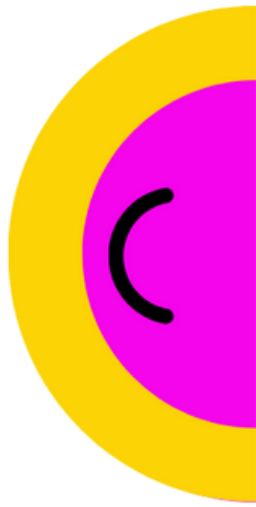


PROPOSAL



# FALL IN LAUGH

JOY IS A MATTER OF PRACTICE

20  
24



# ABOUT FALL IN LAUGH

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## INTRODUCTION

Fall in Laugh is a modernized laughter therapy that combines laughter exercises, yogic breathing, 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 2024 is to teach 250'000 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

**Let's forget our worries during sessions of 30, 60 or 90 minutes. Ideal for Groups, Team Events, or Christmas Parties of up to 10,000 people online and unlimited in-person.**

Adapted from various teachings, the practice starts with a series of exercises that trigger localized laughter within the body aimed at releasing built-up muscle tension.

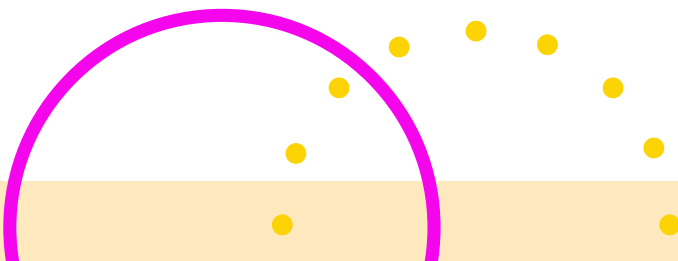
**It's been proven** that the body doesn't know the difference between a forced laugh and a real one. In less than 10 seconds, a forced laugh may turn into a real one, and as your laughter increases, so does your joy.

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

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**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

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**700**

**COMPANIES**  
chose Fall in Laugh  
all over the world

**1500**

**SESSIONS**  
online  
& in person

**900**

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

**40**  
**50**

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

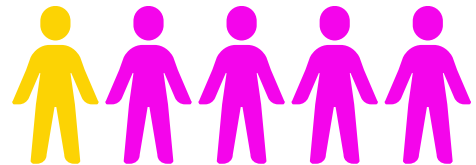
**4**

**YEARS**  
of activity



**1 YEAR**

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



**50'000/250'0000**

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

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**THOMAS  
COCK**

CEO,  
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."**



**ELISABETE  
FERNANDES**

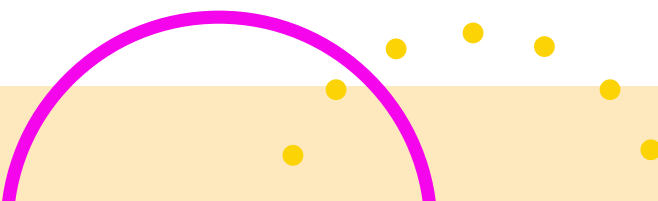
CVO,  
HAPPINESS QUEEN

Originally from Switzerland, **Elisabete** is a creative soul who believes in the interconnectedness of the human experience and emphasizes our collective responsibility in shaping our world. An experienced filmmaker and artistic director, she has worked on projects such as "Demain Genève," a documentary highlighting sustainable solutions in Geneva, which evolved into educational materials teaching about sustainability in schools.

In addition to her creative endeavors, Elisabete initiated an association dedicated to breaking the taboo of cancer in the workplace: "Action-Margaux", and she also co-founded a community for female founders: "SheSapiens".

Now based in Portugal, Elisabete serves as the Queen of Happiness at Fall in Laugh, where she passionately shares the transformative power of laughter with the world.

**"It's the most effective practice for burning calories."**



# LAUGH WITH US

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Select the level you wish to attain, understanding that access to Level 2 requires completion of level 1, and access to level 3 requires completion of levels 1 and 2.



## **LEVEL 1 - LAUGHTER AS A TOOL**

Enhance teamwork and reduce stress with laughter as your secret weapon for creativity and camaraderie.

### *Entertaining and Insightful*

- Engage in laughter exercises
- Gain insights into teamwork dynamics
- Experience stress reduction techniques



## **LEVEL 2 - LAUGHTER AS AN ALLY**

Boost morale and turn challenges into triumphs by harnessing the power of laughter for a positive workplace atmosphere.

### *Promoting Cohesion & Productivity*

- Use laughter to strengthen relationships
- Employ laughter to tackle obstacles
- Develop resilience through laughter



## **LEVEL 3 - LAUGHTER AS AN ACT OF CONSCIOUSNESS**

Elevate workplace consciousness with mindful laughter, promoting well-being and emotional intelligence for a harmonious corporate culture.

### *Improving Individuals for Better Teams*

- Explore humor and its impact across genders
- Transition from passive to active - lead with laughter
- Laughter to become invincible

# LAUGH WITH US

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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.

## **Duration**

1 level: 30 minutes  
2 levels: 60 minutes  
3 levels: 90 minutes  
(Customizable upon request)

## **Pricing**

Rates depend on the number of participants and the duration of the event. You can use our online calculator [here](#).



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



We  
**THANK**  
**YOU**  
and your body too!

**FALL IN LAUGH**  
JOY IS A MATTER OF PRACTICE