



Wellness Idea Exchange Notes

Wellness Defined: It isn't just about one area of life. Consider physical health – fitness, environmental factors, nutrition. Consider mental health – productivity, balance, mindfulness. Consider social health – meaningful connections, CSR and give back opportunities.

Wellness is seen as a decision making factor when considering hotels and destinations to book.

Hotels are beginning to invest in wellness focus

- [Stay Well at MGM Grand](#) in Las Vegas
 - o Wellness Floors
 - o Vitamin C showers
 - o Healthy mini bars
 - o Light therapy
 - o Purification systems for air quality
 - o Meditations

When you are stuck in a ballroom for days...

- Bring in different types of chairs: swivel, rocking, comfortable couches. [Workspring/Steelcase](#) is a company that can design the seating arrangements for you.
- Determine how to measure the ROE of the investment – do reporting on engagement levels to determine if the efforts resulted in better engagement of attendees.
- Get them outside for breaks and lunches for fresh air and sunshine
- Have attendees stand up when they are asked to talk with a partner during an education session discussion opportunity

Low Cost or Free Wellness Activities

- Morning Walks with the C-Suite: gives folks face time with the CEO
- An employee may be a trainer themselves and would want to contribute
- Add in stretches during the day between sessions, or show chair exercises that can easily be done in business attire.
- Create a handout as a room drop to keep people thinking about how they can take care of themselves during the event.
- Send push notifications through the mobile app with tips throughout the event

What if Execs aren't convinced to incorporate into program?

- Do it at a smaller scale for a board meeting or something just for them – ie. change their desk or chair
- Ask attendees how important inclusion of programs are to them and show the data: have attendees commit on reg form and then re-commit onsite.

Food and Beverage opportunities

- Trail mix
- Salad Bars
- Green Shots
- Fresh Pressed Juice Happy Hour (might also have beer and wine!)
- Juice stations
- Flavored waters
- Fruit lollipops
- Smoothies: blender powered by your activity on a bicycle
- Hand crank the popcorn machine for a mini workout
- Put calorie counts on the buffets
- Label the food clearly, gluten free, etc

Activities

- Stand up paddle boarding
- Kayaking – good teambuilding
- Neck massages at registration/check in
- “Pre-Fam” at the airport – catch them there to start their travel off right
- Curling
- Outdoors ropes course
- Ways for them to earn health dollars through activities
- Biometric screenings
- 5K course
- Yoga
- Herbal Center
- Steps Challenge – either track it or honor system
- Pop up Spa
- Personalized Aromatherapy
- Puppy Cuddling

Gift Ideas

- Fitbits
- Running headphones
- With a give back theme: Toms, [Revo Sunglasses](#), [Proof Glasses](#), [Diff Sunglasses](#)
- Create a flower arrangement on the first day and have in your hotel room throughout the event
- Soups in Jars
- Decks of cards with wellness tips
- Taking advantage of Local Area

- Set up a local market: folks grab a basket and pick from local snacks
- Healthy Foods from area – one group sent dates with a note to “save the date” ahead of time
- Local pottery

Education and Entertainment

- Laughter
- Arianna Huffington – sleep speaker - <http://ariannahuffington.com/books/the-sleep-revolution-hc>
- Jimmy Chamberlin of Smashing Pumpkins – tie in with Literacy Cause
- Bring in a kids' choir or high school drumline
- Drum Café – teamwork
- SongDivision
- Musical Instrument give backs
- Little Kids Rock - <http://www.littlekidsrock.org/>
- Painting
- Thumbprint Artist
- X Bytes – Dr. Kim - <http://x-bytes.com/>
- Dear World - <http://dearworld.me/>
- Speaker on breathing/meditation

CSR Activities

- Putting together sandwiches for lunch bags
- Baking bread and donating to food bank
- Build a Little Free Library