







Health and wellness for meeting attendees

CURRENT PREFERENCES:

- Healthy snacks
- Water and reduced-calorie drinks
- Fish, chicken and lean meats
- Smoke-free facilities
- Free access to fitness facilities

EMERGING PRACTICES:

- Mindfulness breaks
- Guides to nearby health facilities



IRF study reveals wellness is critical focus of meetings, incentives

- Hydration can be an issue while traveling.
- Getting adjusted to local time and grabbing something to eat while traveling is key.
- Simple breathing or meditation exercises can help relieve stress.



Ensuring the health and wellbeing of meeting attendees

**VENUES RECOGNIZE
THEY NEED TO:**

- Take an active role in offering healthy options.
- Address attendee dietary and allergy restrictions—but can do better.
- Offer brain-friendly conference break foods.





Solutions: Meeting Attendees

- Identify your audience (i.e., demographics)
- Build attendee personas (e.g., light activity, CrossFit)
- Examine range of health and wellness opportunities
- Partner with vendors and sponsors
- Evaluate impact (e.g., attendance, engagement, retention)

Ideas: Meeting Attendees

- Morning intentions / brief guided meditation
- Infused water stations w/ branded bottles, fruit and herbs
- Brain breaks for processing new ideas / takeaways
- Tech-free wellness lounge (e.g., music, oils, chair massages)
- Healthy snack and meal options, including complex carbs
- Movement during / in between sessions (e.g., step challenge)
- Health and wellness pavilion (e.g., stretching, yoga, vitals)

Health and wellness for association staff

WORKPLACES WHERE THE CEO PARTICIPATES IN COMPANY HEALTH PROGRAMS REPORT:

- Better productivity
- Improved work quality
- Higher job satisfaction



The CEO who looks after him or herself is in a better position to get the job done, and to encourage everybody on the org chart to feel the same way.

A REGULAR ROUTINE IS KEY:

- Monthly spa day
- Catching up on reading
- Breaks and vacation



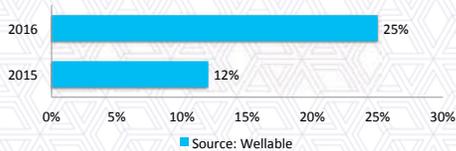
MEDITATION:
The process of quieting your mind and body.

MINDEFULNESS:
The state of being aware, present and quieted.

This clarity allows you to recognize what might be undermining your positive intentions, and helps you make healthier and more effective decisions.



Americans who own wearable devices



Solutions: Association Staff

- Identify your audience (i.e., demographics)
- Build staff personas (e.g., light activity, CrossFit)
- Examine range of health and wellness opportunities
- Partner with staff and community organizations
- Evaluate impact (e.g., morale, loyalty, productivity)

Ideas: Association Staff

- Five-minute office / desk workouts
- Water cooler / branded bottles / consumption challenge
- Walking meetings (both indoors and out)
- Self-care activities (individual rewards / team bonding)
- Fitness challenges (e.g., kickboxing, running, 30-day core)
- Healthy food options in office kitchen / during meetings
- Create a health and wellness space / resource library

Action Planning

What?

Gut?

So what?

Now what?

Healthy by Association



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