

# Get your business in shape for 2010

Celynn Erasmus helps you manage your time, not your energy

The stress of last year was a real test for everyone in events and conference planning. But a new year means a new outlook and the signs say that the outlook is good. Now is the time, if ever there was one, for you to start the year on a positive note and become the world-class events and conference planners you are.

According to Paul Zane Pilzer, author of *The Wellness Revolution*, the next big thing is the wellness revolution. Wellness already pervades our decisions from what we eat...

Leveraging your health can generate more wealth not only for yourself, but also for your delegates. The workplace has become a transformational place for well-being, so why not allow your functions to reinforce this. Events and conferences provide a perfect opportunity with captive audiences to incorporate and promote a wellness culture.

Incorporating wellness into your events will directly improve your financial position, including:

- setting you apart as innovative and proactive, and making you the conference and events planner of choice
- creating the impression that delegates are cared for and valued by providing a truly holistic event
- giving delegates sustained energy and better engagement, ultimately getting more out of your events.

## Healthy equals happy

The following are ideas on how to introduce health and wellness into conferences and events:

### Resources

Great resources for food options and lifestyle choices with a twist of all that's healthy and well Food Capers

Web: [www.foodcapers.co.za](http://www.foodcapers.co.za)

Eatrite

E-mail: [info@eatrite.co.za](mailto:info@eatrite.co.za)

## Recipe

Naturally flavoured water:

Fill large glass jugs with the following:

¼ pure apple juice

¼ sparkling water

½ still water

1 to 2 sliced oranges

1 to 2 sliced lemons

1 to 2 handfuls of fresh mint leaves

Optional: Sliced strawberries and ice cubes

1. Inject wholesome menu options: strategic refuelling with smart foods will give delegates lasting energy and the brain food they need to stay mentally focused and engaged. (See ideas below.)
2. Incorporate a wellness-related presentation or 'lunch 'n learn' high-power energiser session.
3. Create a wellness theme for an event in the right way, starting with the invitation, including offering health screenings or massage during the event, and ending with wellness-related gifts.
4. Integrate fun physical activities such as five-minute deep breathing sessions, soul walks or activation exercises that you can do in your seat or at your desk.

## Healthier options

The following are interesting and novel ways in which to introduce healthier food/drink options:

- Serve smart snacks such as fresh fruit displayed creatively as fruit kebabs and mini fruit smoothies for drinks.
- Replace sweets with dried fruit, health bars cut into halves, mini yoghurt tubs or dried fruit with nuts.
- Go for colour by opting for grilled instead of fried. The idea is to include lean protein options such as chicken, fish, egg, and cheese along with lots of nature's wonder veggies. For canapés, use cucumber slices as bases instead of bread, offer vegetable-stuffed mini

wraps and present crudités with dips.

- Go slow by serving low glycaemic index (GI) baked items such as muffins, biscuits and other treats or smaller bite-sized options of the not-so-healthy stuff such as croissants or regular muffins.
- Keep delegates hydrated as this will help to avoid energy slumps, headaches and cravings. Check out the fact box alongside for an easy recipe that will impress delegates, not only with its appealing look but also the refreshing taste. **35**



## About the author

In a fast-paced world, with exhausting demands on our time and performance, Celynn Erasmus vibrantly presents hands-on, real advice that will help you to work better, live smarter and get the most out of every day. She demystifies the complex science of wellness and nutrition into tips and techniques that really work. For more advice or to comment, please contact Erasmus on +27 (0)83 656 3096, or [celynn@celynnerasmus.co.za](mailto:celynn@celynnerasmus.co.za). Alternately, visit [www.celynnerasmus.co.za](http://www.celynnerasmus.co.za).