

Meetings with sports

Everybody recognizes the importance of sufficient exercise and healthy food, but partly because of our demanding jobs, we often do not find the time for exercising. Why not combine the useful with the healthy, then, and add a sportive element to your meeting?

Worldwide the need to adopt a healthier lifestyle becomes more and more obvious. In the past decades, the percentage of people who suffer from obesity increased in almost all European countries. This was also the case in the United States, Canada and Australia. The fact that nearly everywhere the pressure of work is increasing, and that stress is an

accelerator for chronic diseases and depressions, underlines the importance of sufficient exercise. Also in the workplace!

HEALTH

Most people spend a large part of their working day sitting down. That includes business meetings like training courses, meetings and conventions. When a sports activity is part of a business meeting, the participants have an extra opportunity to improve their physical condition during working hours. Exercising makes you feel fitter and enhances your physical and mental constitution. It also makes you more attentive, decreases your stress level and provides you with a better resistance to illnesses. Apart from the fact that a dose of exercise during a meeting or training session is beneficial to the participants, the clients and employers also profit from this. The employees not only get fitter and healthier, it also has a positive effect on the productivity and the atmosphere at work. Because exercise gives them a moment to relax and clear their heads. Besides, it supplies the company with a positive image and as a result, the turnover of staff will decrease.





EFFECTIVE CONTRIBUTION

The Netherlands are an outstanding example of a country where you can do a great many different sports. The abundance of nature areas, beaches and lakes offers a wide variety of options. No wonder that locations and event organizers include a lot of sports activities in their offers. This can be very low-key with, for instance, a walking tour, but you can also choose a more active session like running, spinning or a bootcamp. These can be done in many locations. Yoga or meditation can help improve the concentration capacity and to relax. There are also various possibilities for team building activities with a sports accent as part of a meeting. This varies from climbing to clay-pigeon shooting and from sailing to mountainbiking. The fact that the Netherlands are a relatively flat country ensures that sports activities like hiking or cycling can be done at a reasonable level in almost every location.

HEALTHY FOOD

In order to make sure that everything is perfect and to get the best results from your meeting, it is, of course, sensible to consider the food & beverage that is on offer during the meeting. Several venues heed the call for healthy food and offer healthy alternatives for the usual lunch meals and dinners, not to mention the standard biscuits, assorted appetizers and other unhealthy but oh so tasty snacks. The Dutch chain of hotels Postillion Hotels capitalizes on this with its Brainfood concept. Based on the nutrients and the energy you need during a meeting day, the chain developed a number of

Exercise inspiration for 2017: some fitness trends according to Walter R. Thompson, Ph.D. from the American College of Sports Medicine.

- Body weight training. There is a minimal use of equipment, which makes it a very cheap way of training effectively.
- High-intensity interval training (HIIT). This is a training method based on short, high intensity interval exercises, alternated with short breaks for active recuperation or complete rest.
- Power training. The aim of this training is to make the entire body stronger. This is not by definition for the growing of muscles.
- Circuit training. Following a scheme, you do several exercises for the entire body. Such a training usually consists of nine to twelve exercises for the bigger and smaller muscle groups.
- Yoga. If you want exercise intensity, you can opt for Power Yoga, Yogalates, and Bikram Yoga. Other forms of yoga include Iyengar Yoga and Ashtanga Yoga, where more attention is paid to the meditative aspects.
- Outdoor activities. For instance walking (hiking), canoe, kayak, and games or sports. Or, for a really adventurous experience, go out camping or mountain climbing.
- Wellness coaching. This is a combination of the science of behavioural change and health improvement, prevention of afflictions, and rehabilitation.



KNVB | CAMPUS

The brand new KNVB Campus is the place where our national selections train and where trainers are trained, referees work on arbitration and where the football players of our country rehabilitate.

But the Campus is more than the heart of the Dutch football!

It is also a place where business can meet in an inspiring top sport environment, where you can do teambuilding, follow a clinic and where you can drink, eat and stay overnight.

THE KNVB CAMPUS IS THE ULTIMATE PLACE FOR THE TEAMS OF TOMORROW!





nice snacks that give you energy. Examples of these are house-made cake from green tea, carrot cake, bonbons from dates, figs, nuts and apricots with dark chocolate and smoothies made of fresh vegetables and fruits. For the campus of the KNVB, (the Royal Dutch Football Association) a food concept was developed by the doctors of the representing teams, the chef of the national football team under 21, and the chef of the KNVB Campus, in collaboration with the Hogeschool (Academy) van Arnhem en Nijmegen. This food concept is attuned to the training programme of the Dutch football teams that use the training facilities and pitches of the campus. This concept uses colour codes that advise which dishes can be taken best when, for instance, there is a serious meeting on the agenda or a stiff clinic.

SPORTS AS A THEME

A number of locations in the Netherlands have fully concentrated on top-class sport. Like no other, they can link the worlds of top-class sports and business. Just like a team of top sports people, a team of co-workers also has to perform, and the best way to achieve this is by working together well and to analyze where it goes wrong. At the KNVB campus mentioned earlier, everything is tuned to the Dutch football. Members of amateur teams and the First Division come here to train and use, among

other facilities, the Sport en Voetbal Medisch Centrum (sports and football medical centre) to improve their performance. The function rooms for meetings and congresses all have a sports theme. You can even stage a meeting in the KNVB boardroom.

Sportcentrum Papendal is the largest top-sports training centre of the Netherlands. Every day, some 400 top sports people train here. It is a daughter organization and home base of the NOC*NSF (the Dutch Olympic Committee*Dutch Sports Federation). As the largest of four Centra voor Topsport en Onderwijs (CTO, centre for top sports and education) in the Netherlands, the biggest talents and top sports people can live, train and study here. Meetings, congresses and events can also be complemented with a sports accent. Other CTOs where the function rooms can be rented and that focus on top sports are the Olympic Stadium in Amsterdam and Sportstad Heerenveen.

Have you become inspired by this modest listing of options for the organization of a meeting with a sports accent? It certainly is worth your while to further explore the possibilities. Because a meeting with a sports theme is beneficial to the meeting as well as the participants!