Increase ROI by **Increasing Wellness**

Ariadni Pereira and Tanya Andrade, Olympian Meetings
Rachelle Soper, M.D., Nutrition by Physician
David T Stevens, Alation

prevue meetings + incentives



Sponsored by

THE PALM BEACHES
The Best Way To Meet In Florida

EDGEWOOD
TAHOE RESORT

LAKE NONA
WAVE
HOTEL

NAPLES
MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST



Increase ROI by Increasing Wellness

Ariadni Pereira and Tanya Andrade, Olympian Meetings
Rachelle Soper, M.D., Nutrition by Physician
David T Stevens, Alation

What is Wellness? Wellness means different things to different people. While there are some mechanical elements like being hydrated, getting enough sleep, etc., finding what makes you feel well varies from person to person. One person might find being strictly vegan with no alcohol makes him or her feel best while another might enjoy a cigar and a whiskey by the fire.

Wellness is everything we do and every emotion we feel. With wellness in mind, we can reduce stress and illnesses, increase productivity and promote positive synergy. The Global Wellness Institute defines wellness as "the active pursuit of activities, choices and lifestyles that lead to a state of holistic health."

Using this more holistic view of wellness, event professionals can learn to incorporate elements—physical, social, spiritual, financial, environmental and nutritional—into their into business events to help empower their attendees.

Three Aspects of Wellness

Consider Mindfulness, Movement and Food as the three ways to include wellness practices in a meeting.

Mindfulness

A calm mind opens you up to learn and retain, and helps you move from autopilot to awareness. Mindfulness will help with your overall well-being. Achieving mindfulness through wellness can reduce stress and improve healthy habits, including nutrition and sleep. Mindfulness means listening to what is happening in the present moment—in the mind, body and external environment—with an attitude of curiosity and kindness.

How can a meeting include elements of mindfulness?

Meditation is one way to practice mindfulness, by increasing the ability to focus once attendees have released their anxiety, stressors and whatever else is holding them back. Other mindfulness activities include, but are not limited to: reconnecting with nature, focused breathing for a few minutes, an agenda designed to give people mental space and making time for meaningful conversations with fellow attendees.



Movement

What happens physiologically when you move? Not only do you improve your cardiovascular system, build muscle and strengthen bones, you also improve your ability to learn and retain information.

Why not optimize this for your attendees? Multiple studies on exercise and learning show that moderate-to-high-intensity exercise has a positive effect on the brain and the ability to learn. Acute Effects of Aerobic Exercise Promote Learning by Pernini et al showed that “a single bout of aerobic exercise can significantly facilitate learning mechanisms and can persist for up to 30 minutes.”

Exercise has been shown to increase hippocampal size, and this increased size leads to greater serum BDNF levels. There is also increasing evidence that exercise exerts a wide range of positive effects on plasticity and neuroprotection within the nervous system.

The process of learning involves the transit of information through nerve cells and the creation of neuronal connections. This is most important in the hippocampus, the portion of the brain that is heavily involved in learning and memory. Also involved in learning is Brain Derived Neurotrophic Factor (BDNF), a key molecule involved in plastic changes related to learning and memory. BDNF supports the survival of existing neurons and encourages the growth and differentiation of new neurons and synapses in the whole nervous system.



All of the changes listed, including increased blood flow, increased BDNF and increased plasticity, create an environment for better learning and retention.

Meeting planners can incorporate movement in numerous ways, from allowing free time and extended fitness center access hours so attendees can exercise on their own, to planned activities such as organized morning workouts, fun runs or scavenger hunts outside in a destination to move and learn. Fit bit competitions can award prizes for the most steps. Some meetings even including a variety of sitting and standing options, treadmills and workout areas right in the event space.

Food

Nutrition also plays a role in both exercise and learning. A well-fueled body functions at a higher level, thus improving learning. At a recent conference, the average distance attendees walked each day was an amazing 12.5 miles. Planners need to make sure they provide the right fuel for that amount of movement.

