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## **Wellness Workdays Hosts Conference: Worksite Wellness and the Business of Nutrition Consulting**

***Leading Massachusetts employers to address best practices and the ROI for worksite wellness programs***

**HINGHAM, MA – Monday, June 16, 2014** – Wellness Workdays, a leading provider of worksite health and wellness programs, announced today that it will present a two-day, educational conference “Worksite Wellness and the Business of Nutrition Consulting” on July 12 and 13 at the Hyatt Braintree/Boston. Attendees will spend one or two energizing days learning from top experts in the field of worksite wellness and nutrition consulting.

“Whether you are in the field of human resources, benefits, nutrition, business, medicine, physical therapy, or are a student or an employer inspired to increase employee health while tackling rising health care costs, this conference will provide invaluable information you can put to use in your day-to-day operations,” said Debra Wein, president and founder of Wellness Workdays. “We have created an excellent educational and networking opportunity for attendees to maximize their impact in the field and earn continuing education credits.”

The first day of the conference features many industry leaders, including Dr. Zirui Song of Harvard Medical School who will discuss worksite wellness program evaluation and ROI, as well as speakers from BJs Wholesale Club, Putnam Investments, Brown University, Babson College and Triad Advertising. Speakers will address the elements of a successful worksite wellness program, the latest in wellness technology, the various methods for evaluating programs and calculating ROI, and how to avoid legal issues when developing wellness programs.

The second day of the conference is designed for registered dietitians, health professionals and those looking to develop a nutrition consulting practice or worksite wellness business. Speakers include registered dietitians and other experts in the business field who will address best practices in nutrition consulting, growing a practice through marketing, building a business through social media, solidifying steady revenues, and the basics of accounting and budgeting. Conference attendees will have the opportunity to get ahead of the curve when it comes to growing their business with insider tips, practical advice and the latest research.

The conference begins at 8:30 am on July 12 and runs until 4:30 pm. It resumes at 8:30 am on July 13 and ends at 3:15 pm. Complete details about the conference are available at <http://www.wellnessworkdays.com/#/wellness-conference/4580554430>. Continuing education credits are available.

### **About Wellness Workdays**

Wellness Workdays ([www.wellnessworkdays.com](http://www.wellnessworkdays.com)) is a Hingham, Massachusetts based company providing worksite health and wellness programs that inspire employees to make simple and positive changes in their lives and improve their health. Wellness Workdays has earned industry recognition and several best practices awards for its clients, which include BJs Wholesale Club, Putnam Investments, Brown University, the Massachusetts Institute of Technology, Rockland Trust, Perkin Elmer, Old Mutual Asset Management, Bentley University and Harvard Business School.