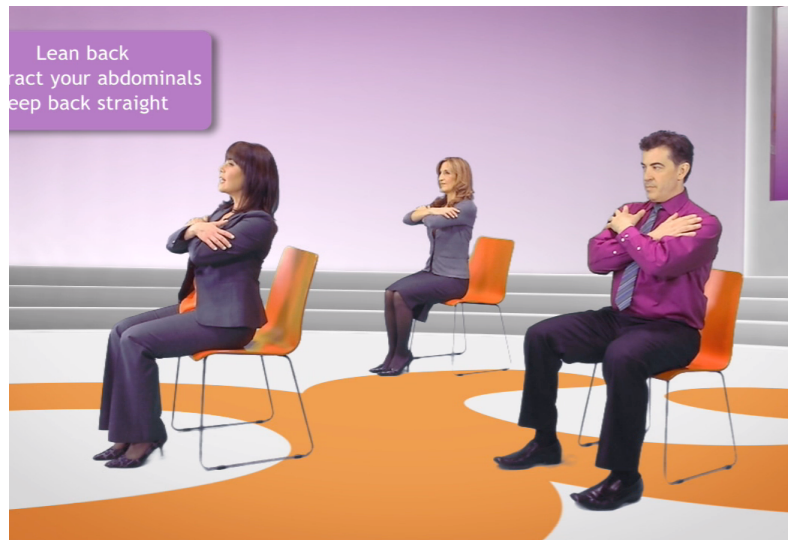




with Dr. Kim

STARTER GUIDE

3 WAYS TO ENGAGE ATTENDEES AT HYBRID EVENTS



Butt Out Butt & Brain Burnout

Your starter guide to creating **in-person** and **virtual** wellness experiences that keep participants engaged and energized.

One of the biggest mistakes that meeting planners make is take the same pre-COVID mindset and make up for lost time by packing the agenda with back-to-back sessions and taking the same agenda from a live event and plopping it into the virtual platform. **The result:** attendees are chained to their chairs or computers and check out instead of being fully present. Instead of "sold out" events, we're ending up with zoned out audiences.

Successful meetings planners think about the **attendee experience** and build it from the ground up so that participants stay engaged, focused & energized throughout the event.

360 wellness experience from awake time to bedtime

1

BRAIN BREAKS TO HELP PARTICIPANTS RE-ENERGIZE, RE-FOCUS AND DE-STRESS

- Start each conference day with a **breath awareness mindfulness practice** to bring calm and connection, while helping attendees set their intentions for the day.
- Kick-off breakout sessions with a **seated mindfulness break** to help attendees reset.
- Integrate **standing mindfulness breaks** during the day for participants to relax and rejuvenate their bodies and improve concentration.
- Offer novel breaks activities such as "**Coffee & Color**" and "**Puppy Cuddling**" to declutter the brain and encourage participants to be in the moment.
- Include "**Office Yoga**" mind-body breaks throughout the meeting day, not just early morning, before the conference begins. (Because the beneficial effects of the practice wear off by the first coffee break of the day).

Daytime



Schedule mid-day "**Nappuccino**" breaks for attendees needing to re-charge from brain burnout. Consume caffeine directly before the nap. Participants fall asleep before the caffeine kicks in and awaken alert!

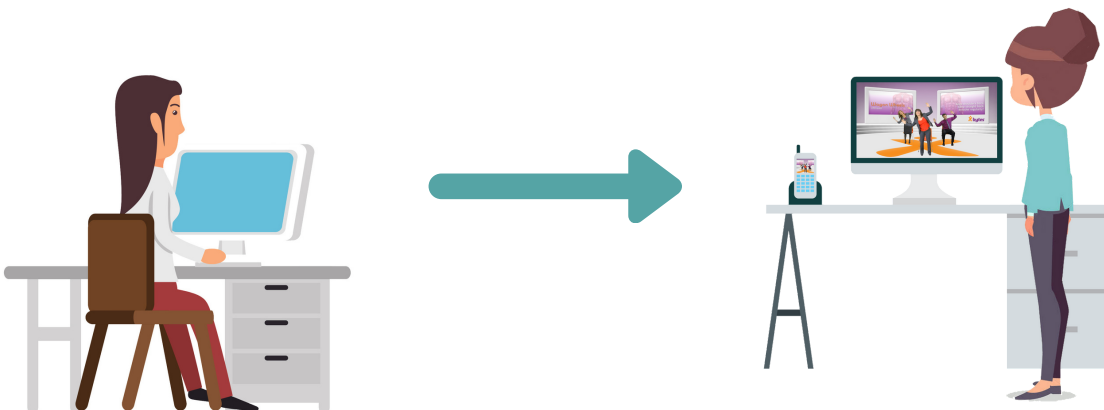
- Block off "**white space**" (down-time) in the agenda to encourage attendees to pause, relax, disconnect from session content and return with a refreshed mind.