There is proof that ingesting foods that contain protein, iron and iodine, as well as micronutrients such as fatty acids, vitamins and minerals, improve learning.



Include these 9 brain foods in your F&B planning:

- Berries, including blueberries, strawberries and blackberries have anthocyanins that improve blood flow to signaling pathways.
- Citrus Fruits, including oranges and grapefruit, have flavonoids, known to increase brain flow.
- Dark Chocolate also has flavonoids, but also reduces mental fatigue and boosts memory.
- Nuts, including walnuts, almonds and pistachios, that have Vitamin E, zinc, and healthy fats.
- Whole Eggs, not powdered, have Vitamin B12, choline and selenium to help with memory and cognition.
- Avocados that have lutein to help improve visual memory.
- Fish, espeically like salmon, sardines and canned tuna, has high levels of Omega-3 fatty acids, Vitamin B12 and selenium, shown to help in development of brain and nerve cells.
- Beets have nitrates that are converted to nitric oxide, known to improve nerve cell communication, blood flow and brain function.
- Red, Green and Orange Veggies contain lutein and zeaxanthin to help with memory.

A menu filled with the foods listed above, along with a variety of lean proteins, provide the micronutrients known to improve learning. Micronutrients include vitamins, minerals and trace minerals. There are multiple studies that show increased test scores in subjects that were supplemented with Vitamin A, Vitamin B6, Vitamin B12, Vitamin C and DHA. Neurotransmitter synthesis is supported by Vitamin B6, Vitamin C, calcium and iron. Vitamin B12 helps to protect the myelin sheath, the protective coating over the nerves. Without this there is no nerve conduction.

Combined, exercise and nutrition have been shown to help make changes in the actual brain itself, most importantly the hippocampus, to improve learning and memory. Movement improves blood flow to the important parts of the brain, thus increasing the BDNF. Brain foods improve blood flow and the synthesis of neurotransmitters that promote learning.

Conclusion

Wellness isn't about being restrictive. It's actually the opposite of that: It's about giving people choices.

As we return to live events, people are going to be expecting to bring more of their at-home preferences with them. Planners need to think "Yes, and..."

Make sure the opening reception meets the needs of the "I can't wait to socialize and have some drinks with my friends group, as well as the group that likes to exercise in the morning. "Yes, we have an opening reception and, for those of you who want to get up early, we have group workout classes and the hotel gym will be open an hour early just for us."

Ask people during registration what their dietary preferences are—not just their allergies. "Yes, we will have cookies available and we also have whole fruit."

Consider those attending your event who want to keep their wellness lifestyle going while at your event. When attendees don't find what they are looking for, it leads to them potentially walking away from what you have provided, finding their own meals, and then potentially missing your sessions and/or giving the meeting low feedback scores.

By providing an environment that allows individual mindfulness, catering to dietary preferences that support learning, and including movement to support learning, meeting professionals can create an environment that will optimize learning, improve feedback scores and increase ROI.





References:

1- Movement and Learning: A Valuable Connection. Deborah Stevens-Smith. Reston Vol 18, Issue 1

2- Exercise Enhances Learning and Hippocampal Neurogenesis in Aged Mice. Harriet van Pang et al. Journal of Neuroscience. Sept 21 2005

3-Acute Effects of Aerobic Exercise Promotes Learning. Perini et al. Scientific Reports 6 article #25440

4- The Remarkable Role of Nutrition in Learning and Behaviour. Nutrition and Food Science. ISSN: 00346659

5- The Impact of Nutrition on Learning and Behavior: A No Brainer. National Institute for Student-Centered Education.

6- Effect of 12-mo Micronutrient Intervention on Learning and Memory in Well-Nourished and Marginally-nourished School Aged Children. The American Journal of Clinical Nutrition. Vol 86, Issue 4, Oct 2007

7- A Unique Combination of Micronutrients Rejuvenates Cognitive Performance in Aged Mice. Behavioral Brain Research, Vol 320, March 1 2017

8- The Effect of Physical Activity on the Brain Derived Neurotrophic Factor: From Animal to Human Studies. Journal of Physiologic Pharmacy Oct 2010

9- Beneficial Effects of Physical Exercise on Neuroplasticity and Cognition. Neuroscience and Biobehavioral Reviews, Volume 37 Issue 9.

