

35th Annual
ART & SCIENCE
of Health Promotion Conference

March 31-April 4, 2025

DoubleTree Resort by Hilton Hotel Paradise Valley
Scottsdale, Arizona



INTENSIVE TRAINING SEMINAR

2025 Art & Science of Health Promotion Conference—A One-Day Preconference Event



Leadership Skills for Creating Authentic Connection and Community

INTENSIVE TRAINING SEMINAR INSTRUCTOR



CHARLES VOGL, M.DIV.

*Author, Speaker, Adviser
The Vogl Group*

Tuesday, April 1, 2025
9:00 a.m.-5:00 p.m.

Explore time tested secrets to overcoming loneliness and building vibrant communities. In this dynamic workshop Charles Vogl, adviser, speaker, and author, will introduce practical and accessible principles from his acclaimed books, *The Art of Community* and *Building Brand Communities*. Explore how acknowledgment, invitation, and vulnerability contribute to building authentic, lasting connections. Vogl will provide practical strategies and real-world examples to help health promotion professionals create a more connected and supportive environment, both personally and professionally. This workshop is designed for those eager to make a difference by fostering community bonds and enhancing interpersonal relationships.

**– Intensive Training Seminar –
One-Day Preconference Event
Register by February 17 and Save!**

Through February 17, 2025

Member*: \$295

Nonmember: \$395

Student Member: \$175

After February 17, 2025

Member*: \$395

Nonmember: \$495

Student Member: \$175

**Members of The Wellness Alliance, WELCOA, National Wellness Institute, and the International Foundation of Employee Benefit Plans.

**Student membership with Wellness Alliance and NWI is required. Become a student member for \$75.

**Learn More About Conference
Program and Features at**
www.HealthPromotionConference.org

LEARNING OBJECTIVES

- Gain insights into crafting community efforts that are designed to enrich rather than extract.
- Recognize where and how you can defeat loneliness and isolation wherever you are
- Learn to invite a meaningful conversation with anyone you seek to know better.

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CHARLES VOGL, M.DIV.

Author, Speaker, Adviser, The Vogl Group



Charles Vogl is an adviser, speaker, and author of three books, including the international bestseller *The Art of Community*. He worked with Google in several capacities, including as a trusted thought leader for the Google School for Leaders, which develops over 20,000 Google managers. He is also a founding member of the

Google Vitality Lab, which works toward innovating healing strategies. His work is used to advise and develop leadership and programs worldwide within organizations including Airbnb, LinkedIn, Amazon, and the US Army. His first book, *The Art of Community*, won the Nautilus Silver Award for Business and Leadership. The work lays out seven time tested principles for growing enduring, effective, and connected communities. His most recent book, *Building Brand Communities* (with Carrie Melissa Jones) won an Axiom Business

Book Gold Medal. The work speaks directly to organizational leaders that seek to connect people in ways that serve both members and larger organization goals. Charles began his lifelong study of change making as a volunteer living in a Santa Ana, California homeless shelter. He then worked on human rights in Sub-Saharan Africa as a Peace Corps volunteer, and later built teams to create high social impact media as a New York documentary filmmaker. His PBS film work won several international awards, including the Amnesty International Movies that Matter Award. All the work served as crucibles in which to learn the importance of bringing people together around shared values and purpose. His work draws on three thousand years of spiritual traditions to understand how individuals build loyalty, strengthen identity, and live out shared values. He holds an M.Div. from Yale, where he studied spiritual traditions, ethics, and business as a Jesse Ball duPont Foundation scholar.

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