



christophe **jauquet**

How **Health** is shaping the future of _____ *

* business, technology, innovation, healthcare, leadership, robotics, marketing, medicine, retail, work/life, food, sustainability, finance, sports, ageing, CX, mobility, sleep, media, ...





christophe **jauquet**

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HEALTHUSIASM

I firmly believe that good Health is fundamental for each of us. In recent years, the emphasis on achieving and maintaining good Health has intensified, a trend I've coined **Healthusiasm**.

This trend shows no signs of slowing down considering recent technological, political, and environmental changes. As a result, Health is not just a personal priority—it's a powerful force shaping the future of our societies, business, technology and the world at large.

www.healthusiasm.com





WHAT DO PEOPLE VALUE MOST IN LIFE? **GOOD HEALTH**

People value **good health and happiness most in their lives** and they are increasingly looking to companies and brands for help. This **Healthusiasm** is a unique opportunity to **meet the deeper human needs** and create more value for customers, users & patients.

HEALTHUSIASM

71%
of people want brands to help them improve their health & well-being

HAVAS
HAVAS, Meaningful Brands study, 2023

HEALTHUSIASM

"Consumers increasingly ask whether a brand enhances or detracts from their well-being"

Ogilvy

Report "Wellness Influencers are real, but where are the brands?" (2023)

HEALTHUSIASM

53%
of respondents prefer to support brands and business that work hard to improve well-being in society

74% feel they don't do enough

lululemon
Lululemon, Global Well-being report, 2023

HEALTHUSIASM

82%
of U.S. Trendsetters agree that all brands will need to be considerate of health and wellness to survive

WUNDERMAN THOMPSON
State of Mind report, Cassandra (2021)

"Marketing should be about aspiration; about making people healthier."

The Drum
Diane Young, CEO The Drum(2021)

<p>"Every business is a health business"</p> <p>accenture 2020</p>	<p>"Now every business could be a health & wellness business"</p> <p>THE : FUTURE : LABORATORY 2021</p>
<p>"Every business has a part to play in building better health"</p> <p>IDEO 2021</p>	<p>"Every brand needs to behave like a health & wellness brand"</p> <p>FASTCOMPANY 2021</p>

HEALTHUSIASM

the superself
Self-care gets supercharged.

WUNDERMAN THOMPSON

HEALTHUSIASM

79%
of consumers said that wellness is important

42% consider it a top priority

McKinsey & Company
McKinsey, Future of wellness survey, April 2021

The commercial determinants of health

World Health Organization

HEALTHUSIASM

HEALTHUSIASM

83%
of global citizens would like to have more control over health decisions

Ipsos
Ipsos, Global Trends Survey, 2023

73%
of people say that brands need a wellness strategy as part of their core mission

Ogilvy
Wellness Gap Survey, Ogilvy (2020)

HEALTHUSIASM

"Health and wellness was THE single most powerful consumer force of 2021."

NielsenIQ
Global Health and Wellness report, NielsenIQ (2021)

HEALTHUSIASM

78%
of adults surveyed agree that they are working on more goals tied to health and wellness than in previous years.

AMERICAN EXPRESS
Amex Trendex, Sept 2021



CREATING HEALTHY, HAPPIER FUTURES, BY ADDRESSING THE DEEPER HUMAN NEEDS.

- *I feel that technology worsens my **well-being**.*
- *The healthcare system ignores what is **important to me**.*
- *I'm confused about how my lifestyle harms my **health**.*
- *I'm worried about the **future**.*
- *I fear that climate change threatens our **quality of life**.*
- *I feel **lonely** but don't have the energy to meet people.*
- *I'm **anxious** that technology will steal my work and income.*
- *A toxic culture causes me **stress** at work.*
- *I don't **trust** businesses that are too focused on short-term profit.*
- *Will **inequality** soon have an impact on me as well?*

Do these fears sound recognisable? It is because they are taking away from our **universal, deeper human need** that we want to be healthy & happy. These deeper human needs don't change in this fast-changing world. They still matter today, perhaps even more than in the past. And these fears may even impact your business if you don't consider them in your business strategy.

Christophe's keynotes inspire business leaders and conference audiences on how the latest trends and innovations can create customer value without adding to these fears. He provides **meaning to the latest trends** and explains how to **create customer value with deeper human needs in mind**.



Today, deeper human needs influence purchasing behaviour and engagement more than ever because customers increasingly value what caters to their deeper needs and help them pursue meaningful life goals. Christophe's **Life Aspirations Model** enables companies and healthcare organisations to understand and address these deeper needs to remain relevant and human-centred. **Businesses can create high customer value and ensure greater engagement with their solutions by focusing on what truly matters to customers.** This approach fosters trust, loyalty, and long-term growth, allowing businesses to become partners in their customers' life journeys.

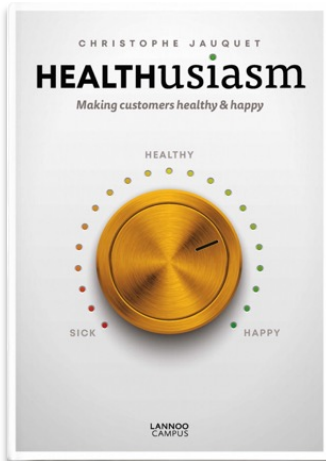
christophe jauquet



INTRODUCTION

With over 25 years in business management, Christophe Jauquet expertly navigates the intersections of Customer Centricity, Innovation, and Future trends. He keenly tracks groundbreaking innovations, social-cultural shifts and health-related behaviours to decipher what they mean for your business strategy. Leveraging this profound understanding, Christophe has been delivering transformational keynotes since 2014, guiding the future direction of numerous business strategies in diverse sectors—from retail, beauty, and insurance to consumer goods, construction, pharmaceuticals, and tech. At the core of his vision is the belief that everybody has deeper needs they tend to care for.

