



CONFERENCE & MEETINGS WORLD

Meet well and prosper

Paul Colston March 28, 2024



Caesars Entertainment recently launched wellness options for conferences and events in Las Vegas. Atlantic City and Reno/Tahoe are soon to follow. Wellness is now much sought after by planners. Here the Caesars team outlines the benefits of putting wellness high on the meetings agenda:

Incorporating wellness into a conference programme can yield many benefits, enhancing the overall experience for attendees and contributing to a more productive event. One effective approach is introducing a wellness challenge, combined with health-focused catering options, to create a holistic and engaging environment.

One major advantage of integrating wellness into conferences is the positive impact on attendees' well-being. The wellness challenges at Caesars are tailored to the conference setting and encourage participants to engage in activities that promote movement, mindfulness, and overall health. This not only fosters a sense of camaraderie among attendees but also provides a welcome break from the often-sedentary nature of conference settings.

Participating in a wellness challenge can also enhance networking opportunities. Whether it's a step-count challenge, group fitness activity, or mindfulness exercises, these shared experiences create connections among participants.

Short Tai-Chi or mindfulness sessions, for example, serve as effective interludes between more intense conference sessions. Attendees return to their seats rejuvenated and more focused and retentive of information.

Catering options can also align with the wellness theme and providing a variety of nourishing choices, including plant-based and gluten-free alternatives, caters to diverse dietary preferences and supports overall health. Attendees are more likely to feel energised and alert when fueled with nutrient-dense foods.

Offering nutritious meals also aligns with sustainability goals, as many health-focused options incorporate locally sourced and environmentally friendly ingredients.

An often-underestimated benefit is the potential to boost attendee satisfaction and loyalty. Conferences that prioritise wellness create a more enjoyable and memorable experience.

And the positive impact extends beyond the event, leaving a lasting impression on attendees and contributing to a culture that values both professional and personal wellness.

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Wellness trends for conferences and events

1. Mindfulness Integration: Guided meditation sessions and yoga breaks enhance focus and relaxation.

2. Nutritional Wellness: Inclusion of healthier catering options, accommodating diverse dietary preferences.

3. Physical Activity: Fitness breaks, wellness walks, and on-site exercise classes to counteract sedentary habits.

4. Mindful Technology Use: Strategies to manage screen time and digital overload, with designated digital detox zones.

5. Mental Health Awareness: Expert-led sessions on stress management, resilience, and work-life balance.

6. Sustainability Practices: Eco-friendly initiatives, reducing waste, and promoting environmentally conscious choices.

7. Customisation: Offering a variety of wellness sessions for attendees to tailor their experience.

8. *Inclusivity*: Creating spaces that cater to diverse cultural backgrounds, abilities, and preferences.

9. *Wellness Technology*: Integration of apps and wearables for personalised wellness plans and real-time health tracking.



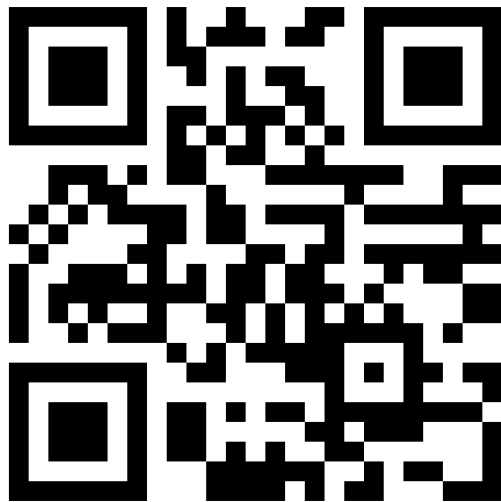
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WELLNESS CHALLENGE

Click the **Scan-In** button in your Challenge App and scan the QR code to get your bonus points



Manual code: **ignite24s2#1**

Scan-In: On the Challenge app's main dashboard, press the Bonus Activities selector and tap the 'Scan-In' button. Align the app viewer with the QR Code. The code will automatically be detected and provide you with a confirmation notice. Alternatively, enter the manual code in at the bottom of the scan-in screen

Bonus Points: Scan-in during the Challenge and add 1,000 bonus points to your challenge total (limit of one bonus).