10- Micronutrient Interventions on Cognitive Performance of Children aged 5-15 years in Developing Countries. Asia Pacific Journal of Clinical Nutrition. Jan 1 2012

THE PALM BEACHES
The Best Way To Meet In Florida

Deep dives and key takeaways look different in The Palm Beaches, where poolside meets conference-side. With wellness options in The Palm Beaches just a quick sprint, or stroll, from top meetings venues, best-in-class hotels and tranquil spas, attendees can relax, recharge and brainstorm for the next breakout.

Between-the-sessions are opportunities to make a splash and inspire deeper connections with colleagues. From outdoor meditation and fitness, spa amenities and elevated treatments to endless waterfront views, farm-to-table dining and poolside happy hours, fuel the mind while nourishing the body and soul.

- Enlist a local wellness expert to guide attendees through a "Mindful Minute" to energize the mind and recenter between meetings.
- For environmental-focused wellness, opt for plant-based plates, bowls, trays and other tableware from Tellus. These sustainable products are made in The Palm Beaches from local upcycled sugarcane fiber and are compostable.
- Get active and outdoors as a team when you plan a kayaking tour on the Intracoastal Waterway.

The Palm Beaches make it easy to prioritize wellness during meetings & events with assets like the new Convention Center SKYroom, providing desired open-air space and a walkable Convention district which includes shopping, dining, and entertainment, along with a range of nearby outdoor activities like biking, kayaking, or walking on the beach.

Wellness is no longer a trend, it's a way of life and is built into every element of the destination services offered to meeting planners. The Palm Beaches are a meetings destination that keeps the focus on achieving balance, as much as achieving results. So as you see your ROI increase, your team's overall wellbeing does with it.

About The Palm Beaches
With iconic resorts, sprawling outdoor spaces, and walkable, vibrant downtowns, The Palm Beaches have the amenities and offerings to elevate event experiences, create engaging moments and bring successful meetings to a whole new level, Between-the-Sessions. Set your next meeting apart in The Palm Beaches. Learn more at **thepalmbeaches.com/meetings**.

linkedin.com/company/discoverthepalmbeaches
instagram.com/palmbeachesfl
facebook.com/PalmBeachesFL
tiktok.com/@thepalmbeaches
twitter.com/PalmBeachesFL
youtube.com/user/palmbeachcountyfl

EDGEWOOD
TAHOE RESORT

Edgewood Tahoe Resort is on the forefront of wellness travel, providing everything a guest needs to maintain, enhance or begin their wellness journey from mental wellbeing to physical healing. It only makes sense that one of the most tranquil and beautiful places in the world creates an environment steeped in holistic wellness and healing. And in a time where people are reevaluating their priorities and putting their health first, wellness travel has never been more important.

Edgewood Tahoe takes every opportunity to blend the alpine luxury of Lake Tahoe with top wellness practices, resulting in a lakeside getaway infused with mental, spiritual and physical healing from the very beginning of the guest journey. Visitors revel in the authentic experience of staying at Edgewood Tahoe, the natural feeling of peace that comes with fresh mountain air and the gentle breaking of waves on the shore. Spa Edgewood's nourishing treatments offer every type of physical and mental relief, while daily resort activities like morning yoga and an apres sleep cart ensure that guests wake up with wellness in mind, ready to embrace the adventures ahead of them.

The wellness offerings and events at Edgewood Tahoe also even the flow of tourism in traditional "off" seasons, resulting in a more steady stream of visitors in the fall and spring. Edgewood Tahoe's Taholistic event is a shining example, taking guests through the ultimate wellness experience during the entire month of April.