Christophe's influence in the field is undeniable. He is **quoted by Deloitte** in their 2022 Global Life Sciences Outlook and appears in various business books. He spoke at the **European Parliament** on the future of self-care and was the opening keynote at the **Abu Dhabi Global Healthcare Week**. Christophe inspired numerous boards of Directors from various global corporations. Beyond his keynote skills, he's recognised as the author of the trailblazing business books titled "**Healthusiasm**" and "**Trends in the Transformation Economy**". Meanwhile, Christophe keeps the global community on the edge of future trends with monthly podcasts, bi-weekly newsletters and weekly YouTube videos.



Christophe is the founder of the **Healthusiasm LAB**, a Strategic Futures agency dedicated to helping brands and organisations connect with the growing group of patients and health consumers actively shaping their own well-being. Healthusiasm LAB empowers clients to confidently take decisions and build strategies that resonate with tomorrow's health-conscious individuals by deciphering **health and wellness trends, future scenarios and health ecosystems** with proprietary **innovation models**.



POPULAR KEYNOTES

With his focus on the **deeper human needs**, Christophe delivers a fresh, unique and much-needed perspective on general topics like **Business, Technology and Healthcare, Leadership**. The keynotes are fast-paced, visually strong, well-crafted stories that contain eye-opening insights, recognisable, real-life examples and practical tools.

You can choose between **off-the-shelf, personalised, or tailor-made** talks. This means that every keynote can be adapted to the event's specific objectives, the industry dynamics, the cultural particularities and the audience's needs.



- **BUSINESS, INNOVATION & MARKETING, CX**

The Transformation Economy offers business leaders a unique opportunity to create value by aligning with their **customers' deeper needs**, transforming products and transactions into transformational experiences that drive better businesses and a healthier, happier future.



- **EMERGING TECHNOLOGIES**

Holistech Futures reveals what emerging technologies mean for business strategies and how they can be leveraged through a holistic strategy that prioritises **deeper user needs** and creates meaningful value for people, society, and the planet.



- **HEALTHCARE**

Health Innovation argues for healthcare transformation focused on scalable, engaging, and accessible solutions driven by technologic, personalized, and self-care trends, ensuring leaders align with **deeper patient needs** to future-proof the healthcare sector.



- **LEADERSHIP AND MOTIVATION**

Employee Transformations explores how **deeper employee needs** shape workplace expectations, equipping business leaders with strategies to attract and retain talent while empowering employees to focus on what makes them healthier and happier at work



christophe **jauquet**



Graduated as a Business Strategist from the University of Leuven, Belgium, Christophe has been involved in Business Management for over 25 years. In the past decade, he became known as a compelling speaker on the future of marketing strategy and has inspired the largest companies in the world from various industries, ranging from Unilever to Pepsi, from Nestlé to L’Oreal. He has won various Innovation Awards, was a guest lecturer at management schools, appeared on podcasts globally and published his knowledge in two business books. **Trends in the Transformation Economy** is his latest work. ([discover](#))

TOPIC: BUSINESS, INNOVATION & MARKETING

The Transformation Economy is the tipping point between the multi-crises world we've created and the one we aspire to live in. It's an unprecedented opportunity to do good business and do business for good. This talk inspires leaders to turn products or transactions into transformations and create more customer value. Businesses that don't embrace this trend risk being left behind in a world where consumers want to pursue their **deeper needs**.

- Why turning products or transactions into Customer Transformations?
- How to create more customer value and be more competitive in the market?
- What does this economic reality mean for Innovation, Marketing, Digital & Sales strategies?

➔ **Concerned topics:** Marketing, Customer Experience, Innovation, Future Trends

➔ **Perfect for:** Conferences, Leadership Meetings, Team Meetings, Client-facing events.

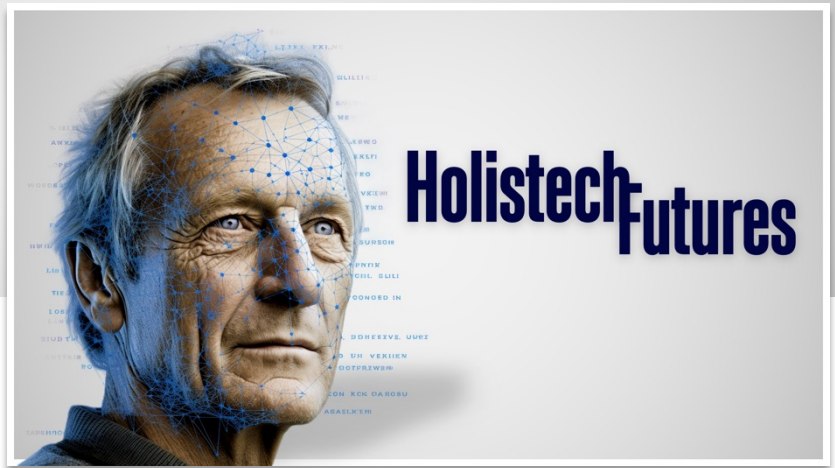
➔ **Global Clients:** Unilever, Pepsi, Nestlé, NN Insurance, Colruyt, Proximus, Global DIY Summit, AddRetail, Renson, L’Oreal, The European Bedding Industry, Beneo, Belgian Association of Marketing, Rousselot, Ontex, ...

