



mindheart[®]
CONNECT

Mind Heart Connect **Creating Resilient Lives** Gold Coast, Australia 3-5 May 2019

An exciting opportunity for collaboration



Mind Heart Connect is an exciting bi-annual transformational forum, bringing together experts in evidenced-based practices supporting the Mind-Body-Heart connection.

World-class speakers will lead participants in:

- specialised workshops
- inspiring presentations
- experiential group workshops
- extensive resources

Through this forum, we will raise awareness of the Mind-Body-Heart connection, evidence based practices and their impact on health and wellbeing in our broader community; and foster a movement of leaders who will plant and nurture the seeds of resiliency in their own communities.

As a sponsor and participant, you will walk away with the tools and resources to enhance your personal, professional and community transformation.



As a Supporter of Mind Heart Connect

Sponsoring this event you will assist in enabling significant positive change at a professional and community level.

With major issues such as obesity, mental health and domestic violence (to name a few) taking a substantial toll on society, it comes as no surprise that we are starting to see an increase in media exposure focussed on mindfulness and like approaches.

Today, it is more common knowledge that our thoughts, emotions and feelings have an impact on our wellbeing. Modern science has finally caught up with Eastern philosophies and practices. Mindfulness and meditation is now implemented in schools, the workplace and a daily

ritual in many homes. There are countless resources and applications available in this sector.

What if we came to the table with a fresh approach in a substantive way? **Partnering with Mind Heart Connect, you will be recognised as a front runner in what we see as a fourth wave of lifestyle strategies emerge.**

Throughout this proposal you will see how Mind Heart Connect is able to showcase this fourth wave with evidenced-based clinical tools, including, mindfulness, meditation, EFT/Tapping (Emotional Freedom Techniques) and how they can be integrated and applied in professional, community and therapy spaces.

To reinforce our credentials, you will partner with Australia's leading researcher in EFT/Tapping (Bond University), Dr. Peta Stapleton and her team at Mind Heart Connect as they establish the brand in the market place as best-practice and evidence-based.

We invite you to review this proposal and look forward to collaborative opportunities in the very near future.



World Class Speakers



Dr. Joe Dispenza (USA)
NY Times best selling author of several books detailing the neuroscience of change and epigenetics.



Dr. Peta Stapleton (AUS)
Registered Clinical and Health Psychologist and world leader with research in the EFT field.



Dr. Lori Leyden (USA)
Uniquely qualified psychotherapist, stress and trauma healing professional.



Dr. David Hamilton (UK)
Best selling author, fusing science, the mind and spiritual wisdom.

World Class Speakers



Tom Cronin (AUS)
Founder of The Stillness Project,
inspiring 1 billion people to
meditate daily.



Carol Look (USA)
Psychotherapist, EFT
Master and laser focused
abundance coach.



**Alina Frank and
Craig Weiner** (US)
Internationally known for their
integrated mind body approach
and EFT Master trainers.



Natalie Ledwell (US)
Transformational coach who
is also empowering millions of
people across the globe with
'Mind Movies'.

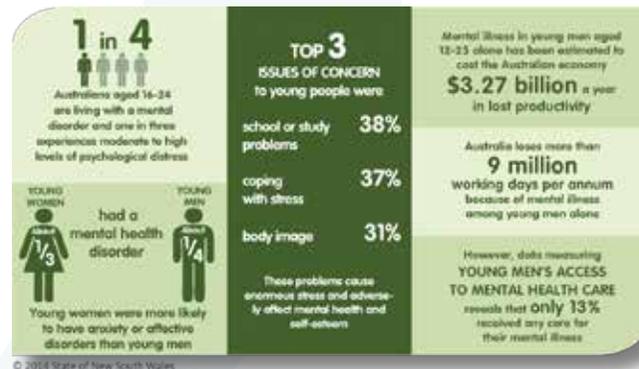
Today's reality

We could provide you with streams of detailed statistics to read; instead we have opted for a few simple graphics to create a snapshot of areas of concern and the impact on our society.

