



mindhk
香港心聆

Mental health matters.

Hong Kong Mental Health Conference 2025: Navigating Life's Defining Moments

Mental health charity Mind HK will be hosting its third **International Mental Health Conference**. Titled "**Navigating Life's Defining Moments**," the 3-day conference aims to explore the evidence, psychology and culture across the lifespan, addressing key transitions from birth to end-of-life stages.

Through conferences, we seek to raise mental health awareness and share international and local best practices around mental health topics. Our previous conferences (2017 and 2020) focused on stigma and youth mental health respectively, and attracted globally renowned speakers and thousands of participants.

Our 2025 conference is a valuable opportunity to create a shared impact on the mental health and wellbeing of Hong Kong and beyond. We look forward to bringing together respected international and local names to Hong Kong to present on various topics around birth, death and mental health and share their valuable insights with a wide range of individuals, including social workers, psychologists, doctors, midwives, and the general public.

About Mind HK

Mind HK's vision is to ensure no one faces a mental health problem alone.



130+

iACT® Wellbeing Practitioners
trained or in training



4,700+

Youth and adults
supported by iACT®



33,600+

People trained in
mental health literacy



15+

Citywide campaigns
reaching millions



150+

Mind HK ambassadors
trained

Details about the Conference:

Date | 6th-8th November, 2025 (3 Days)

Location | Hotel ICON, Tsim Sha Tsui

- ✔ Overseas speakers
- ✔ 800+ attendees
- ✔ 20+ community groups and NGO partners



The conference will:



Attract at least
800 unique attendees



Secure a minimum of
40 news clippings



Disseminate **evidence-**
based interventions



Advance research
and **inform practice**



Showcase a diverse lineup
of **40+ speakers**



Foster inclusion and support vulnerable
populations by offering **subsidised** and
free tickets to **NGOs, social enterprises**
and **full-time university students**

Major life transitions and their impact on mental health

Mental health is a priority across all walks of life. This conference will present the **latest evidence-based approaches** to mental health interventions and showcase **regional resources by international and local experts** with a special focus on the following:

Perinatal & Parental Mental Health

- ~ 10-20% of mothers globally experience mental health conditions during pregnancy or the first year after childbirth.
- Fathers and non-birthing parents often face anxiety, depression, and stigma that prevent them from seeking help.
- Many parents dealing with these challenges feel isolated and unsupported.

Life Transitions

- Significant life changes—such as entering the workforce, divorce, and retirement—can lead to anxiety, depression, and feelings of isolation

Grief & End-of-Life Care

- Hong Kong's population is rapidly ageing, with 1 in 5 people aged 65 or above.
- Mental health support for palliative care, bereavement, and grief remains limited and stigmatised, especially in the case of suicide.