➔ **Related keynotes:**

- The Transformation Economy ([watch](#)) – *navigating the future of human centricity*
- Redefining Customer Value – *from Customer Experience to Transformations*
- Health is the Most Meaningful Consumer Value ([watch](#)) – *about health consumers*
- Trends in the Transformation Economy ([watch](#)) – *industry-specific examples*
- No Healthy People on a Sick Planet – *how health makes sustainability tangible*
- Every Business is a Health Business – *health consumers take 25% of every sector*
- Health as an Engine for Business growth – *getting started with a health strategy*



christophe **jauquet**



Fascinated by change and innovation, Christophe Jauquet has always embraced new technologies. Throughout his career, he stands out as a digital pioneer, leading omnichannel strategies, designing mobile applications, creating connected device solutions, and launching software platforms. As a speaker, **Christophe is renowned for avoiding hype and instead offering thoughtful, balanced insights into the true impact of technology on health, business, society, and humanity.** His talks empower businesses to advance with both speed and caution. Christophe's upcoming book, **Holistech Futures**, delves into the often-overlooked interplay between technology and deeper human needs.

TOPIC: EMERGING TECHNOLOGIES

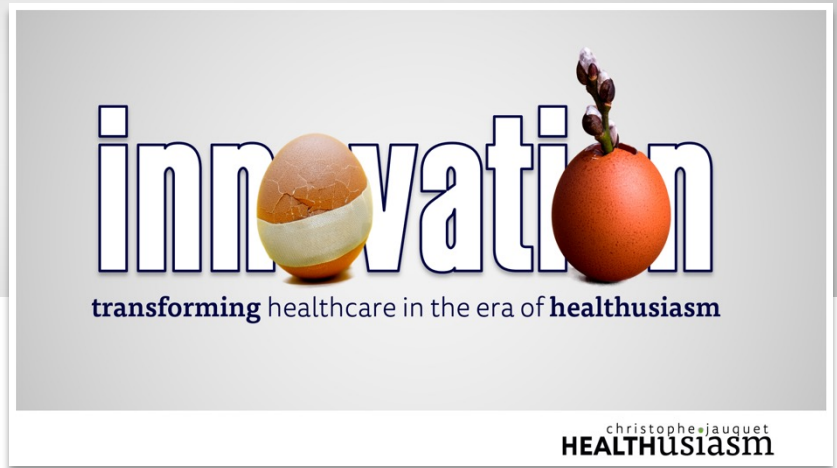
Technology has dramatically changed our lives in the last 20 years, and its influence continues to grow rapidly. Keeping up with these changes is difficult, making it hard to predict their true impact in the future. Typically, in the media, the impact of technology on business is often overestimated, while its broad influence on people, society and the planet is underestimated. **We need a more holistic approach to the transformational power of technology to remain relevant to the deeper user needs.**

- What new technologies mean for your business strategy
- How technologies will impact our society and humanity
- Why every technology strategy requires to consider the deeper human needs.

- ➔ **Concerned topics:** Innovation, Future Trends, Long Term Impact, The Good Future
- ➔ **Perfect for:** Conferences, Leadership Meetings, Team Meetings, Client-facing events.
- ➔ **Global Clients:** Abbott, AG Insurance, Ageas, Viatris, Amplifon, Metagenics, Hospitals,..
- ➔ **Related keynotes:**
 - The Post-Knowledge World ([read](#)) – *when knowledge isn't power anymore*
 - The Whisperverse - *the interactive age of companion experience.*
 - Artificial Abundance – *AI's Impact on Business, Health, and Society*
 - Digital Humans ([watch](#)) - *about digital twins and bringing back empathy*
 - The Tech Check – *an overview of technology trends and their human impact*



christophe **jauquet**



Christophe Jauquet has over 25 years of experience working with leading healthcare and pharmaceutical companies like Pfizer, Sanofi and GSK. His unique Healthusiasm vision highlights how to design engaging healthcare solutions and has been featured in Deloitte's Global Life Sciences Outlook. These visionary ideas can also be found in his two books, newsletters, Youtube videos and Podcast that inspire audiences around the world on health innovations. He is a world-renown speaker who spoke at the European Parliament, the Global Healthcare Week in Abu Dhabi and many other healthcare events globally.

TOPIC: HEALTH- & SELF-CARE

This keynote argues for innovation in the current healthcare system, which is characterised by inefficiency, high costs, and a lack of patient engagement. We need Health Innovation that transforms **healthcare services** into scalable, accessible **products** or more engaging **experiences**. This transformation is fuelled by technological advancements, the growing self-care trend and the shift toward personalised, preventive care. The keynote outlines how healthcare leaders must align with the **deeper patient needs** to be future-proof.

- Why are people more conscious of and actively involved in their health?
- How will self-care, prevention and wellness change the future of healthcare?
- What is the role of different technologies in innovating tomorrow's health experience?

➔ **Concerned topics:** Patient Experience, Innovation, Future of Health

➔ **Perfect for:** Conferences, Leadership Meetings, Cycle Meetings, Client-facing events.

➔ **Global Clients:** European Parliament, Roche, Pfizer, Global Health Exhibition Riyadh, Sanofi, Takeda, MSD, Abu Dhabi Global Health Week, Haleon, GSK, Medtech Meetup, ...

