

Four Pillars Hotels adds new Healthy Meetings to its range of 'Meetings Four You' options

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Hotel

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Four Pillars Hotels is delighted to announce a new partnership with corporate health and wellbeing specialists, Health Matters 360. Together they have created a brand new healthy meetings product with a difference, offering clients the opportunity to achieve more productive meetings by increasing levels of concentration and energy. This new element is being offered as an optional extra within Four Pillars' "Meetings Four You" portfolio, which launched earlier this year.

The new products have been designed to reflect the current interest in health and wellbeing in meetings and the workplace. They take the form of optional add-ons for the meetings planner to incorporate into their schedule, from one-hour workshops to more in-depth half and full day sessions offering a sustainable way of achieving a healthier work life. All incorporate Health Matters 360's unique 360-degree approach combining nutritional, physical and positive mind matters to boost effectiveness and productivity.

The one-hour workshops ('maximise', 'uplift' and 'relax') are bite-sized sessions designed to fit into the beginning, middle or end of a meeting. Whether clients are looking to "kick start" the event, re-energise delegates halfway through, or wind down towards the end of the day, there is a workshop to suit every need. Activities include practical exercises to keep the body and mind invigorated, maintaining concentration through nutrition and capturing goals and actions. The 'maximise' and 'uplift' workshops also include a basket of healthy, delicious snacks to assist with energy levels and focus throughout the day.

This new healthy offering is an addition to Four Pillars' "Meetings Four You" product, which was launched earlier this year and unbundles the traditional meetings package to offer a flexible, personal service where clients only pay for the things they need - leading to huge savings! A range of options, from meetings by the hour to 24 hour delegate rates, allows Four Pillars' clients to create a meeting that is specifically tailored to them. Along with an investment of £2.6m into the facilities of its meetings portfolio throughout 2010 and 2011, Four Pillars is the perfect choice for the conference organiser.

Nikki Farr, Director of Sales for Meetings and Events, says "We are delighted to be working with Health Matters 360 on this exciting new programme. In the current economic climate, every penny counts, so it makes perfect sense to introduce a meetings product that aims to increase productivity for companies and deliver a more rewarding experience for delegates".

Sarah Morgan, co-founder of Health Matters 360, says "With their innovative approach to meetings and events, and our expertise in health and wellbeing, this partnership is the perfect dovetail of complementary skills. We are very excited to be working alongside a company with such a strong reputation and wealth of experience within the meetings industry".