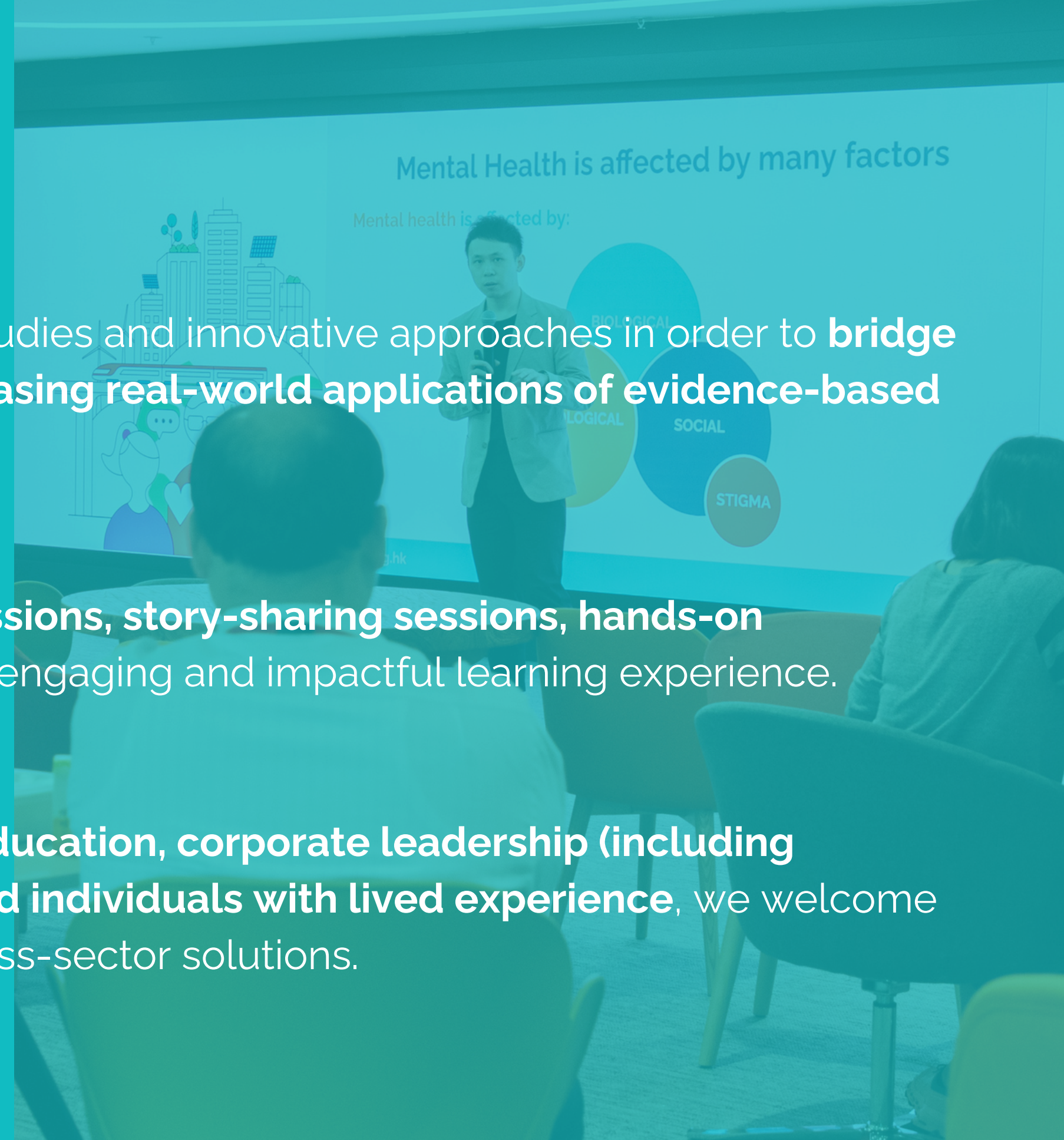
Key themes

- **Perinatal and Parental Mental Health:**
 - Addressing the mental health needs around birth to **foster healthy development and family dynamics.**
- **Life Transitions:**
 - **Sharing public health and clinical interventions** to address the mental health challenges associated with significant life changes, including career and relationship changes.
- **Grief, Bereavement, and End-of-Life Care:**
 - **Exploring approaches to support individuals and caregivers** during end-of-life transitions and loss.



Guiding principles

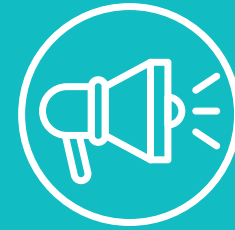
- **Translational Science:**
 - Conference attendees will gain insights into case studies and innovative approaches in order to **bridge the gap between research and practice by showcasing real-world applications of evidence-based strategies from around the world.**
- **Interactive and Inclusive Sessions:**
 - Offering a variety of formats, including **panel discussions, story-sharing sessions, hands-on workshops, and a wellbeing fair**, we will curate an engaging and impactful learning experience.
- **Engaging Diverse Stakeholders:**
 - Bringing together professionals from **healthcare, education, corporate leadership (including ESG/DE&I professionals), policymakers, NGOs, and individuals with lived experience**, we welcome everyone to join us and foster collaboration and cross-sector solutions.



Benefits to you:



International and local **exposure**



Logo placement and brand **awareness**



Brand **values** alignment showing commitment to social responsibility and wellbeing



Networking opportunities with professionals from a range of sectors



Long-term shared social and health **impact**



Exclusive benefits e.g. complimentary tickets and event access

Existing sponsors

Headline Sponsor

 Manulife 宏利

Gold Sponsor

Morgan Stanley

Speaker Sponsor

 MTR

Diamond Sponsor (1 million HKD)

Brand Visibility and Promotion

- Logo on Mental Health Conference 2025 webpage
- Logo on Mind HK sponsor webpage under Premium Sponsors section
- Logo exposure on promotional materials at the Conference
- Website banner exposure on Mind HK website (50k m/o)
- Featured interview with Sponsor company leader on Mind HK channels
- Social media engagement on Mind HK accounts between Q3 2025 - Q1 2026
 - Instagram (17k) - **3** posts
 - Facebook (5k) - **3** posts
 - LinkedIn (6k) - **6** posts
 - LinkedIn newsletter (1.4k) - **1** mention
 - Monthly newsletter (10k subscribers) - **3** mentions