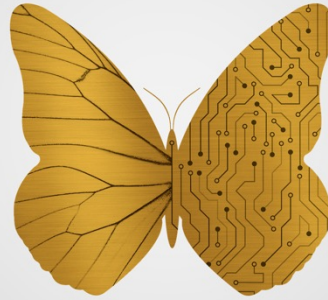
➔ **Related keynotes:**

- Healthcare Innovation ([watch](#)) – *the much-needed innovation focus in healthcare*
- The Patient is no Longer Patient – *improving patient experience*
- Creating Better Health Experiences ([watch](#)) – *from services to transformations*
- The Future of Self-care ([watch](#)) – *about the Copernican Health Revolution*
- HCP Engagement – *how to create value for healthcare professionals*
- Redefining the Future of Health & Self-care ([watch](#)) – *the future of health*
- Dr. Google on Steroids – *Will AI make or break Healthcare*



christophe **jauquet**

employee transformations



Christophe Jauquet has led teams and coached people for over 15 years. He was involved in corporate reorganisations, advised companies on corporate well-being strategies, was a guest writer in the book “Employee Engagement”, and dedicated chapters in his own books to this theme. His insights on the deeper human needs make his Leadership and Motivational keynotes truly unique. He helps **employers** unlock new means of attracting and maintaining talent and provides **employees** with the tools to focus more on what will make them healthy & happy at work. These interactive keynotes have inspired HR directors and global teams from different industries.

TOPIC: LEADERSHIP AND MOTIVATION

The working environment is not isolated from the world; it is influenced by these external factors. The memorable experiences people have daily shape the expectations they carry into the workplace. Today, individuals bring their dreams, desires, and values to work—elements that Christophe refers to as their life aspirations. In this interactive keynote, Christophe introduces and applies these life aspirations, making the session both inspiring and practical for the audience.

- What could healthy & happy at work mean for yourself and others.
- How to unlock your superpowers by keeping the right, achievable goals in mind.
- Why should you work together as a team to create a better working environment?

➔ **Concerned topics:** Corporate Well-being, Leadership, Motivational talk,

➔ **Perfect for:** Town Hall & Year End Meetings, Team Buildings, Well-being Sessions

➔ **Global Clients:** UCB, Randstad, Colruyt, Baloise, Belfius,...

➔ **Related keynotes:**

- Employee Transformations ([watch](#)) – *providing a better employee experience*
- Transformational Leadership ([read](#)) – *Leading in the Transformational economy*
- Corporate well-being – *Why focusing on Life Aspirations improves well-being*
- Unlocking Superpowers – *how people impact their own health & well-being*



Healthusiasm LAB, founded by Christophe Jauquet, is an upcoming futures agency dedicated to helping brands and organizations engage with the rapidly growing segment of health-conscious consumers, representing 25% to 50% of every industry. The agency offers expert Futures Research, Future Scenarios, and Future Health Strategy. Clients can also order keynotes with a focus on future health trends, tailor-made for their industry.

TOPIC: HEALTH CONSUMERS

The booming self-care wellness economy, fuelled by health consumers, surpasses the size of the consumer technology, pharmaceutical, and tourism industries. Even the green economy, the IT sector and the sports business are smaller than the Wellness Economy. Health consumers represent the largest, yet least understood, group of individuals today. In these industry-specific keynotes, Christophe highlight various trends showcasing how health and self-care are becoming increasingly influential parts of...

1. **everything we do** (eating, exercising, sleeping, sex, travelling, ageing, finance, ...),
2. **every place we are** (our house, work, car, city, supermarket, ...) and
3. **every object we handle** (clothing, glasses, jewellery, telephone, clock, lights, ...).

➔ **Concerned topics:** Innovation, Future Trends, Health & Wellness, Consumer behavior

➔ **Perfect for:** Conferences, Strategic Meetings, Client-facing events.

➔ **Global Clients:** Darling Ingredients, Colruyt, Global DIY Summit, Radical Health, EBBIA

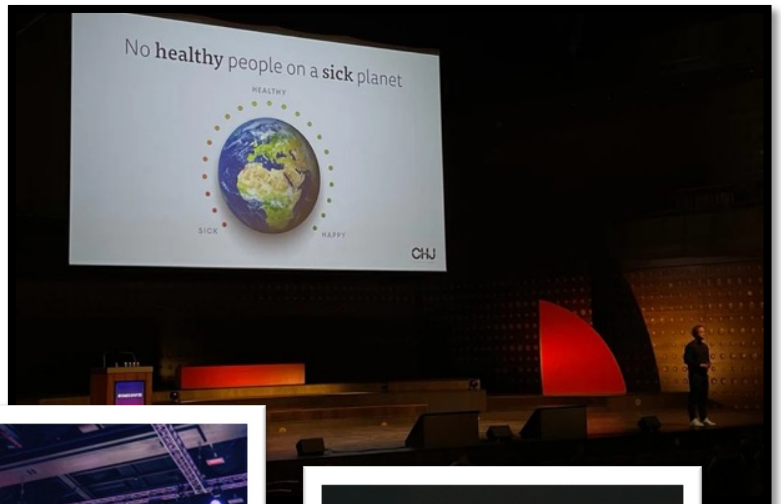
➔ **Previous research & keynotes:**

- **Ageing** - Ageless Ageing – *how ageing is impacting every single business*
- **Sports** - Sport Innovation – *about the holistic, aspirational value of sports*
- **Food & Beverage** - Food Trends – *there is more to eating than nourishing*
- **Tech** - Personal Science – *how people are actively involved in health and science*
- **Finance** - Financial Wellness – *about the 'why' of money, not the how or what*
- **Sleep** - The Potential of Sleep – *why sleep is more than sleeping*
- **Cities** - Designing healthy spaces – *about our environment*
- **Retail** – From physical places to transformational spaces – *the future of retail*
- **Home** - Healthy Homes – *home as the biggest investment in our health*
- **Travel** - Transformation Travel – *From wellness trips to medical tourism*



CHRISTOPHE IN ACTION

Christophe's keynotes are almost cinematic experiences, weaving captivating stories with stunning visuals and videos. On top of that, he delivers actionable models and immediate takeaways, engaging audiences from the first instance to the moment they leave the room.