- **PM:** Offer **mind-body relaxation practices** (sound & body scan meditation) to help participants calm their minds - full of info! - and prepare for a good night's sleep.

BODY BREAKS TO REJUVENATE ATTENDEES AND RELIEVE BUTT BURNOUT

- **AM:** Awaken participants with **video yoga breaks** - gentle stretches and seated sun salutations to do **in bed** to wake up the body and mind before kick-starting the day.
- Integrate **energy booster breaks** into the meeting schedule where exercises are done and participants' seats or desks **between breakout sessions and/or mid-morning and mid-afternoon** when participants become naturally sleepy:
 - Stretches that target stiff muscles from sitting
 - Posture checks: seated and standing yoga poses to re-set slouchy postures, energy and focus
 - Upper & lower body strength training exercises
 - Chair abs and yoga poses to do even while listening to sessions
 - Eye and face exercise for participants staring at screens all day
- Offer 15-minute and 30-minute sweat-free **exercise sessions during coffee and lunch breaks.**
 - Make it fun, using props that are readily available in the home or hotel (toilet paper rolls, paper towels, bath towels, paper plates, water bottles and soup cans).
- Introduce **standing applause** after each session to get participants out of their seats.
- Bring on impromptu **dance breaks** throughout the day and encourage participants to be present, in session or on camera. There's an infectious energy and social camaraderie that happens when connecting with the music and each other.
- Organize **walk & talks** to foster networking and build camaraderie. For virtual audiences, use audio only sessions to encourage participants to get outside and walk.
- **PM:** Provide **takeaway tips sheets** featuring gentle stretches to release muscle tension, including towel exercises, after a hot shower before bedtime.
- Stretch stiff muscles from hours of sitting with **video-delivered bedtime yoga** poses that help promote stillness and relaxation before bedtime.



Zoom Zombie

Invigorated Meeting Maven

3

WELLNESS AND SELF-CARE SUPPORT SO THAT PARTICIPANTS DON'T LOSE STEAM

Attendee engagement post-COVID is about focusing attention on the **PERSON** attending the in-person or virtual meeting, not the stage or screen they're staring at.

Put yourself in your attendees' shoes - **from awake time to bedtime** - as they navigate long days at the meeting venue or from home; they're juggling work and family responsibilities. Time for self-care? That falls to the bottom of attendees' "to do" lists.

Part of **BALANCE** (mind-body; work-family-leisure) is about managing and balancing **ENERGY** (not time) and knowing when to take a break.

"Where you focus goes ENERGY flows"

Create quiet meditative spaces and relaxing environments (e.g., Zen Den) for attendees to step away from the crowds and de-stress.

Provide healthy food options and **nutrition education**, wellness activities and challenges to help attendees **prioritize self-care and make healthy choices** during the event so they can **feel and be their best each day**: alert. focused. well-rested. refreshed. revitalized.

Use the event as a **"teachable moment"** to help attendees bring their best bodies & minds so that they absorb and retain content and fully enjoy their meeting experience.



Provide **self-care swag** (digital and print resources) so that attendees leave the event with actionable tips to easily integrate wellness into their busy workdays and everyday lives. **Idea:** provides year-round branding and **sponsorship** opportunities!

Offer **Health/Life Coaching Clinics** to help attendees create their best selves and live a happy, abundant life full of meaning, purpose and joy. **Idea:** sponsored virtual Group Coaching Clinics to keep attendees engaged and connected post-conference.