Training Opportunities

- Mind HK staff speaker at a Lunch & Learn/Fireside Chat session in 2026 (1 hour)
- **2** workplace mental health consultation sessions
- **20** spots for "Why Mental Health is Now a Workplace Priority" online talk (Eng/Canto)
- **20** spots for "Prioritising Mental Health For Our Youth" online talk (Eng/Canto)
- **1** complimentary private session of "Youth Mental Health 101 For Adults Supporting Youth Training" (Eng/Canto, max 40 participants)
- **40** HK\$100 discount coupons for Mind HK public training courses

Support Services

- Access to free Mental Health Service; 1-on-1 online intervention from our trained wellbeing practitioners to learn how to manage emotions and improve your mental health

Conference

- Up to **35** complimentary tickets for any event day
- Panel inclusion on mutual agreement
- Title session sponsorship of one main stage session on mutual agreement

Platinum Sponsor (750k HKD)

Brand Visibility and Promotion

- Logo on Mental Health Conference 2025 webpage
- Logo on Mind HK sponsor webpage under Premium Sponsors section
- Logo exposure on promotional materials at the Conference
- Website banner exposure on Mind HK website (50k m/o)
- Featured interview with Sponsor company leader on Mind HK channels
- Social media engagement on Mind HK accounts between Q3 2025 - Q1 2026
 - Instagram (17k) - **3** posts
 - Facebook (5k) - **3** posts
 - LinkedIn (6k) - **6** posts
 - LinkedIn newsletter (1.4k) - **1** mention
 - Monthly newsletter (10k subscribers) - **3** mentions

Training Opportunities

- Mind HK staff speaker at a Lunch & Learn/Fireside Chat session in 2026 (1 hour)
- **2** workplace mental health consultation sessions
- **20** spots for "Why Mental Health is Now a Workplace Priority" online talk (Eng/Canto)
- **20** spots for "Prioritising Mental Health For Our Youth" online talk (Eng/Canto)
- **1** complimentary private session of "Youth Mental Health 101 For Adults Supporting Youth Training" (Eng/Canto, max 40 participants)
- **40** HK\$100 discount coupons for Mind HK public training courses

Support Services

- Access to free Mental Health Service; 1-on-1 online intervention from our trained wellbeing practitioners to learn how to manage emotions and improve your mental health

Conference

- Up to **30** complimentary tickets for any event day
- Panel inclusion on mutual agreement
- Title session sponsorship of one main stage session on mutual agreement

Gold Sponsor (500k HKD)

Brand Visibility and Promotion

- Logo on Mental Health Conference 2025 webpage
- Logo on Mind HK sponsor webpage under Premium Sponsors section
- Logo exposure on promotional materials at the Conference
- Website banner exposure on Mind HK website (50k m/o)
- Featured interview with Sponsor company leader on Mind HK channels
- Social media engagement on Mind HK accounts between Q3 2025 - Q1 2026
 - Instagram (17k) - **2** posts
 - Facebook (5k) - **2** posts
 - LinkedIn (6k) - **4** posts
 - LinkedIn newsletter (1.4k) - **1** mention
 - Monthly newsletter (10k subscribers) - **2** mentions

Training Opportunities

- Mind HK staff speaker at a Lunch & Learn/Fireside Chat session in 2026 (1 hour)
- **1** workplace mental health consultation sessions
- **10** spots for "Why Mental Health is Now a Workplace Priority" online talk (Eng/Canto)
- **10** spots for "Prioritising Mental Health For Our Youth" online talk (Eng/Canto)
- **1** complimentary private session of "Youth Mental Health 101 For Adults Supporting Youth Training" (Eng/Canto, max 40 participants)
- **15** HK\$100 discount coupons for Mind HK public training courses

Support Services

- Access to free Mental Health Service; 1-on-1 online intervention from our trained wellbeing practitioners to learn how to manage emotions and improve your mental health

Conference

- Up to **25** complimentary tickets for any event day
- Panel inclusion on mutual agreement
- Title session sponsorship of one main stage session on mutual agreement

Silver Sponsor (250k HKD)