PREVIOUSLY INSPIRED



THIS WHAT THEY SAY

- Christophe's keynote was nothing short of transformative. His expertise and dynamic presentation style make him an invaluable addition to any speaker lineup. **Diana Castro Sandoval, Abu Dhabi Global Healthcare Week.**
- As an expert in outside-in trend spotting and translation to corporate reality he is able to inspire and activate. His style and energy moves the crowd. **Jeroen Colpaert, Executive Vice President, Rousselot.**
- Christophe covered this content brilliantly but also energized all participants and many came to him asking for local sessions and additional insights for me main prove of success! **Rafael Prota Barroeta, Vice President Strategic Marketing, Ontex**
- Christophe is a super-compelling speaker, adaptable to stages large and small. **Maxine Birmingham, event organisor at GIANT Health.**
- Christophe presented at our European Health Insurance Event in Austria to an audience of C-level industry leaders. He is a remarkable speaker who brings an inspiring story in a compelling yet very simple way. **Meriem Seghir, Senior conference producer, InventU**
- Christophe gave us a lot of valuable insights in a way that all countries, despite de variety of cultures, could have many interesting take aways for their daily jobs. **Philippe Gelder, President & CEO Voted Product of the Year WorldWide**
- Christophe an inspiring session for the entire team at the kick off meeting for the Levant countries at Roche. We particularly liked the engaging discussions and interesting real life examples. **Talar Santourian, Roche Levant Countries.**



RATE CARD

45-60 min keynote

BeNeLux

Rest of Europe

Rest of World

Standard

off-the-shelf

Personalised

to the event/industry

Tailor-made

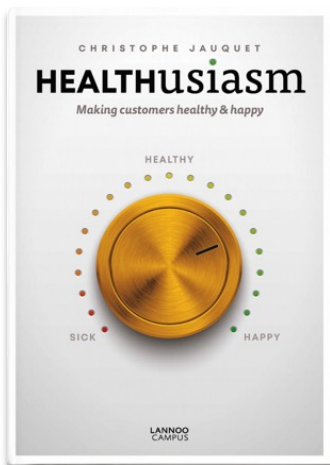
for one client



** Hotel, flight and other travel expenses will be invoiced to the organisation.*

This price includes a 1-hour briefing, all preparation related to the keynote as described and a 30min Q&A. The keynote will be given in English, Dutch, French or a combination of the more of the before-mentioned languages. It is possible to alter the physical meeting into a digital online story with more interaction. No additional costs, nor discounts, are to be expected whether the meeting will be held physically or digitally.

Commercial deals that include purchasing books, additional (social) media exposure, and personal introductions to business-relevant partners can be negotiated by events and conference organisers. Christophe's team will first carefully evaluate the value in return before granting approval.



Healthusiasm
Making customer
healthy & happy

30 euro / book



**Trends in the
Transformation Economy**
where health, well-being and
happiness matter most
35 euro / book



FOR EVENT ORGANISERS

Over the past 10 years, Christophe has delivered more than 500 presentations to audiences of 7 to 2.500 people. His experience has led to a streamlined approach that ensures a positive experience for both event organizers and attendees. Below is a list of requirements and recommendations to help make your event impactful.

BEFORE THE EVENT

- Two weeks before the event, Christophe recommends scheduling a **1-hour preparation call** to discuss content tailored to your audience's needs and preferences. You can book meetings directly on his calendar using this link: [Book a prep call](#).
- For **public announcements**, website, or social media communications Christophe has a **Press Kit** containing pictures, written bios, and references to his work or books. [Press Kit](#)
- Christophe prefers to finalize his slides on the event day, tailoring them to the latest global updates and conference insights. When not possible on larger conferences, Christophe is willing to make an exception to ensure everything runs smoothly.
- Christophe encourages a **tech check**, either the evening before or on the event day.
- To introduce Christophe at your event, you can find **intro scripts and music** in the [Press Kit section](#). Feel free to modify them to suit your preferences and the event's relevance.

DURING THE EVENT

- Christophe prefers to use his MacBook Pro laptop running Microsoft Powerpoint, connecting it via HDMI. His laptop is controlled by his own remote control and should be set up on stage (e.g., on a lectern or table) with a power connection within 2 meters.
- For larger conferences, we provide the Microsoft PowerPoint presentation to run on the event's computers. In that case, Christophe's specific fonts must be downloaded on the event computer. Fonts can be downloaded from a Dropbox folder. The link to this folder can be found on the first page of his keynote or [here](#).
- Christophe's unique keynote style is fast-paced and requires a confidence monitor showing the upcoming slides. For smaller events, it suffices to see the screen of his own laptop. Bigger stages require one or more screens, depending on the size of the stage.
- For groups larger than 25 people, he prefers a wireless headset or a Lavalier microphone.
- Christophe sometimes requires audio output, connecting via a standard audio jack plug.
- Please note that Christophe's presentation should **not** be recorded without prior notice.