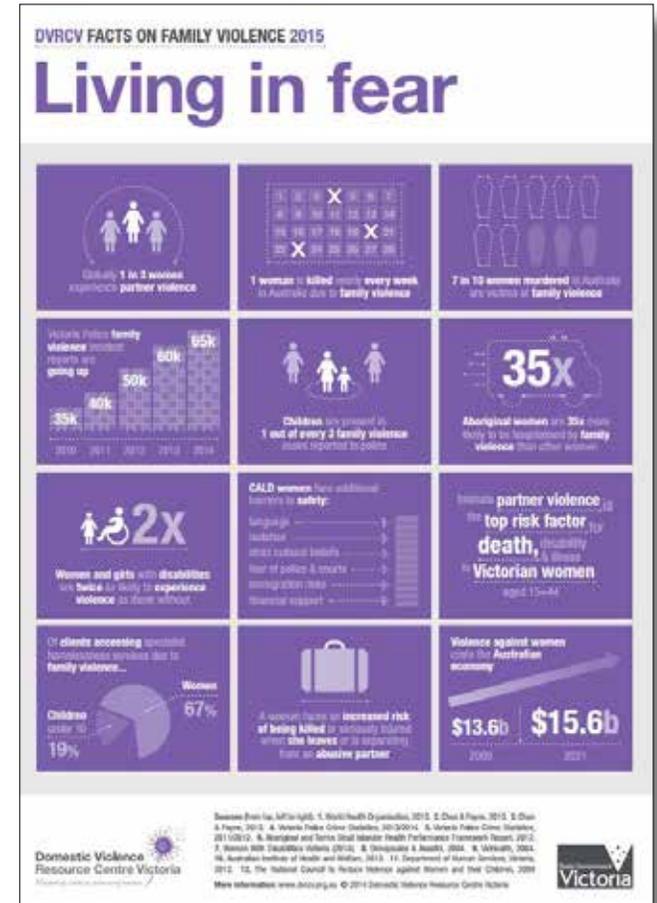
OBESITY



MENTAL HEALTH



DOMESTIC VIOLENCE



Solutions

What if we came to the table with a fresh approach in a substantive way?

The statistics shown are just a sample of concerns that can be assisted with the practice we are endorsing. People are looking for ways to cope better and improve their lives.

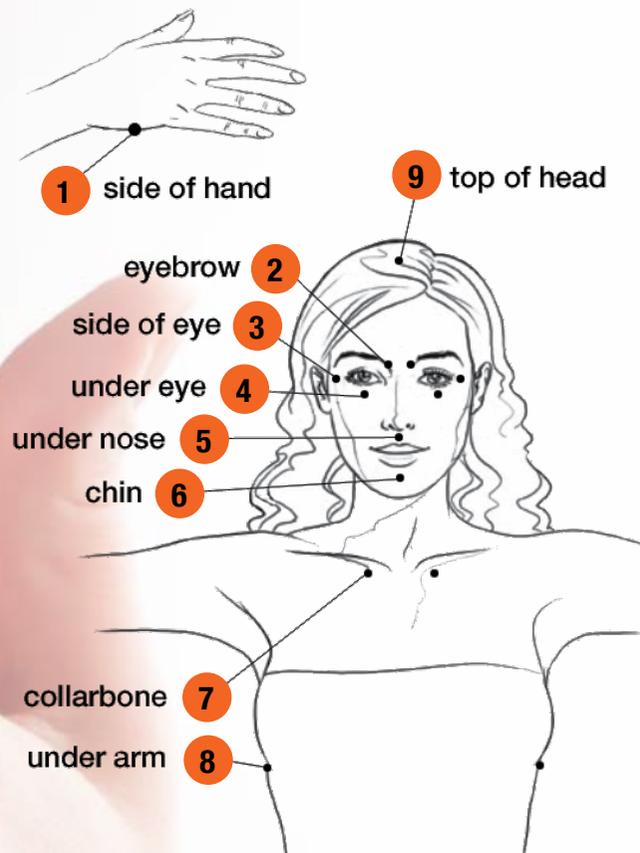
Complementary practices (e.g. chiropractors, acupuncture) are extensively used and becoming more mainstream - mindfulness and meditation are now widely accepted¹⁻² and we see this incorporated into the health, education, corporate sector and home environment. Research shows that people who had visited a complementary health therapist in the previous two weeks were more likely to have certain healthy

behaviours than the total population, or people who had consulted any other health professional. (Censuses of Population and Housing and from the ABS 2004-05 National Health Survey).

Today we now have the opportunity to connect with our “inner” physician and we are committed to inspire attendees to engage in ongoing Mind-Body-Heart practices. These practices are mindfulness, meditation and Emotional Freedom Techniques (EFT/Tapping), which are the areas of focus for the Mind Heart Connect plenary event in May 2019, and the experiential group workshops.

EFT/Tapping

This technique may be new to you, so here is a brief overview. EFT/Tapping is a hands-on practice, which is of great benefit for those who may struggle with being “still” and contemplating a mindfulness/meditation practice.



