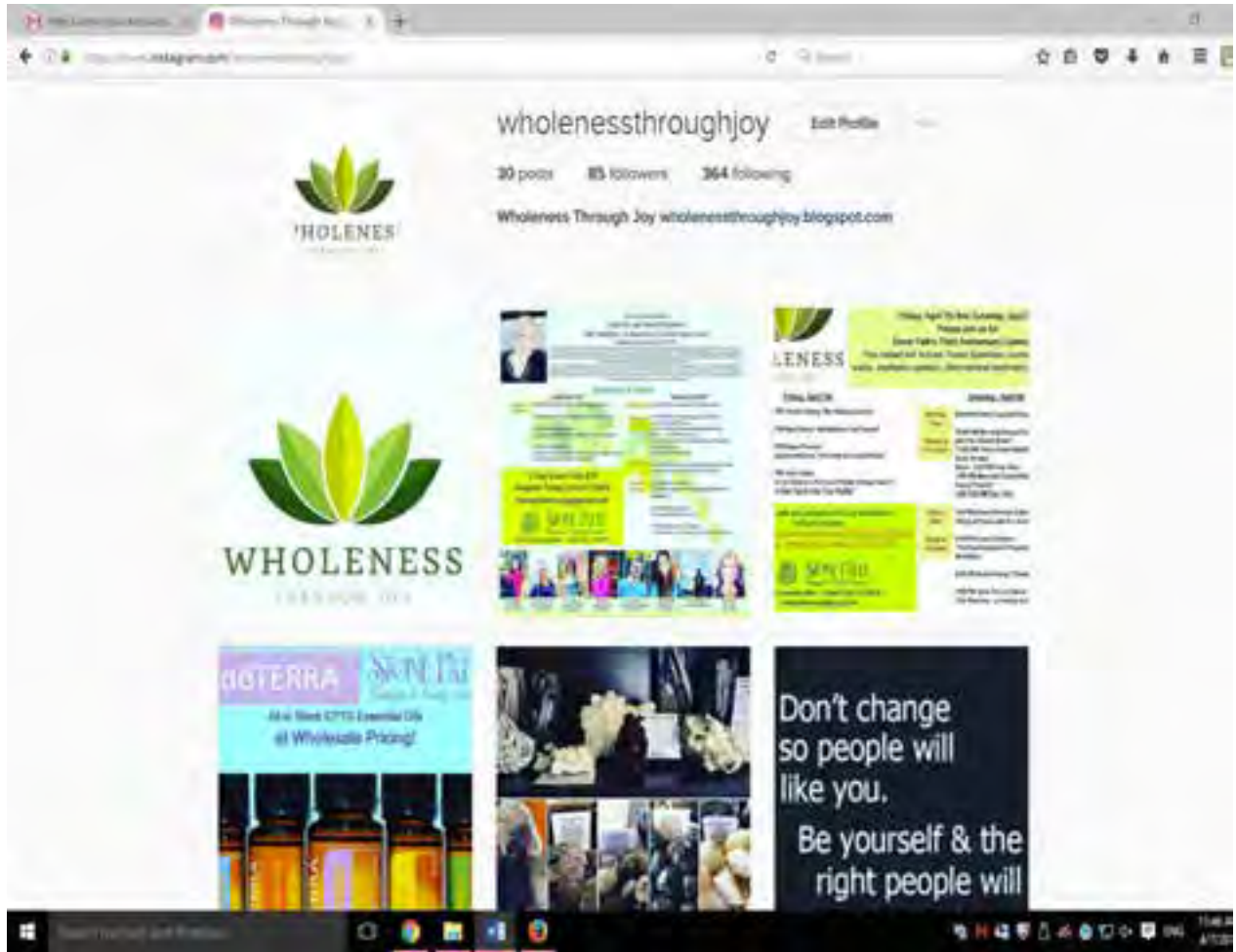
2 Day Event Only \$75
Register Today! 435-267-2692
stonepathenergy@gmail.com
 **STONE PATH**
 Massage & Energy Center
 150 W. University Blvd. ~ Cedar City, UT 84720



