

FALL IN LAUGH

JOY IS A MATTER OF PRACTICE

20
25



ABOUT FALL IN LAUGH

INTRODUCTION

Fall in Laugh is a modernized laughter yoga that combines laughter exercises, happiness therapy, science, meditation, and comedy to release the tensions and stresses of daily life.

"We do not laugh because we are happy but we are happy because we laugh." Madan Kataria

Our mission in 2025 is to teach 500'000 people how to laugh to release stress, strengthen their community, and increase their productivity.

We aim to inspire laughter, fostering a ripple effect of positivity that uplifts individuals and benefits those around them.



BOOST YOUR TEAM

Looking for a powerful recharge, a team-building celebration, or a keynote that's both memorable and fun? Our dynamic 60-minute experience brings laughter in various formats—whether it's an engaging team event or an insightful keynote on the science and art of laughter. Designed for groups of all sizes, from intimate teams to large-scale corporate gatherings, with 10,000+ participants online and unlimited in person.

It's been proven that the body doesn't know the difference between a forced laugh and a real one. In less than 10 seconds, a forced laugh may turn into a real one, and as your laughter increases, so does your joy.

Theories and practical applications are shared throughout the session which ends with a short meditation; allowing a moment to be mindful of what has been learned and internalize the positive effect of the practice on the body.

CONNECT & TRUST

Every laughter is simultaneously a single activity and a group activity. Laughter naturally connects people.

Through the session, we multiply different exercises that become more and more interactive, playing with the pleasure of laughing together, which asks the participants to trust themselves and each other more and more and ends up building strong relationships as **laughter is a sine qua non in every long-term relationship.**



BENEFITS OF LAUGHTER

**Laughter boosts blood flow by up to 50%.
It activates serotonin and dopamine release in your brain.**

Laughter isn't just joyful; it's a game-changer for your health and success. Here's why incorporating laughter into your business and life is a must:

-  **Laughing is the best immune system.**
-  **It oxygenates your whole body more than any exercise.**
-  **It boosts creativity, moral and general efficiency.**
-  **It strengthens the community links.**
-  **It improves the complicity.**
-  **It helps to release stress, anxiety, and fears.**
-  **It helps to release tension and to open yourself.**
-  **It unlocks most of the situations and**
-  **It fights against depression.**
-  **It's more attractive than any make-up...**

The list is still long :)

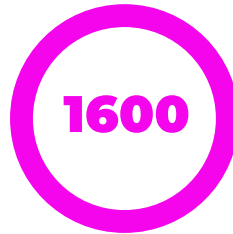
Ready to transform your business and life through laughter?
Let's infuse joy into every moment!

**“Laughter is the shortest distance
between two people.” — Victor Borge**

NUMBERS NEVER LIE



COMPANIES
chose Fall in Laugh
all over the world



SESSIONS
online
& in person



TEAM EVENTS
with our beloved
clients, some came
back 50 times



COMPANIES
of the world's top 50
companies laugh with us

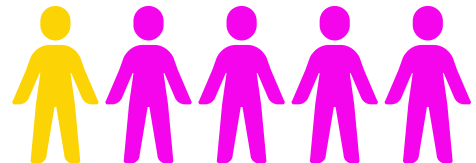


YEARS
of activity



1 YEAR

of being an auxiliary class
at Stanford university in
their programme
"Resilience and Humor".



60'000

people who learned how
to use laughter as a tool



POSITIVE STRESS MANAGEMENT THROUGH LAUGHTER:

Laughter effectively and quickly repairs anything that excess stress deteriorates. Regular laughter sessions thus reduce absenteeism caused by the many stress-related pathologies.



THEY TALK

CLIENTS REVIEWS

★4.96 (522 Reviews)

Airbnb Experience

This experience was spectacular! It pushes you out of your comfort zone in a fun way... very unique and not something you would typically imagine experiencing with co-workers

- Kendal, Google

Thomas was fantastic! My co-workers and I truly enjoyed these fun, energized sessions and about how to use laughter to release stress and improve our moods! I highly recommend these sessions!

- Jacky, JPMorgan

Thomas led 2 laughing yoga sessions for me - once for my team at work and another for my friends and family. His infectious positive energy transformed our day and he gave us some tools that I use regularly to this day. Thomas is one of a kind!

- Aanal Bhatt, Amazon

Fall in Laugh was a fun way to kickoff our virtual team event - it helped make us all feel happier and lighter before starting the day!

- Charlotte Milinovich, Beekeeper

Team-building laughter therapy with Elisabete was outstanding. The team enjoyed it, got to know one another better, and laughed hard:))!!

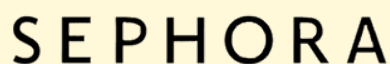
- Ryan O'Hara, 2-10

Show all 543 reviews

THEY LAUGH WITH US



Snapchat



AND MANY MORE...

THE GREAT TEAM WORK



**THOMAS
COCK**

CEO & FOUNDER
KING OF JOY

Born in Zaire, raised in Belgium, **Thomas** has explored the globe in search of laughter and unique experiences. From Montreal to Paris to Brussels, he has conquered comedy stages with his one-man shows.

Thomas has brought healing humor and laughter therapy to San Francisco, working with various NGOs, from shelters for street children to rehabilitation centers for drug addicts and former inmates transitioning back into society.

In Lisbon, he organized comedy dinners between tourists and locals, exploring the potential of laughter as a universal language.

In 2019, he gave birth to "Fall in Laugh," spreading joy to over 50,000 people worldwide and more than 900 companies.

"Laughter is a bridge between cultures that transcends barriers."



CAROL GETAZ

BRAND AMBASSADOR



ROMAIN BLOTTEAU

BRAND AMBASSADOR



SOPHIE FLAMANT

BRAND AMBASSADOR



MARION PRODHOMME

BRAND AMBASSADOR

LAUGH WITH US

When considering attending our event, you have two options: onsite or online.

On site

We meet you in person to fully experience the energy and atmosphere of your event venue. Enjoy face-to-face interactions with speakers and other participants, fostering deeper connections. Appreciate the dynamic atmosphere and spontaneous interactions.

Online

Opt for the online option for the convenience of participating from anywhere. Access engaging presentations and interactive sessions from the comfort of your own space. Save time and travel costs.



**“Joy is a matter of practice”
— Thomas Cock**



We
THANK
YOU
and your body too!

FALL IN LAUGH

JOY IS A MATTER OF PRACTICE