

[Advice/Best Practices ▼](#)
[Industry News ▼](#)
[Education for Planners ▼](#)
[Education for Suppliers ▼](#)
[Advertise ▼](#)
[Testimonials ▼](#)


[Find events near you](#)

[Research destinations](#)

[Book hotels](#)

[Get planning assistance](#)

[Search vendors](#)

HEALTH & WELLNESS

15 guidelines for wellness zones that really work

By **KIM BERCOVITZ, PH.D.**

Published: December 9, 2015



As our population becomes more determined to make healthier food choices and move more everyday — including on conference days — planners and their clients are being

challenged to fold wellness options into their programs.

That's why we're seeing more wellness lounges or zones on show floors. They're a place for attendees to learn about personal, conference, workplace and travel wellness, pick up wellness information and take fitness breaks. A wellness studio also offers a mental and physical respite from the noise and crowds of trade shows.

The zone is restorative and offers a place for attendees to re-energize and rejuvenate.

To optimize attendees' Wellness Zone experiences, careful thought has to go into design and exactly what's offered. Here's a checklist, arranged alphabetically, of all the aspects that should be considered:

1. Beauty bar

Indulge attendees with a makeup, hair and/or nail bar.

2. Décor

Use bamboo, drapery, flameless candles, aromatherapy, waterfalls and lighting to create ambience and a Zen-like environment.

3. Flooring

Use carpeting with double padding or other textures (grass, sand, turf) for décor, foot comfort and noise reduction.

4. Headsets

Wireless technology creates intimate events because the speaker is heard through noise-canceling apparatus. Ideal for serene mind-body breaks such as yoga, meditation and mindfulness.

5. Leader-driven and/or self-conducted activity

Include a combination of interactive live mind-body fitness/wellness talks and videos shown on a continuous loop for participants to follow along on their own time.

6. Location

To draw traffic to the wellness area, integrate it into the open exhibit hall or registration area, or create a separate "zone." You'll need to deal with noise issues here.

7. Men's area

Create an area that includes esthetic and practical services (includes manicures, shave stations, sports stretching stations).

8. Microphones

Use them for the speaker and for attendees to ask questions.

9. Paneling

Dividers provide a noise barrier.

10. Quiet zones

Best for mindfulness, meditation, massage (head, body and foot).

11. Seating

Whether you're using chairs, cube stools or couches, make sure that the seats are not packed too tightly together or participants won't be able to exercise at their seats.

12. Sound

Sound from big speakers on stands travels far, potentially disturbing surrounding groups. Using several smaller floor speakers keeps the sound more confined to the wellness zone. This combats the noise and creates an intimate atmosphere. If the presenter moves around lot, position the speakers away from where the presenter walks.

13. Tables

Round tables work best for group learning activities.

14. Wellness challenges

Use wearable devices (pedometers, Fitbit-style trackers) and wellness activities that integrate with the conference app and result in awards and recognitions.

15. Wellness tip board

Set one up where attendees can post personal and conference wellness tips to share with others. There are pros and cons to every wellness theatre setup. Event producers and decorators who are solution-oriented will work within a budget to create the right look and feel for your event's wellness place and space.

::

Which side of the wellness zone have you been on? Please share your experiences whether you were a planner or attendee. Use the

comment box below.

**WAS THIS POST HELPFUL?
SO IS PLAN YOUR MEETINGS.**

SIGN UP FOR FREE

Join the discussion

Soapbox

Have an opinion, experience, knowledge or question about this story? Sound off below.

Note: This space is for comments about the story above. General questions to PYM should be sent via our [contact page](#).

Leave a Reply

Your email address will not be published. Required fields are marked *

Name *

Email *

Website

Comment

You may use these HTML tags and attributes: <abbr title=""> <acronym title=""> <blockquote cite=""> <cite> <code> <del datetime=""> <i> <q cite=""> <strike>

Post Comment



Related Posts

[Creating no-cell zones ... really!](#)

[White noise while you work: 3 options](#)

[IMEX issues 5-point forecast for 2015](#)

[Hotels putting muscle behind fitness amenities](#)

[What's next in hotel amenities?](#)

[Keep attendees fit](#)

[Dedicated social 'hubs' keep attendees nearby](#)

[Put your registration forms to work](#)

[7 big ideas, good and bad, from #PCMACL](#)

[On the road again? You really can fit fitness in](#)

Planning the perfect m.



Tweets about "#yaypym OR @planyrmeetings OR @pymlive"

[Planning 101](#)
[Meeting Sustainably](#)
[Contract Negotiations](#)
[F&B](#)
[Event Decor & Design](#)
[Technology/Social Media](#)
[Event Marketing](#)
[Advocacy](#)

[Audience Engagement](#)
[Audiovisual](#)
[Contract Negotiations](#)
[Ethics](#)
[Event Design & Decor](#)
[Event Marketing & PR](#)
[Food & Beverage](#)
[Logistics](#)
[Technology/Social Media](#)

[Industry News](#)
[Destinations](#)
[Business Directory](#)
[RFPs](#)
[Planning Tools](#)
[Subscribe for Free](#)

[PYM LIVE Events](#)
[Knowledge Series](#)
[Planner Toolbox](#)
[Supplier Town Halls](#)

[Planner's Corner](#)
[Planner Profiles](#)
[Contests](#)

WHO WE ARE

[About Us](#)
[How We Help](#)
[Core Values](#)
[Jobs](#)
[Contact](#)
[PYM In The News](#)
[Testimonials](#)

ADVERTISE

[Opportunities](#)
[Testimonials](#)

CORPORATE INFO

[Atlanta Metropolitan Publishing](#)
[Plan Your Meetings](#)
[Encore Atlanta](#)
[Promote Your Message](#)
[PoshDealz](#)
[Keep America Weird](#)

© 2015 PlanYourMeetings, all rights reserved.

[Log In / Subscribe](#)



[AMP](#)

[In the News](#)

[Privacy Policy](#)

[Contact](#)

[Advertising](#)