AFTER THE EVENT

- If you'd like to receive Christophe's slides after the event, please mail to bookings@christophejauquet.com to receive a condensed PDF version of the keynote.
- The PowerPoint presentation can **never** be distributed.
- Video recordings should be sent to Christophe and approved before any distribution.
- Please send photos of Christophe during the event to bookings@christophejauquet.com



MASTERCLASS – HUMAN CENTRICITY IN ACTION

“ Unlocking Success with the Life Aspiration and Value Creation Models ”

• OVERVIEW

In today’s rapidly evolving world, organisations thrive by placing humans at the center of their strategies. This masterclass equips leaders and teams with the tools to embrace human-centricity by integrating the Life Aspiration Model and the Value Creation Model into their business practices. By addressing deeper human needs and aligning them with impactful value propositions, participants will learn how to foster meaningful connections, inspire innovation, and drive sustainable growth. You’ll leave equipped with frameworks and tools to create transformative value for individuals and your organisation.

• WHAT WILL YOU LEARN?

1. **Understanding Life Aspirations** - Explore the core human desires—such as purpose, belonging, and growth—and how they influence decisions, behaviors, and motivations.
2. **Applying the Value Creation Model** - Discover how to design strategies and solutions that not only meet customer needs but also create lasting value for them.
3. **Fostering Human-Centric Innovation** - Learn how to align organizational goals with the aspirations of individuals to unlock creativity, engagement, and loyalty.

• KEY HIGHLIGHTS

1. **Introduction to the Life Aspiration Model** - Unpack the universal human desires that drive fulfillment and learn how these aspirations can serve as a foundation for innovation.
2. **The Value Creation Framework** - Bridge the gap between individual aspirations and organizational goals to design initiatives that deliver mutual value for customers
3. **Interactive Exercises and Case Studies** - Participate in practical workshops that analyse real-world applications of human-centric strategies from industries that leverage aspirations for business growth.
4. **Transforming Teams and Cultures** - Explore actionable steps to foster human-centricity within your teams and culture that also inspires personal and professional growth.

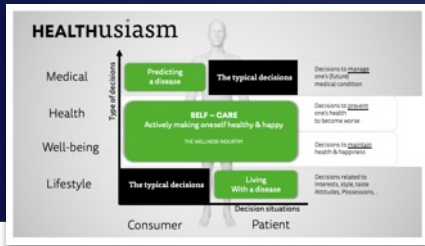
• DETAILS

Duration: Half-day or Full-day options available

Format: Interactive and engaging, with opportunities for discussion and collaboration

Facilitator: Christophe Jauquet, keynote speaker and thought leader on human centricity

Download the templates [here](#).



MASTERCLASS – HUMAN-CENTRIC HEALTH STRATEGY

“Transforming Patient and Health Consumer Experiences with the Healthusiasm Model”

• OVERVIEW

In the era of empowered patients and health consumers, companies must shift from delivering services to facilitating transformational health experiences. This masterclass introduces a human-centric approach to health strategy, combining the Healthusiasm Model, Life Aspiration Model, and Value Creation Framework. Together, these tools enable organizations to align their offerings with the evolving desires of patients and health consumers, creating deeper connections, fostering trust & engagement, and driving growth.

• WHAT WILL YOU LEARN?

1. **The Healthusiasm Model** - Understand how companies can integrate health and well-being into their value proposition, surpassing traditional roles to tackle deeper aspirations.
2. **Life Aspiration Model** - Explore universal human desires—such as self-actualization, connection, and purpose—and learn how they apply to patients and health consumers.
3. **Value Creation for Health Consumers** - Discover how to co-create meaningful experiences that meet patient needs while generating value for your organization.

• KEY HIGHLIGHTS

1. **Healthusiasm: Every Business is a Health Business** - Learn why and how integrating health and happiness is the next frontier for innovation and business success.
2. **Life Aspirations in Health Strategy** - Dive into the core aspirations that drive patient behavior and align health initiatives with the deeper desires of patients and consumers.
3. **Value Creation for Health Stakeholders** - Develop strategies that combine health innovation, personalization, and empowerment to create Customer Transformations
4. **Real-World Applications and Interactive Exercises** - Engage in practical workshops using real-life case studies and build actionable strategies tailored to your company's unique challenges.

• DETAILS

Duration: Half-day or Full-day options available

Format: Interactive with case studies and actionable takeaways

Facilitator: Christophe Jauquet, keynote speaker and thought leader on human centricity