Brand Visibility and Promotion

- Logo on Mental Health Conference 2025 webpage
- Logo on Mind HK sponsor webpage under Premium Sponsors section
- Logo exposure on promotional materials at the Conference
- Website banner exposure on Mind HK website (50k m/o)
- Featured interview with Sponsor company leader on Mind HK channels
- Social media engagement on Mind HK accounts between Q3 2025 - Q1 2026
 - Instagram (17k) - **2** posts
 - Facebook (5k) - **2** posts
 - LinkedIn (6k) - **4** posts
 - LinkedIn newsletter (1.4k) - **1** mention
- Monthly newsletter (10k subscribers) - **2** mentions

Training Opportunities

- Mind HK staff speaker at a Lunch & Learn/Fireside Chat session in 2026 (1 hour)
- **5** spots for "Why Mental Health is Now a Workplace Priority" online talk (Eng/Canto)
- **5** spots for "Prioritising Mental Health For Our Youth" online talk (Eng/Canto)
- **1** complimentary private session of "Youth Mental Health 101 For Adults Supporting Youth Training" (Eng/Canto, max 40 participants)
- **5** HK\$100 discount coupons for Mind HK public training courses

Support Services

- Access to free Mental Health Service; 1-on-1 online intervention from our trained wellbeing practitioners to learn how to manage emotions and improve your mental health

Conference

- Up to **20** complimentary tickets for any event day
- Panel inclusion on mutual agreement

Bronze Sponsor (100k HKD)

Brand Visibility and Promotion

- Logo on Mental Health Conference 2025 webpage
- Logo on Mind HK sponsor webpage under Premium Sponsors section
- Logo exposure on promotional materials at the Conference
- Website banner exposure on Mind HK website (50k m/o)
- Featured interview with Sponsor company leader on Mind HK channels
- Social media engagement on Mind HK accounts between Q3 2025 - Q1 2026
 - Instagram (17k) - **1** posts
 - Facebook (5k) - **1** posts
 - LinkedIn (6k) - **2** posts
 - LinkedIn newsletter (1.4k) - **1** mention
 - Monthly newsletter (10k subscribers) - **1** mentions

Training Opportunities

- Mind HK staff speaker at a Lunch & Learn/Fireside Chat session in 2026 (1 hour)
- **5** spots for "Why Mental Health is Now a Workplace Priority" online talk (Eng/Canto)
- **5** spots for "Prioritising Mental Health For Our Youth" online talk (Eng/Canto)
- **1** complimentary private session of "Youth Mental Health 101 For Adults Supporting Youth Training" (Eng/Canto, max 40 participants)
- **5** HK\$100 discount coupons for Mind HK public training courses

Support Services

- Access to free Mental Health Service; 1-on-1 online intervention from our trained wellbeing practitioners to learn how to manage emotions and improve your mental health

Conference

- Up to **15** complimentary tickets for any event day
- Panel inclusion on mutual agreement

Speaker sponsor (30k HKD)

Sponsor an overseas speaker

- Provide sponsorship to invite a mutually agreed upon speaker to Hong Kong from overseas
- Logo on Mental Health Conference 2025 webpage
- Logo on Mind HK sponsor webpage under supporting organisations
- Logo exposure on promotional materials at the Conference
- Up to 10 complimentary tickets for any event day

Supporting Organisation (20k HKD)

Private Sector

20,000 HKD

- Logo on Mental Health Conference 2025 webpage
- Logo on Mind HK sponsor webpage under supporting organisations
- Logo exposure on promotional materials at the Conference
- Up to 8 complimentary tickets for any event day

Community Partner or Academic Partner (Free)

Nonprofit, social enterprise or University

- Logo on Mental Health Conference 2025 webpage
- Logo on Mind HK sponsor webpage under supporting organisations
- Logo exposure on promotional materials at the Conference
- Up to 3 complimentary tickets for any event day
- Opportunity for exposure to promote your social service organisation or work through the Conference, exact details to be discussed with Mind HK team

Support the Conference by:

Promoting the event to your network and database with

- One social media post sharing the partnership, including the Conference webpage link and tagging @Mind HK during ticket launch period (August)
- One social media post sharing the partnership, including the Conference webpage link and tagging @Mind HK on the dates surrounding World Mental Health day (October 10)
- One Newsletter or EDM mention as above with the Conference webpage link in August
- One Newsletter or EDM mention as above with the Conference webpage link in October

Promoting the event through offline avenues, such as posters in your office or organisation



Thank you so much!

Do you want to join us as a sponsor?
Reach out to:

Charlotte Tottenham
Chief Development Officer
charlotte.tottenham@mind.org.hk
+63736717

Follow our social media:



Join our newsletter:

