



## **BEST Measurements - Example**

### **Good Health and well-being**

Business events provision in Edinburgh can have a wide contribution to social wellbeing, both at a local and national level.

There is much to suggest that meetings and related activities of organisers, suppliers as well as delegates can also aid the health and well-being of those involved. This is recognised within Positive Psychology Theory.

Positive Psychology theory is a vital component underpinning professional practice and professional development. In association with a good working environment, it can play a vital part in stimulating social trust and motivating active participation.

With consideration of the business event in Edinburgh in which you are involved, please indicate example(s) of benefit to health and well-being you believe the event or your involvement in its provision shows.

- 1. Can you say that the event supported health and wellness through social and/or leisure activities?**
- 2. Can you say there is reward and encouragement for new staff or volunteers?**
- 3. Can you say that your event promoted active opportunities for healthy eating?**
- 4. Could you say that your event gives disadvantaged community members time, money, or opportunity?**
- 5. Can you say that your event encourages social participation and friendship opportunities?**

If you have any questions or would like more information, please contact [amandaw@conventionedinburgh.com](mailto:amandaw@conventionedinburgh.com)