In guest podcast appearances, I shared lots of tips about making the link between **attendee engagement, self-care, compassion and conference community service**. Have a listen **HERE** and **HERE**.

Check out what's inside my in-person and virtual experiences on the next few pages.



Kim Bercovitz, Ph.D.
& Charli, Director
of De-Stress

Hi, I'm Dr. Kim!

I help meeting professionals who value **well-being** create healthy conference cultures with engaged and revitalized audiences.

Since 2012, I created 100+ video micro-breaks that have been enjoyed at in-person and virtual meetings across North America.

Read the story about how I pioneered conference wellness [HERE](#).

I'm an academic (health behavior scientist with a Ph.D. from the University of Toronto and former National Cancer Institute of Canada postdoctoral fellow) turned health/life coach, professional wellness speaker and [online course creator](#).

I offer the following virtual and in-person wellness programs (www.DrKimTV.com):

- [Wellness Lounges](#) (includes digital content for wellness challenges)
- Mind-Body Breaks ([video-delivered](#) and live)
- Health/Life [Coaching Clinics](#) (one-on-one and group)
- Live, live-stream and pre-recorded [wellness talks](#)

The goal of my program is to make wellness easy and accessible -- one micro-step, one micro-habit, one byte at a time.

Need event wellness help?

I can help inject **energy** into your meeting days, **priming** minds and bodies, and putting audiences in a **peak performance state** to fully enjoy the event experience.



YES. LET'S TALK!

byte-size WELLNESS[®] ACADEMY

VIRTUAL & LIVE WELLNESS LOUNGE

INFUSE YOUR EVENTS WITH ENERGY AND ENGAGEMENT!

ENERGY
BOOSTERS

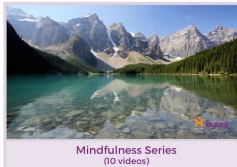
VIDEO MICRO-BREAK LIBRARY



Fitness/Stretch Series
(4 videos)



Yoga Series
(12 videos)



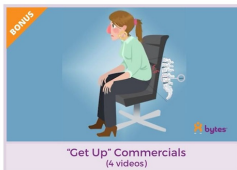
Mindfulness Series
(10 videos)



Social Icebreakers Series
(24 videos)



Deskercises Series
(4 videos)



"Get Up & Move" Commercials
(4 videos)

BECOME A SELF-CARE SUPERSTAR



5-MINUTE VIDEO BREAKS: featuring Stretch, Deskercises, Office Yoga, Mindfulness Practices, Social Icebreakers and "Get Up & Move" Commercials.

BYTE-SIZE WELLNESS ACADEMY: 5-minute video lessons and worksheets about self-care, healthy eating and sleep hygiene; wellness resource center

HEALTH/LIFE COACHING CLINICS



Unleash
YOURSELF
with Dr. Kim
Kim Bercovitz, Ph.D., Health/Life Coach

CLICK
HERE

**BOOK YOUR FREE WELLNESS
CONSULT NOW!**

Group and 1:1 coaching:

Attendees create their best selves to live a happy, abundant life full of meaning, purpose and joy. Keep attendees engaged and connected post-conference with sponsored virtual clinics.

...and there's more!!

Swag Bag Contents

SELF-CARE TIP SHEETS

Healthy eating, yoga, breath work, desk and travel exercises

CERTIFICATES OF COMPLETION

Beautifully designed certificates issued upon completion of each of the modules and mini-courses.

STARTER KITS & GUIDES

Curated resources to help you make healthy choices, balance and manage **energy** - at work and in busy everyday life.

GAMEBOARDS / ROADMAPS

Turn self-care into a fillable fun game that can be used for meeting **wellness challenges**.

WELLNESS BREAKS AND EXPERIENCES FOR LIVE EVENTS



People remember **experiences** over information.



“Take a Stand” against chronic sitting at meetings and conferences.



Everyone can become a **wellness warrior**.

Make wellness **easy & accessible**.



Now — **Walk the Wellness Walk** by creating a culture of wellness that supports a high energy learning environment and healthy choices.

(All images are from conference wellness experiences delivered by Dr. Kim)