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WOHASU® and Gallup® Launch Knowledge Partnership to Continue Shaping Global Wellbeing Discussions and Actionable Wellbeing Frameworks

FOR IMMEDIATE RELEASE

Miami — Oct. 2, 2024 — WOHASU, the global leader in wellbeing initiatives and founder of the [World Happiness Summit®](#), and Gallup, the leading global analytics firm, proudly announce their knowledge partnership for the 7th annual World Happiness Summit taking place on March 15-16, 2025, in Miami. In addition to this role, Gallup will serve as the host sponsor and a knowledge partner for the upcoming WOHASU Women Wellbeing at Work meeting and World Wellbeing Policy Forum, both taking place at Gallup World Headquarters in Washington, D.C.

This partnership marks a significant milestone in the ongoing global movement toward prioritizing individual and collective happiness and wellbeing. These events will focus on human flourishing in the workplace, policymaking, and communities worldwide. As a knowledge partner, Gallup will bring its vast expertise and data-driven insights to continue shaping discussions on and the development of actionable frameworks aimed at fostering wellbeing around the world.

World Happiness Summit 2025

The World Happiness Summit 2025 will gather global leading experts in the science and practice of wellbeing. With Gallup as a knowledge partner, the Summit will feature a special panel outlining some of the anticipated insights from the 2025 [World Happiness Report](#), which will be released on March 20 at the global report launch event in Washington.

The Summit is a platform for cutting-edge research, data insights and practical tools to help drive the wellbeing agenda across multiple sectors.

“WOHASU is at the forefront of the wellbeing movement, and this partnership with Gallup strengthens our mission to create a world where happiness is not only a personal pursuit but a societal priority,” said Karen Guggenheim, founder and CEO of WOHASU. “Together, we aim to equip individuals, organizations and governments with the knowledge they need to make wellbeing an actionable goal. This partnership represents a bold step forward in fostering the global happiness and wellbeing movement, and both WOHASU and Gallup are committed to making 2025 a year of meaningful change in the wellbeing space.”

“Gallup delivers data-driven insights and guidance to support informed planning and policymaking around the world. This knowledge partnership with WOHASU enables us to leverage their expertise and collective leadership to shape the global wellbeing agenda more effectively,” stated Joe Daly, managing partner of Gallup's Global Analytics group and member of the company's board of directors. “The collaboration with WOHASU helps us drive new, impactful conversations and empower global organizations to implement actionable frameworks for sustainable wellbeing.”

WOHASU Women Wellbeing at Work Meeting

WOHASU is launching WHOASU Women Wellbeing at Work, a program dedicated to addressing the unique challenges and opportunities faced by women in the workforce. The program's inaugural meeting will take place on Dec. 4, 2024, at Gallup World Headquarters in Washington. As host sponsor and knowledge partner, Gallup will create the space for discussions on fostering environments where women can thrive professionally and personally, emphasizing the intersection of gender, wellbeing and leadership. To coincide with this inaugural meeting, Gallup and WHOASU will release an article based on Gallup's extensive research in the field, which will be published via Gallup News.

The WHOASU Women Wellbeing at Work meeting will feature a discussion leveraging women's workplace insights to shape sustainable wellbeing strategies. In addition, Guggenheim will host a signing event for her new book, *Cultivating Happiness: Overcome Trauma and Positively Transform Your Life*. The meeting promises to be an exciting hub for individuals and organizations to connect and share valuable information about creating more inclusive and supportive work environments that support women's wellbeing.

World Wellbeing Policy Forum

The World Wellbeing Policy Forum, organized by the WHOASU Wellbeing Foundation and Gallup as a host sponsor, will gather economists, business leaders, policymakers, researchers and wellbeing experts on International Day of Happiness on March 20, 2025, in Washington to engage in critical conversations about the importance of happiness and wellbeing in organizations, education and society. The Forum will bring together these experts to identify and discuss actionable policies to drive wellbeing at scale and promote wellbeing as a central tenet of government, education and business. WHOASU and Gallup will collaborate on a panel, Measuring Happiness, for informed decision-making by businesses, education and government leaders.

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About WHOASU

Founded in 2016, WHOASU is a global movement and platform dedicated to promoting happiness and wellbeing through evidence-based practices and innovative thought leadership. Through its flagship event, the annual World Happiness Summit, and other initiatives, WHOASU aims to make wellbeing a strategic priority for individuals, businesses and governments.

About Gallup

Gallup delivers analytics and advice to help leaders and organizations solve their most pressing problems. Combining more than 85 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of employees, customers, students and citizens than any other organization in the world.