- EFT stands for “Emotional Freedom Techniques” and is a powerful self-help method. EFT/Tapping uses elements of Cognitive Therapy and Exposure Therapy, and combines them with Acupressure, in the form of fingertip tapping on acupuncture points. (see diagram below left)
- EFT/Tapping appears to affect the amygdala (stress centre in the brain) and hippocampus (memory centre), and both play a role in the decision process when you decide if something is a threat.³
- EFT/Tapping has also been shown to lower cortisol levels, which is the stress hormone. Too much cortisol can result in lowered immune function and ultimately affect our physical health.⁴⁻⁵
- EFT/Tapping is very effective for reducing anxiety, stress and other emotional issues as it significantly increases positive emotions, self-esteem and resilience and decreases negative emotional states.⁶⁻⁹

Media Exposure

Over recent months there has been increased main-stream media exposure, ranging from television news reports on the latest research, radio interviews, to full-page articles in supplementary newspaper magazines and other “self-help” publications. To view some of this media see hyperlink below.
<http://www.mindheartconnect.com/media/>



sundaylife



family circle



THE
HUFFINGTON
POST



An opportunity for transformation at the Mind Heart Connect forum

Teaming up with renowned speakers who support our vision, the Mind Heart Connect forum is the platform to propel EFT/Tapping mainstream in Australia, to educate and share the benefits of this evidence-based technique through countless sectors of our community.

EFT/Tapping has been selected for our experiential group workshops on day three because:

- Over 20 clinical trials published in peer-reviewed medical and psychology journals have demonstrated that EFT/Tapping is effective for phobias, anxiety, depression, post-traumatic stress disorder, pain, and other problems. See <http://www.eftuniverse.com/research-and-studies/eft-research> for a comprehensive list
- According to a news report on Examiner.com, “EFT is one of the most successful psychology self-help techniques ever developed.” <http://www.examiner.com/article/new-book-highlights-success-of-clinical-eft-tapping>
- EFT/Tapping is a practical tool, hands-on, easy to learn and it is a unique way to assist individuals.
- Once learned, this technique can be applied, anywhere, anytime by anyone.



2019 Program Outline

You may have heard Mind Heart Connect 2017 was a resounding success, so if you haven't partnered with us yet, we would like to share a few of the highlights here to whet your appetite.

In 2019 we will continue to deliver an exceptional event, both for our attendees and sponsors with the opportunity to reach 350 participants in person over the duration of the event.

Day One - Friday's on my Mind

A day dedicated to mindfulness and meditation with three key leaders facilitating full day workshops for VIP attendees.

Day Two - Saturday Think Tank

This plenary day will be a highlight for many, as they hear from a diverse line up of international and local experts in the mind-heart space.

Day Three - Sunday In the Flow

The final day is designed to provide additional practical tools for attendees as they dive in deep with two half-day sessions. The key focus is on EFT specialty workshops and the opportunity to create an abundant and healthful life.

For full details and the latest updates, please check the event website.

www.mindheartconnect.com/events/



Forum Objectives

- Raise awareness of the Mind-Body-Heart connection and its impact on health and wellbeing in all sectors of the Australian community
- Provide attendees with Keynote Speaker training programs and resources
- Raise the profile of EFT/Tapping in Australia through attendees and broad media exposure
- Create a network of like-minded individuals seeking further education and training after experiencing EFT/Tapping
- Encourage attendees to sign on for formal EFT/Tapping trainings within Australia
- Increase exposure and engagement with complimentary products/services through our exhibitor space
- Create a supportive online community
- Build awareness of the collaborative approach and professionalism of the Mind Heart Connect brand
- Connect attendees with existing EFT businesses/practitioners globally
- Increase awareness and engagement in existing MHC Projects - e.g. Tapping In The Classroom and Evidence Based EFT
- Engage and educate attendees about the Mind Heart Connect Foundation and it's programs including Project LIGHT: Australia.
- Create a "resilient living" mindset and groundswell of support for transformation in ourselves and our communities.

Projected Forum Outcomes

- Engage key stakeholders and attendees from various community sectors to enroll in formal EFT/Tapping training, to assist education and implementation in even the most remote areas of Australia
- Expand the existing network of practitioners in Australia to assist with the increasing demand for this technique
- Strengthen our sense of community/commitment from attendees to assist brand exposure and recognition to broad sectors of the community
- Expand social media platforms for ongoing support and communication amongst attendees and facilitators. These platforms will evolve into sub-groups specific to interests
- Create regional "meet-ups" for attendees to reconnect, support and collaborate
- Assist existing EFT/Tapping businesses and practitioners globally, expanding their reach
- Engage key stakeholders and attendees to support the Mind Heart Connect Foundation to ensure continuity in program delivery.
- Provide an interactive hub for keynote speakers and additional Mind-Body-Heart resources.



Forum Attendees

The forum is suitable for everyone in the community;

- Professionals in primary medical and allied health disciplines including:
 - general practitioners
 - psychologists
 - social workers
 - nurses and midwives
 - mental health nurses
 - psychiatrists
 - counselors
 - performance and coaching experts
- Students and recent graduates from psychology/health/medicine related disciplines
- Complimentary therapists, naturopaths, nutritionists

- Educators
- Emergency services
- Life coaches
- Wellbeing coaches
- Sporting arena, coaches, trainers
- Child care
- Aged care.