About Edgewood Tahoe Resort
Edgewood Tahoe Resort reaches for new heights of luxury, providing a place at the lake that truly stands apart from the rest. Fantastic service and amenities are just the cherry on top of an unsurpassable lakeside setting, nestled in the majestic peaks of the Sierra Nevada.

facebook.com/EdgewoodTahoe
instagram.com/EdgewoodTahoe
twitter.com/EdgewoodTahoe

As one of the most visited meetings and conventions destinations in the nation, a renaissance is upon Orlando's events industry with the opening of the new Lake Nona Wave Hotel, home to 17,000 square feet of technologically advanced event space.

Redefining holistic wellness and personal growth beyond the boardroom, the hotel offers groups access to its industry-leading human performance partners such as Limitless Minds, founded by Super Bowl Champion and entrepreneur Russell Wilson, offering 90-minute Mindset Workshops that blend classroom-like discussion with physical activities throughout Lake Nona.

Wellness attractions nearby the hotel include USTA, the largest tennis facility in the nation; Nona Adventure Park, a water-based entertainment center with an inflatable aqua-park and obstacle course; miles of surrounding nature trails; and complimentary access to the new 130,000-square-foot Lake Nona Performance Club, one of the most comprehensive wellness centers in the nation. Within the center, attendees will experience unrivaled mindfulness at the first-ever Chopra Mind Body Zone and Spa from aerial yoga to ayurvedic massage, in addition to rock climbing, virtual golf simulation, group cycling, barre classes and more.

Further defining itself as the smartest hotel opening of 2022, Lake Nona Wave Hotel conceptualized Well+ech by Wave – a collection of five guest rooms equipped with a rotating roster of inventions from 10 pioneering brands leading the future of health and sleep innovations including The Restorative Bed by Bryte, the first science-based, purpose-built sleep experience; accessories curated by SleepScore Labs, the world's most comprehensive suite of data-backed sleep solutions; and more.

About Lake Nona Wave Hotel
Lake Nona Wave Hotel offers an experience elevated by technology yet grounded in wellbeing. Groups will delight in artwork from renowned sculptors; find inner peace at the nearby Chopra Mind Body Zone and Spa; relax on the pool deck; savor artful plates and cocktails at three dining concepts; and more.

instagram.com/LakeNonaWaveHotel
facebook.com/LakeNonaWaveHotel
linkedin.com/company/lake-nona-wave-hotel
twitter.com/LNWaveHotel

Florida's Paradise Coast is well known for its state-of-the-art meeting venues, world-class accommodations, and exceptional dining options. But outstanding amenities and hospitality are just the beginning of what makes Naples, Marco Island and the Everglades a meetings Paradise.

Outside of the conference room, meeting attendees enjoy plentiful opportunities for wellness throughout Florida's Paradise Coast. From restorative yoga sessions on the beach to on-site spas at several area hotels and resorts, it's never been easier to combine productivity and rejuvenation.

When attendees visit, they see the Paradise Coast effect all around. It's in smart menu options at restaurants, which feature locally sourced produce and fresh-from-the-Gulf seafood. It's in immersive nature trails like the Gordon River Greenway, where they can walk, bike or run the boardwalk and glimpse birds, fish and other wildlife in the natural wetlands below. And it's in the innovative cooking classes hosted by some of the area's top chefs, which allow attendees to take their own place in the kitchen. It all makes the Paradise Coast a healthier, happier place to work, play and visit!

Naples, Marco Island and the Everglades offers countless ways to add an extra dose of wellness to your meeting or extended visit. Explore health and fitness-oriented events, meeting locations and attractions at **paradisecoast.com/wellness**.

About Naples, Marco Island, Everglades
A natural and cultural gem, Florida's Paradise Coast is where the Gulf of Mexico's sparkling waters meet white sand, natural surroundings and downtowns filled with artful treasures, culinary delights and countless other discoveries. Explore Naples, Marco Island and the Everglades, and find your most idyllic Florida meeting destination.

MeetInParadise.com
twitter.com/ParadiseMeeting
linkedin.com/company/florida's-paradise-coast