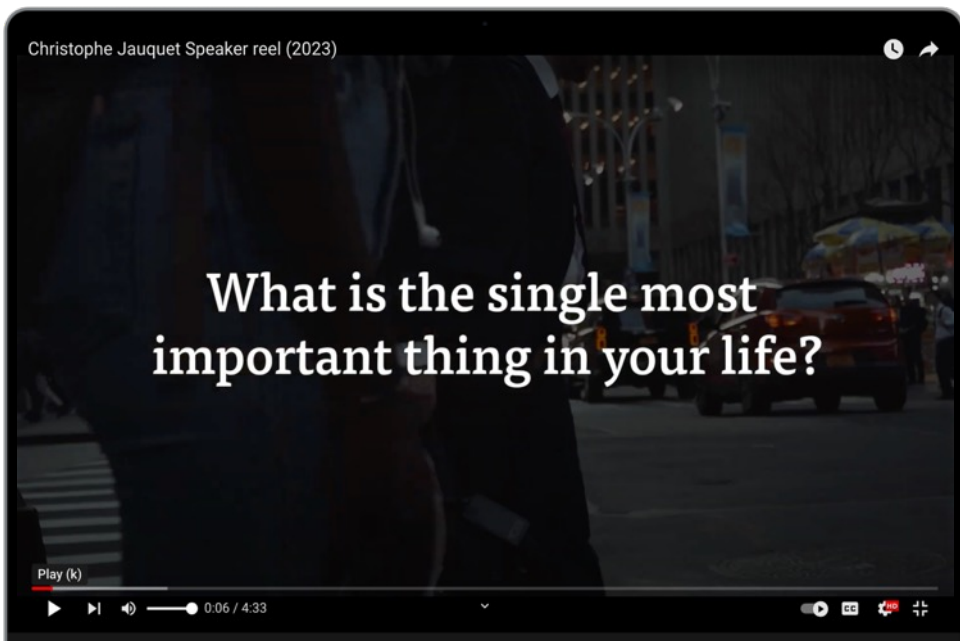
Download the templates [here](#).



STAY IN TOUCH – BE INSPIRED

- [LinkedIn](#): Connect professionally and stay on top of all important announcements
- [Instagram](#): Discover daily Healthusiasm inspiration and behind-the-scene footage
- [Newsletter](#): Subscribe to these long reads with a future perspective on health
- [YouTube](#): Follow keynotes, watch Healthusiasm monologues & learn from his thoughts
- [Blog](#): Find in-depth information on a health trends, behaviours and innovations.
- [Podcast](#): Listen to panel discussions on the Healthusiasm future of health & self-care

[Click to view Christophe's Speaker Reel](#)



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BE 0718.799.890



christophe jauquet

TERMS & CONDITIONS (1/2)

PAYMENT TERMS

1. Unless otherwise agreed, invoicing and payment terms are as follows:

- 50% of the agreed fee is required as a deposit. The deposit will be invoiced on the day of the official briefing and at least 30 days in advance. The deposit is non-refundable as it covers the preparation and opportunity costs. The speaker is entitled to cancel the event if the deposit is not paid on or before this date.
- The balance will be invoiced the day after the date of the event.
- A fee of GBP 40, EUR 40 or USD 50 will be charged for all international/foreign currency transactions.

Payment must be made to the account **BE68 3631 8404 7234** (BIC BBRU BE BB).

As a reference, it is requested to state the text as mentioned in the footer on each page of this offer.

RELATED COSTS

2. Unless otherwise agreed, the Client arranges and pays for all additional costs related to the participation of the event.

- the round-trip airfare (flexible business ticket for flights that impact sleeping hours or when longer than 6 hours)
- hotel accommodations (standard room),
- ground transportation (in the city of origin and event city),
- Visas (where and when required),
- meals/beverages (for the entire duration of the travel)
- and other related incidental expenses.

EVENT ORGANISATION

3. The Client undertakes to:

- provide and pay for technical equipment and the necessary professional technical support required to deliver a keynote, such as staging, a projector (type VGA, DVI, or HDMI input), sound equipment, a wireless microphone (preferably type lavalier), an AC power plug (type E or C) to power a laptop, and a confidence monitor in good working.
- book a suitable venue, adequately lit, heated and ventilated.
- comply with all necessary site regulations for fire, safety and any other legal requirements and ensure that the maximum capacity of the site is not exceeded.
- have appropriate insurance contracts in place, including public liability insurance.

CANCELLATION

4. The Client acknowledges that time shall be of the essence in making all payments, bookings and organisation as mentioned above. Christophe Jauquet might not perform any obligations if the Client fails to meet the conditions mentioned. For example, if payment of the deposit is not received in accordance with these terms and conditions, Christophe Jauquet may regard this as a cancellation.

5. If Christophe Jauquet cannot fulfil this Agreement, the Client will be informed in writing by mail before the event.

- The paid deposit will be not be refunded in case of proven transportation delay or medical condition (incl. covid) within the family.
- The paid deposit will be fully refunded in all other cases.

Christophe cannot be held liable for costs incurred by the Client up to the date of cancellation nor for any other future event-related loss due to the cancellation.

6. If the Client wishes to cancel, Christophe Jauquet must be informed in writing via email and phone. Any cancellation will take effect on the day written instruction is received and will determine the cancellation charge. The nearer the cancellation date is to the engagement date, the greater the charge will be. The deposit is not refundable. The cancellation charges are determined as follows:

- < 90 days before event day: no cancellation charge
- < 30 days before event day: 50% of the balance of the agreed fee as a cancellation charge
- < 14 days before event day: 75% of the balance of the agreed fee as a cancellation charge

7. If the Client wishes to postpone the event, Christophe Jauquet must be informed in writing via email and phone. Any postponement will take effect on the day written instruction is received and will determine the postponement charge. The nearer the postponement date is to the engagement date, the greater the charge will be. The deposit is not refundable. The postponement charges are determined as follows:

- < 90 days before event day: no compensation
- < 30 days before event day: 25% of the balance of the agreed fee as a postponement charge
- < 14 days before event day: 50% of the balance of the agreed fee as a postponement charge