DeeAnn Bailey Reiki Master Yoga Instructor | Eric Clavell Brown Reiki Practitioner Energy Worker | Laura Erdmann Meditation Teacher Reiki Master | Julie Forbes Wings Teacher & Practitioner | Nate Nevins Body Code Practitioner Financial Advisor | Kayce Pearson Reiki Master Yoga Instructor | Adam Remkes Permaculture Designer | Suzie Rowley Life Coach Reiki Master

Accommodations available at www.stratfordcedarcity.com and www.elreyinncedarcity.com
 Use Promo Code: **stonepath**
 To schedule a Massage, Reiki Session or other services on Friday, Saturday & Sunday visit stonepathenergy.com

Appendix K
Instagram Page



 Appendix L
 Exit Survey Results

 23 responses
 Summary

How was your knowledge of natural healing methods prior to this retreat?

	Little to no knowledge	Some	Average	I was very well aware of different natural healing practices
Prior knowledge of natural healing methods.	2	8	4	9

Contribution to learning

	Poor	Fair	Satisfactory	Very good	Excellent
Level of skill/knowledge at start of the retreat	1	8	6	7	1
Level of skill/knowledge at end of retreat	0	1	6	11	4

Usefulness of the presenters and speakers' content

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Speaker was an effective lecturer/demonstrator	0	0	1	13	9
Presentations were clear and organized	0	0	2	11	10
Speaker stimulated interest in the topic	0	0	0	10	13
Speakers and presenters used time effectively	0	0	1	11	11
I feel like I have a better understanding of the topic after the presentations	0	0	0	11	12

Course content

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Learning objectives were clear	0	0	5	7	11
The content was organized and well planned	0	0	0	12	11
The retreat workload was appropriate	0	0	2	8	13
The retreat seeme organized to allow all to participate fully	0	0	1	11	11

What aspects of this retreat were most useful or valuable?(17 responses)

-
- I liked the way that the topics were presented.
 - Eric's energy class was the absolute best.
 - Meditation information
 - The speakers
 - Vision boards. Manifesting how to get out of a rut.
 - I liked the openness of it.
 - All of the speakers and their insight
 - Feeling people's hearts
 - All classes and discussions teachers allowing comments
 - I loved being in a room full of people who wanted to be here. Such good connection.
 - Most of the parts I participated in were interactive
 - Flow of listening -> Doing
 - I loved the speakers.
 - Manifesting your desire.
 - All of the talks were most useful to me.
 - Excited about this center!
 - The people's experiences
 - How would you improve this retreat?(17 responses)
 - Have more marketing for it. I only saw it on Facebook.
 - I loved it.
 - Break times inbetween speakers
 - Variety of speakers
 - It was good. :)
 - Better marketing. I didn't hear much about it before it happened.
 - More of it!
 - I'll have to think about it.
 - More hands on participation in classes
 - I would have someone introduce each speaker, and add a bit of background.
 - Healthy snacks
 - I loved it
 - It's fine.
 - More natural food.
 - Maybe make it more affordable for all the activities involved.
 - Higher level of experience
 - willingness, organization, healthier snacks
-

Why did you choose to attend this retreat? (22 responses)

-
- Wanted to learn more about natural healing. 13 (59.1%)
 - Wanted to support local business. 4 (18.2%)
 - Interested in the topics. 7 (31.8%)
 - Other. 6 (27.3%)

Value	Count
-------	-------

Wanted to learn more about natural healing	13
--	----

Value	Count
Wanted to support the local business	4
Interested in the topics	7
Other	6

How did you hear about Wholeness Through Joy?(21 responses)

- Facebook 5 (23.8%)
- Flyer 1 (4.8%)
- Instagram 0 (0%)
- Website 0 (0%)
- Word of mouth 16 (76.2%)

Value	Count
Facebook	5
Flyer	1
Instagram	0
Website	0
Word of mouth	16

Zip Code(20 responses)

Value	Count
38652	1 (4.3%)
84720	13 (56.5%)
84721	4 (17.4%)
84757	1 (4.3%)
84770	1 (4.3%)
