

ELEVATE JOURNEY

Elevate Journey

Alicia Anderson | Amber Kalleske
Claire Etherton | Ella Townsend

Elevate is a 6-day men's journey targeting ages between 20-30 years. It's aimed towards men who suffer from experiential avoidance. Elevate narrows down on issues like avoiding social situations, pushing away, suppressing negative emotions, and refusing to take risks. Attendees will work with therapists to overcome the issues they're facing daily.

The brochure is an offline marketing tool for therapists to hand out to men they think would benefit from attending. It would be displayed in information stands at a doctor's/psychologist's office, sporting clubs, universities, gyms, pubs and more. The design is masculine and highlights the features of the retreat.

The event offers a range of activities encouraging participants to step out of their comfort zones by giving uncomfortable scenarios a go without realising. It will allow participants to connect with other men facing similar challenges. Group discussions, icebreakers, solo and team challenges will help participants overcome experiential avoidance whilst building meaningful relationships and taking risks.

Qualified therapists will provide individual and group therapy sessions. Cognitive-behavioural therapy (CBT), mindfulness, and experiential therapies are employed throughout these sessions. By combining adventure, community building, and therapy, Elevate aims to empower men to break free from experiential avoidance and enhance their well-being.

