

THREE SUMMER EVENT CONCEPTS THAT GET YOU CLIENTS & CONTENT

CURATED BY @JANAEONIA

A curated trio of summer experiences I've designed to blend wellness, connection, and storytelling. Each event is a different way to slow down, reconnect, and experience everyday moments more intentionally - whether it's an after-work reset, a longevity-led brunch, or a slow morning walk and gathering.



Concept option A: "SUNSET RESET" (Led by a professional breathwork specialist and supported by a nutritionist.)		
Inspiration	 <p>Breathwork in a park or nature.</p>	 <p>A creative approach to a chic (after-class) picnic setup.</p>
Why it works	<p>Positioned as an after-work reset, it taps into the moment when people transition from productivity to personal time.</p>	<p>Thoughtfully prepared food designed to calm the body, support restful sleep, and take away the stress of after-work meal prep.</p>
Co-branded activations	<p>Skincare cleanse-and-refresh rituals, paired with a sleep-focused brand offering teas or magnesium drinks.</p>	<p>A sleepwear or bedding collaboration offering curated gifting designed to support better rest.</p>
Content moments	<p>Sunset's soft, warm tones create a natural cinematic glow. Silhouette moments against the sunset skyline.</p>	<p>A beautifully styled picnic table featuring curated gifting moments.</p>

Concept option B: "LONGEVITY BRUNCH SERIES"
(Led by a different longevity expert specialising in a specific area.)

<p>Inspiration</p>	 <p>A beautifully styled brunch table with bold, colorful, fresh flowers.</p>	 <p>Branded longevity olive oil gift.</p>
<p>Why it works</p>	<p>It takes place during the weekend, giving guests the time and space to fully enjoy the experience without rushing. It feels intentional, not squeezed into a busy schedule.</p>	<p>Longevity is not a trend - it's a long-term lifestyle shift. People are actively seeking simple, practical insights they can apply to improve their daily lives well-being.</p>
<p>Co-branded activations</p>	<p>Each longevity expert leads a specific pillar of longevity, such as sleep, nutrition and gut health, metabolic health, stress resilience, or movement, supported by aligned brands that enhance the experience.</p>	<p>A collaboration with a biohacking clinic offering longevity-focused insights and activations.</p>
<p>Content moments</p>	<p>A carefully curated brunch table featuring vibrant dishes with clear explanations of longevity ingredients.</p>	<p>Longevity insights tailored to each guest, with personalised tips and curated gifts.</p>

If you're interested in a communication or event consultation, feel free to get in touch via DM [@janaeonia](https://www.instagram.com/janaeonia) or email jana@eoneworld.com

Concept option C: "SLOW MORNING CLUB"
(Guided by a metabolic health specialist.)

<p>Inspiration</p>	 <p>A shared experience - ideal for bringing a partner.</p>	 <p>A breakfast table designed around clean, locally sourced ingredients.</p>
<p>Why it works</p>	<p>A slow morning doesn't mean doing nothing—it can be a gentle walk-and-talk with like-minded people, focused on conversation, rather than intensity.</p>	<p>Why it works: walking to a beautifully set breakfast with nutritionally balanced meals is a refreshing start to the day. It also allows conversations from the walk to continue naturally over breakfast.</p>
<p>Co-branded activations</p>	<p>Co-branded sportswear collaboration highlighting Nordic walking equipment or a sleep and recovery tracking technology.</p>	<p>Locally sourced farms supplying gut-friendly breakfast ingredients.</p>
<p>Content moments</p>	<p>A walk that captures movement, spontaneous thoughts, a picturesque environment, and connection through natural storytelling.</p>	<p>Close-up details of cutting fresh bread, peeling eggs, and capturing morning light.</p>

If you're interested in a communication or event consultation, feel free to get in touch via DM [@janaeonia](https://www.instagram.com/janaeonia) or email jana@eoniaworld.com