Participants will leave the weekend with practical methods to implement in their life and areas of interest, whether it is in their own home, workplace or community.

2017 Testimonials

A very loud THANK YOU for such a wonderful and eventful weekend. Everything about the conference was perfect! The speakers, the venues, the buzz in the rooms, the food, the information and the powerful energy that permeated everything. I am eagerly looking forward to the next one. HM

Today my heart is bursting and it's sending ripple effects through my family already. A profound event. Thank you so much for every effort you made to bring this event to life, for every ounce of listening to your hearts and intuition, for every person you brought to the event and for bringing us all together. Much love and gratitude and thank you to all the people who I connected with, for sharing yourselves with me. LS

Still just blown away by this incredible event. The ripple effect from such a life changing event is huge. Just in such gratitude. Thank you for all of the gifts, wisdom and love we received. Mind blowing and I got to connect with so many beautiful people. JR

Just gotta say that you and your team put on one of the best conferences I have ever attended... and I have attended many. It was just quality all the way through. EF



Exhibitors

Our exhibitor space at the Gold Coast Convention and Exhibition Centre will encapsulate the essence of Mind Heart Connect in a relaxed manner and will be open to attendees on days two and three of the event.

Products and services that support our vision, to raise the awareness of the Mind-Body-Heart connection will be showcased.

Attendees will enjoy connecting with and gaining insight from our wellbeing experts as they share their products, experience and knowledge.

Book signings with keynote speakers will also be facilitated in this area.



Behind the Scenes at Mind Heart Connect

Mind Heart Connect evolved with collaboration of:



Associate Prof. Peta Stapleton

Associate Professor Peta Stapleton is a registered Clinical and Health Psychologist and is Program Director of the Masters of Clinical Psychology program at Bond University. Peta is a sought after speaker and trainer and presents across Australia and internationally.



Kate Helder

Kate Helder, author and creator of toolboxtime™, has a genuine interest in health and wellbeing. With over 25 years experience in sales, marketing and project management, Kate is committed to create a greater awareness of the mind, body link to the broader community.



Dr Lori Leyden

Lori Leyden, PhD, MBA is a psychotherapist, author, workshop leader, inspirational speaker, business consultant and humanitarian. Lori holds a doctorate in Health and Human Services with a concentration in psychoneuroimmunology, and a masters degree in Business Administration with a concentration in management.

Venue

Mind Heart Connect is being held at the premium location on the Gold Coast, Australia

Engaging the Sofitel Gold Coast events team, we will deliver another unprecedented and professional three-day event.

The Sofitel Gold Coast Broadbeach Conveniently located just metres from the pristine beaches of the Gold Coast, the Sofitel offers guests conference facilities in a premier luxury hotel. Hosting our event here, with meals provided and exhibitors to explore, a sense of connectedness and community will be experienced.

S O F I T E L
HOTELS & RESORTS
GOLD COAST BROADBEACH



Sponsorship Packages

Our event will be greatly enhanced through the valued support of partners and sponsors. Listed below is an outline of our packages suiting a variety of budgets. We also encourage you to discuss your business goals with us, to see if we can tailor a package to suit.

Platinum (1)	\$30,000 + GST
Gold (2)	\$15,000 + GST
Silver (3)	\$ 7,500 + GST
Bronze (20)	\$ 3,000 + GST

We understand the cost to sponsors with staff, travel and accommodation expenses is significant. Our team will ensure a rewarding experience and excellent brand exposure.

For full details on these packages, or information on how you can be a part of our event, please contact:

Kate Helder

e: info@mindheartconnect.com

p: 0409 420 266

Please join us!

Mind Heart Connect 2019 will continue its momentum creating significant change at a grass roots level as the material presented by our world-class keynote speakers is supported by scientific and evidence-based research.

Participation in the experiential workshops, ongoing training programs and our support structure will ensure the excitement and momentum continues for attendees well after the event. Through this, we will witness the successful integration of these practices in a substantial manner, Australia-wide.

This forum and subsequent projects are the ideal platforms for Ambassadors, Sponsors and Exhibitors to join us, to raise the profile of the Mind-Body-Heart connection and EFT/Tapping in Australia.

www.mindheartconnect.com

Giving

MHC Foundation

In May 2017 at our inaugural event, we shared our vision to establish a foundation. With overwhelming support, we are proud to announce the Mind Heart Connect Foundation was established in March 2018.

Mind Heart Connect Foundation provides exemplary education and training in trauma informed Clinical Emotional Freedom Techniques, to support community leaders and those serving populations with the greatest need for emotional healing.

Collaborating with Dr Lori Leyden from Create Global Healing (US), we are partnering with organisations in Australia to expand the reach of these trauma informed techniques.

If this proposal has captured your interest

please email: info@mindheartconnect.com
or call Kate Helder +61 409 420 266.

References

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