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more fatigued once the caffeine and sugar wear off. Light exercise, on the other hand, can help you stay awake and alert for extended periods of time.

She advocates offering fitness breaks (despite the fact that they are a bit of a hassle to set up).

“While initially met with intrigue and surprise, the response done in business attire at participants’ sessions was overwhelmingly positive.”

Fitness breaks can be integrated easily in a meeting agenda (e.g., before or after a keynote, plenary, or session), time fillers to fill unplanned gaps, or as a way to build camaraderie.

These breaks are usually well-received. “At the end of each break is a typical response, ‘Thank you!’”

Dr. Kim offers these tips for adding fitness breaks to your meeting:

**Introduce exercising with enthusiasm** — Set the right frame of mind to exercise. The energy and enthusiasm of the facilitator can be contagious. Moderators should be enthusiastic about the break.

**Become a conference “coach”** — Even if you’re not a fitness coach, conference coaches can be moderators, sponsors, or simply have a presence in the main room where the fitness break is taking place. Stretch and exercise with event participants.

**Schedule breaks at the right times** — Mid-morning and mid-afternoon. This is the best time for a break. Before or after the keynote, plenaries and sessions. Have attendees stretch and exercise before sessions. Have attendees stretch and exercise during sessions. A spontaneous energy boost can be a great way to re-energize attendees. Fitness breaks are less effective early in the morning. Fitness energy boosters can be easily included in a meeting agenda. When held during refreshment breaks, they can be a great way to grab a coffee or networking.

Dr. Kim adds that fitness breaks are becoming a popular meeting planner event as well as a popular meeting attendee activity.

“Meeting planners are in the business of creating a great experience for attendees engaged throughout the conference, try to

Her company, Exercise Bytes, is a multi-r conferences. Videos can be custom-branc [kim@x-bytes.com](mailto:kim@x-bytes.com) and 855-8xbytes.

Al Rickard, CAE, is president of Associatic communications.



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