The postponement charges are part of the agreed fee. The total fee for this speaking engagement will not exceed the agreed fee mentioned in the respective offer. The postponement charges are independent of Christophe Jauquet's ability to speak on the new date. Christophe cannot be held responsible if the new date does not fit his agenda.



christophe jauquet

TERMS & CONDITIONS (2/2)

8. If the performance of any obligations under this Agreement by either Party is prevented by force majeure, exchange controls, export or import controls or any other government restriction, wars, hostilities, blockages, civil disturbances, revolutions, strikes, terrorist attacks, lockouts, or any other cause beyond the reasonable control of a Party, each Party shall not be responsible to the other for failure or delay in performance of its obligations under this Agreement. Each Party shall promptly notify in writing the other of such force majeure condition. The terms of this Clause shall not exempt, but merely suspend, the parties from their duty to perform the obligations under this Agreement until as soon as practicable after a force majeure condition ceases to exist. Hence, this situation will not lead to cancellation or compensation charges.

INTELLECTUAL PROPERTY

9. The documents provided to the Client before or after the conclusion of the Agreement are protected by copyright and remain the property of CHJ. They may not be used, copied, multiplied, passed on or made known to third parties by the Client without the latter's permission. The full ownership of intellectual rights to the concepts or designs provided by Christophe Jauquet remains with Christophe Jauquet, unless expressly agreed otherwise in writing. No content, image, video or presentation of Christophe Jauquet can be shared or distributed without prior consent. This includes all of the following:

- Publicity material relating to the event may not be issued without Christophe's prior written permission.
- The PowerPoint presentation can never be shared beyond the team in charge of the event.
- The PDF version of Christophe's presentation may only be shared reactively with people who attended the event. It is required to have prior consent in writing by Christophe.
- No audio or video recording (including back projection) may be made without prior consent. Unless otherwise agreed in the purchase form, the entire audio or video recording may not be shared publicly or used on platforms for training or entertainment purposes. All recordings will be shared with Christophe Jauquet and could be employed in his promotional materials.
- Christophe Jauquet's name, photograph, or likeness cannot be used for the promotion, endorsement, advertising or commercial purposes of any product or service whatsoever without prior written approval.

DATABASE AND PRIVACY

10. Under Regulation (EU) 2016/679 of the European Parliament - the General Data Protection Regulation - personal data (such as names, addresses, email and so on) collected from you and your personnel will only be used for the purposes of this Agreement and for contacting you and your personnel about events, goods and services we offer which we believe may be of interest to you. Christophe Jauquet and his team may contact you and your personnel by email for these purposes in accordance with GDPR rules.

LIABILITY

11. Under no circumstances will either Party be liable to the other Party or any third party in contract tort or otherwise, for any indirect, incidental, special, consequential, punitive, exemplary, or similar damages that result from the parties' performance or non-performance hereunder, including but not limited to loss of revenue or lost profits.

CONFIDENTIALITY

12. Both parties understand that the details, conditions and content of this contract are strictly private and confidential and, with the exception of their personal and professional advisors, may not be communicated to a third party without the other Party's written consent. Christophe Jauquet is at all times entitled to refer for promotional purposes to the keynotes provided, stating the Client's identity details, unless expressly agreed otherwise.

DISPUTE SETTLEMENT AND MISCELLANEOUS

13. This contract is subject to the laws of Belgium and Flanders. Any dispute arising from this will be handled in accordance with Belgian law.

14. Each of the parties acknowledges and agrees that:

- it has full power and rights to enter into this Client Contract;
- this Client Contract constitutes the entire Agreement between them in relation to its subject matter;
- in entering into this Client Contract, it has not relied on any statement, representation, warranty or understanding which is not expressly set out in this Client Contract;
- the failure to exercise a right or remedy provided by this Client Contract or by law does not constitute a waiver of the right or remedy or a waiver of other rights or remedies;
- this Client Contract is personal to the parties and neither Party may assign, transfer or sub-license any of its rights or obligations hereunder without the prior written consent of the other Party (not to be unreasonably withheld);
- it shall comply with all applicable laws in the exercise of its rights and the performance of its duties hereunder
- this Client Contract does not establish an employment relationship between Christophe Jauquet and the Client;
- a person who is not Party to this Client Contract may not rely upon or enforce any rights pursuant to the Contracts.



christophe jauquet

PURCHASE FORM (please fill in & sign for acceptance)

By submitting this Purchase Form, you acknowledge that you are authorised to sign this firm and binding purchase on behalf of the Client. I have checked the details below and confirm that they are correct. I also understand the terms and conditions mentioned further in this document and agree to abide by them.

Client:

- Contact: Mail:
- Company:
- Address: Country:
- VAT number:..... Purchase Order:

Event:

- Name:Website:
- Date: Location:
- Contact on the day:
- Audience (gender, profession, nationalities, age):
- Dress code: **Formal – Business Casual - Casual**

Talk:

- Title/topic:
- Duration talk: Duration Panel: Duration Q&A:
- Stage name & size:
- Time to arrive: Time to speak: Free to leave:

Additional requests:

- Interview: **YES/NO**..... Recording: **YES/NO**..... Promo video: **YES/NO**

Costs:

- Talk: Books:
- Accommodation: **Client arranges and/or pays for standard accommodation if required.**
- Travel expenses: **Client arranges and/or pays for economy/business/first round-trip travel (Flexible) and ground transportation (in the city of origin and event city). In addition, the client is responsible for all visa costs, meals and incidental expenses related to the participation at the event.**
- Other:

Name and signature

The Client

Christophe Jauquet