



HEALTHY BY  
**ASSOCIATION**

*powered by intention*

**HEALTH & WELLNESS PROGRAM**

## *Exercising a Health & Wellness Culture*

### **Energy low and stress high? You're not alone.**

Whether you know it or not, you belong to a vast network of high achievers who wish to invest in their well-being just like you do. Most of us also work in the association and hospitality industries so we understand how the pressure of juggling jam-packed schedules, events and travel often interferes with maintaining a healthy lifestyle. This means that we are in a unique position to offer each other encouragement and advice as we collectively strive to prioritize self-care and seek more balance in our lives.

### **Learn health and wellness tips and techniques.**

During this interactive program you'll be exposed to a variety of tips and techniques designed to support both association staff and meeting attendees in their personal health and wellness journeys. We'll talk about goals, challenges and successes in an effort to truly elevate the conversation and set a plan in motion (like increased meeting attendance and engagement, morale, loyalty and staff productivity). Whatever your desired outcomes, we'll strive to help you and your members live well.

### **RATIONAL AIMS (PRODUCT):**

*Program participants will:*

- Access relevant health and wellness information
- Experience at least one tip or tactic per module
- Receive a health and wellness jumpstart guide, full of quick, actionable takeaways / resources

### **EXPERIENTIAL AIMS (EXPERIENCE):**

*Program participants will:*

- Engage in hands-on opportunities
- Build networks in a collaborative learning environment
- Attend and learn in attire they consider comfortable

IN PARTNERSHIP WITH:



# MODULES

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Review and choose the modules you believe will be the most beneficial given your target audience. Modules can be mixed and matched in any combination. The final module, Next Steps, is required to close out each program.

## OFFICE SPACE

[OPTIONAL; MINIMUM: 45 MINUTES]

*This module will focus on the following topics:*

- Stating the business case for health and wellness
- Creating a healthy work environment
- Healthy options at work for break / meal times
- Exercises you can do at your desk / work

## HEALTHY HABITS

[OPTIONAL; MINIMUM: 45 MINUTES]

*This module will focus on the following topics:*

- Creating / maintaining healthy habits and boundaries
- Work habits related to calendar, email, meetings, phone and personal time off
- Personal habits related to sleep, family, friends and self-care

## ROAD TRIP

[OPTIONAL; MINIMUM: 45 MINUTES]

*This module will focus on the following topics:*

- Keeping your workouts on track while on the road
- Managing your schedule by planning ahead
- Packing for road trip success
- Goal setting: connections, takeaways, being present and accountability partners

## FOOD FIGHT

[OPTIONAL; MINIMUM: 45 MINUTES]

*This module will focus on the following topics:*

- Eating well on the road
- Assign a “Chief Caretaker” at events
- Appropriate break times / options
- Making the culinary team a partner for your event

## BALANCING ACT

[OPTIONAL; MINIMUM: 45 MINUTES]

*This module will focus on the following topics:*

- Finding balance in all areas of your life, including work and home
- Creating actionable plans to make space each week for your health and sanity
- How to regain a sense of balance when everything is out of sync

## JUST DANCE

[OPTIONAL; MINIMUM: 45 MINUTES]

*This module will focus on the following topics:*

- Health effects of too much sitting
- Core reasons to keep moving
- Positive effects of daily movement for your body and mind

## INSIDE OUT

[OPTIONAL; MINIMUM: 45 MINUTES]

*This module will focus on the following topics:*

- Understanding your WHY and how it inspires everything you do
- Introduction to mindfulness as a self-care practice
- The importance of the mind-body connection
- Apps and other supportive tools to continue your self-care practices

## NEXT STEPS

[REQUIRED; MINIMUM: 30 MINUTES]

This module will begin with a focused conversation to help review key takeaways from the session and identify actionable next steps. Additionally, key health and wellness resources intended to amplify success post-program will be packaged and shared with participants.

# OPTIONS

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This health and wellness program can be tailored to meet the specific needs of your audience. In addition to mixing and matching modules to create an event unique to the needs of your audience, following are some additional lenses from which we can frame the overall program:

### ► WOMEN ONLY

Are you having more than a little trouble carving out the space you need to take care of yourself? As women, we often give so much to our work and family that we fall last on the priority list. But how can you continue to give fully from an empty cup? In this women’s only program, modules are framed from the unique perspective of women. Learn practical ways for making health and wellness (and YOU!) a priority at work and at home, thus leaving no area of your life unattended.

### ► ACTIVE EVENT

Have active learners who would love the opportunity to attend a health and wellness program in their workout gear? During this active event we will keep attendees moving

while also showcasing unique ideas to remain health-minded while at home, at the office or on the road. We welcome participants of all activity levels to move and learn in a fun and interactive environment while discovering best practices they can immediately put into action!

► **EXECUTIVES ONLY**

Leading a thriving team is no easy feat. Fair pay and solid benefits are a good start, but an effective, committed team requires flexibility, balance and the opportunity to focus on personal priorities like family, health and wellness. In this executives-only program, we will explore what it means to create a health and wellness culture in your workplace, how to build it and the numerous benefits to staff and members.

