



The Mental Health
& Wellbeing Show

Client: Ajuda Events / Ajuda Training
Audience: Online Health Conference Delegates
Topic: PTSD, Trauma and Mental Health Awareness
Format: Online Conference Speaker
**Focus: SLAP Technique, lived experience
and visual storytelling**

Delivering PTSD and Mental Health Awareness Online

Ajuda Events invited Carl to speak at an online health conference, delivering his SLAP Technique to an audience interested in PTSD, trauma, mental health and lived experience. The aim was to help attendees better understand the impact of PTSD and encourage more compassionate conversations around those affected by trauma.

Carl delivered an online SLAP Technique session, combining personal experience, visual demonstrations and practical tools to explain trauma, PTSD and recovery in a way that was clear, relatable and memorable. Despite being delivered virtually, the session created a strong emotional connection with the audience and encouraged reflection, discussion and action.

Impact

- ✓ The online audience described the session as moving, brave and inspirational.
- ✓ Delegates gained a clearer understanding of PTSD and trauma through lived experience.
- ✓ Visual demonstrations helped make complex emotional experiences easier to understand.
- ✓ Attendees described the SLAP Technique as useful and memorable.
- ✓ The organiser received fantastic feedback and said they would work with Carl again.

Delegate Feedback

"This is such an amazing way of telling your story. I really liked the pot idea – such a way to visualise."

"Carl has given such a clear and concise talk on his traumas and made it visual as well. Very moving."

"Fantastically brave and inspirational."

"The SLAP is so useful."

"Extremely good visuals, well presented."

Organiser Feedback

"Carl's knowledge and passion around the subject of PTSD is second to none, and his expert manner of presenting his SLAP talk left our audience feeling awe-inspired, emotional and motivated to make a change in their community around the attitudes towards PTSD sufferers."

"We received fantastic feedback from our audience regarding Carl's talk and can't wait to work with him again soon."

"If you are looking for an expert on PTSD and personal mental health experience, the whole team at Ajuda Events would highly recommend Carl."

Dawn Evans, CEO of Ajuda Training



CARL JONES - THE CAVEMAN Keynote Speaker

Helping teams understand stress, capacity
and change through practical, memorable
storytelling.

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