



Consumer
Technology
Association™

Technology drives wellness goals further at CTA™

The Consumer Technology Association (CTA)™, formerly the Consumer Electronics Association (CEA)®, connects and educates over 2,200 consumer technology companies in the U.S. CTA is the proud producer of CES®, the world's largest annual technology event, which attracts over 150,000 technology leaders from around the globe.



HEALTH SOLUTIONS

ABOUT CONSUMER TECHNOLOGY ASSOCIATION (CTA)

HEADQUARTERS: ARLINGTON, VA

NUMBER OF EMPLOYEES: 150

LOCATIONS: 1

THE STORY

While CTA knew they had the momentum for a wellness program, they didn't have the right tools. So the company decided to step up their wellness offering by launching a Fitbit Health Solutions program, housing a 24/7 gym, providing fresh fruit and more to promote a true culture of well-being. They even won a SmartCEO's Healthiest Company Award—proof of their program's success.

THE START

In the past, CTA employees had participated in a step challenge during their annual CES event. The problem was, participants needed to manually enter the step counts logged by their personal trackers, a cumbersome and unreliable process. Using Fitbit Health Solutions in 2015 established a more seamless and user-friendly experience for all.

THE ROADBLOCK

Since employee fitness levels varied widely, CTA struggled to find step goals that would suit the whole company. They worried that an aggressive goal could intimidate some participants, while an easy goal could result in some employees not taking the challenge seriously.

THE RESULT

Over time, CTA bumped up their step challenge frequency from once a year to once a month. With every challenge completed, the company gathered more data that helped them craft the right milestones for participants. They found that starting with a more conservative goal (e.g. 7,000 steps), then gradually increasing it helped employees build up to bigger goals together.

“We strongly believe that promoting employee wellness and a healthy work-life balance not only ensures our association’s success, but also keeps our employees happy, healthy and proud to represent the dynamic consumer technology industry.”

GARY SHAPIRO, PRESIDENT AND CEO AT THE CONSUMER TECHNOLOGY ASSOCIATION

TIPS & TAKEAWAYS



Mix It Up: Set different themes and goals for challenges, such as walking the distance of a marathon in a few days, to keep the program fresh and creative.



Reach Out: Check in with participants who are no longer tracking data to find out how you can get them back in the game.



Maintain Momentum: To help keep employees engaged year round, host regular challenges a few times per quarter rather than just once per year.



Make It Official: Award formal certificates to participants who complete a challenge to fill them with a sense of accomplishment.

9.5 miles

average distance employees have walked per day since in-house treadmills were installed

82%

of CTA employees participated in Fitbit Health Solutions