► **MEETING PLANNERS**

Meeting planners are consistently said to have the most stressful jobs. They're often offsite at events or traveling. They're inundated with lots of last-minute changes and demands, not to mention a full calendar of programs to plan and manage. So this session, intended for the busy meeting professional, will identify and address the most common excuses we tell ourselves related to eating healthy and working out while on the road.

# AUDIENCE

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This program is equally appropriate for association and corporate learners.

# SESSION REQUIREMENTS

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Following are a variety of session requirements that will make for an improved attendee experience. While many of these are not deal breakers, we're happy to coach planners both in terms of logistics / planning and sponsorship opportunities.

- Variety of seating options—couches, chairs, tables, highboys
- Natural light
- Nearby access to fresh air
- Blankets in the room
- F&B—healthy / clean snacks, food, water stations, hot tea, etc.
- Aromatherapy
- Plants / greenery
- Additional room / space for stretching or light activity
- AV—screen, projector, microphones, slide advancer, sound

# INVESTMENT

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Following is an overview of the investment for this health and wellness program based upon a variety of factors. For more information about this program or to book a future program, please contact **Sara Krueger, Event Garde manager of team resources**, by email at [sara@eventgarde.com](mailto:sara@eventgarde.com) or by phone at 773.330.7884.

TIME	CONTENT	INVESTMENT	PRESENTERS	ATTENDANCE
1.5 HOURS	Overview of each module with light resources and minimal interactivity	\$1,500 plus travel / expenses	One	No Limit
2 HOURS	Two modules and next steps (highly interactive)	\$2,000 plus travel / expenses	One	20 participants
4 HOURS	Four modules and next steps (highly interactive)	\$3,600 plus travel / expenses	Two	40 participants

*Travel/expenses include the following:*

- Roundtrip coach airfare
- Lodging accommodations
- Ground transportation / parking charges
- Meal expenses

Please note that the highly interactive sessions have an attendance cap; however, the attendance limits can be expanded at the rate of 20 participants per additional presenter. Costs for additional presenters will be negotiated on a case-by-case basis.

# BIOS

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Following are the speakers who are qualified to lead this health and wellness programming—either individually or in some combination of co-facilitation. Presenter scheduling is based on availability.



## AARON D. WOLOWIEC,

MSA, CAE, CMP, CLEA, CTA, CTF/QT

Aaron is an award-winning learning strategist and meetings coach for leading trade associations and individual membership societies across the United States. Committed to the latest research and trends on learning, intentional networking environments and meaningful transfer exercises, he launched Event Garde, a professional development consultancy, in 2011.

Aaron also founded Healthy by Association (HBA), [a Facebook community](#) for association and hospitality professionals who wish to achieve health and wellness success both in the workplace and offsite at events. Known in the community as #GoalGetters, group members are encouraged to establish their own personal measures of success and to share testaments of personal and professional struggles and successes while on the road and in the office.

When he isn't traveling, Aaron enjoys exploring the local food and drink scene, as well as transforming his 1912 Spanish Revival house into a tranquil home. He also enjoys running, writing and family time.



## KATIE K RIGGS, CAE, CMP, CMM, HMCC

Katie is an experienced career meeting and event professional with over 15 years experience planning and executing events of all sizes and

scope for both non and for profit organizations. She is an avid industry volunteer serving in many leadership roles and board positions. Speaking, coaching and leading people to realize their potential is her passion and it has led her to not only utilize these skills as a meeting professional but also as a wellness coach and CrossFit Level 1 instructor. At any given time you can find her running one or more challenge groups, coaching individuals or leading a CrossFit class. The ability to merge her passion and talents through facilitation and speaking was the natural leap. Today, leading people through sessions that inspire them to take control of their wellness journey is a dream come true for her.

Along with her professional passions, Katie is a wife to her hubby Robert and mom to her adorable kiddos Frankie J and Myles David. Their family is completed by their rescue pup Aubie. They enjoy travel and being active as a family.



## ALYSSA A. PFENNIG, C-IAYT

Alyssa is a Certified Yoga Therapist (C-IAYT) and an experienced association professional with over 10 years of association management for both national and international membership and trade associations. Having suffered from the adverse effects of burnout, she is a huge advocate for self-care and now dedicates her life to sharing yoga, meditation and self-care rituals as therapies to empower individuals to be healthy, stay sane and feel good again.

She is the founder and owner of Embarque Wellness in Indianapolis, a therapeutic yoga studio and holistic health center focused on healing from the inside out. Alyssa is the host of the Wild Wisdom Podcast and leads retreats across the globe, combining yoga, meditation and equine therapy to help women connect with nature to connect with themselves. Alyssa has been honored to share yoga as a therapy with veterans experiencing chronic pain and PTSD and has seen how transformative it can be for many people. She is a dedicated member of the International Association of Yoga Therapists (IAYT).

When she's not speaking, teaching or leading retreats, you can find Alyssa with her feet in the grass, hiking with her beloved dog, Ellie, or spending time with horses at a ranch.