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FOR: Trailhead Conference presented by Catalyst Creative, LLC

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## **WEBCAST, TICKETING, AND SPEAKERS ANNOUNCED FOR MID-LIFE EXPLORATION CONFERENCE**

Stephan Mathys, founder of the Trailhead Conference and CEO of Catalyst Creative, LLC, is proud to announce a number of milestones in the development of this unique, one-day exploration event. “We’re announcing two webcasts to be broadcast in the next couple of weeks,” Mathys said, “and we’re getting ready to make tickets available soon.”

“Plus,” he continued, “we’re rolling out multiple phases of marketing and planning. We have our keynote speaker and featured speakers lined up for each pathway. All of this activity and development is not only very exciting, it’s encouraging that so many want to be involved.”

The Trailhead Conference was launched in June to allow for exploring new paths in Relationships, Career, Spirituality, Health & Wellness, Finance, and Lifestyle. It will be held on Friday, September 20, from 8 am to 5 pm, at the Heart of St. Charles Events Center, 1410 S 5<sup>th</sup> Street, St. Charles. Ticket sales will be open to the public on Saturday, July 20, and are available by searching the Eventbrite website for the “Trailhead Conference.” The initial price will be \$119, with increases happening as the event nears.

Mathys said that large-scale promotional efforts begin in earnest this month, including direct mail, print, radio, television, and a digital billboard campaign with two locations in the St. Louis region. “We’re looking to build excitement and interest, pointing people to the Trailhead Conference website.” That’s where, he says, more information about the different pathways, the speakers, and the sponsors can be found.

The first webcast, called “Why You’re Like This: A Profound Mid-Life Lesson” will be presented on Wednesday, July 10, at 1:30 Central time. A repeat is scheduled for Tuesday, July 23, with the time yet to be determined.

The webcast, a mini-seminar in itself, will help viewers to understand why they’re in that mid-life questioning phase. “You know, a lot of people call it a ‘crisis’ when people really take a look at their life, at what they want to say to the world and how they want to say it. I don’t think it’s a crisis at all,” said Mathys. “Sure, it might come about because of a momentous life event, such as the end of a relationship, or loss of a job, but, really, we need to reframe how we think of this time. It’s more ‘challenge’ than it is crisis.”

He points out that it will help viewers understand why they've gotten into this questioning phase of life, and help steer them toward options for discovering new paths in their future. It will be free and available to the public. Visitors who sign up on the Trailhead Conference website or by acting on social media will receive a link to view the webcast, which is expected to last no more than an hour, including a question-and-answer session.

Mathys will also be a guest with Al MacDonald on the KXEN 1010 AM / 104.5 FM morning broadcast on Monday, July 8, between 9 and 11 am. There he will have time to discuss these same topics, and to expand on the idea of mid-life exploration. "I'm really interested in getting this out to a broader audience," Mathys said. "So far it's been a lot of behind-the-scenes work. Now that we're taking it out to the public, it's really validating to know that the idea resonates with so many people."

Finally, the Conference is proud to announce that a wide array of speakers have signed up to take part in the day. The keynote will be presented by Shawn Ellis, "The Momentologist," a professional speaker who instills confidence in mastering each and every moment that comes along. Featured speakers within each pathway will dive deeper on their various topics of expertise. They include Brenda Poinsett, David Cohn, Lethia Owens, Linda Wash, Mike Kitko, and Coach Cryssi. "The breadth of topics available means that you're not just getting inspiration or challenge in one specific area," Mathys said. "That's the wonderful thing about this event – those unplanned interactions that spark something new just don't happen unless you're really intentional about seeking different options. That's why we're so proud of all the avenues we have available."

Speaking slots are still available with conference sponsorship or by additional invitation.

For more information about the webcast or the conference, including sponsorship opportunities, e-mail Stephan Mathys at [stephan@trailheadconference.com](mailto:stephan@trailheadconference.com), visit [www.trailheadconference.com](http://www.trailheadconference.com), or call toll-free 1-833-TRAILHC (833-872-4542) and ask to speak to either Mathys or Mahdiah Atkins, Marketing Director.