

# LIFE PLUS

Life Plus was created by four men with widely diverse backgrounds who were brought together by a shared desire to build a business that actually helped other people. Together they created a new kind of company that focused on products that improve people's lives.

Thanks to the passions exhibited by each of the founders, the company has had a long and proud history of stability built on great relationships. This stability and dedication has allowed the company to touch lives around the world. From its humble beginnings it has grown into a successful nutritional and health product business, serving people across the globe.



## THE CHALLENGE



To hold monthly events for new and upcoming business leaders in order get to know them on a more personal level as they embark on a more business-led journey.

- Partners, share their own stories and experiences so far, which are always inspirational and there is a chance for people to ask them questions to help with their own development too. This requires large conference space complete with staging and amazing AV facilities in a setting that feels relaxed and reflects the brand values rather than a harsh corporate environment.
- Inclusion of some fun team building activities enabling the team to really build on the relationships that are key to the nature of the business and learning new skills.
- The trip concludes with a farewell meal. This is a time when associates can reflect on the week and what they have learnt and continue networking with other partners – sharing stories and making new friends.

• With some attendees travelling significant distances, Life Plus wanted a venue that was as centrally located as possible. It was also aware that the very varied programme with attendees frequently moving around the venue might be disruptive to other users.



## THE SOLUTION

The company decided on the Executive Conference Centre at Wyboston Lakes, opting for exclusive use for the entire event. The centre, located close to major road networks was easily accessible for all attendees.

Lunch was taken in the centre's restaurant, a few metres from the main presentation areas, while attendees used the main lounge for coffee and tea breaks.

Team building events have been run partnership with the onsite leisure facilities at Ride Leisure incorporating both land and water activities dependant on the time of year.

The Dinner event was held in the hotels main restaurant which was dressed to ensure a really special feel to mark the end of a fabulous event.

“As an organiser, I really appreciated the feeling of control that we achieved by using a compact, focused venue with all key areas close to hand and with its own external areas. All activities linked extremely well, and the fact that there were no other users at the centre helped our staff to respond and to relax; it was also good to feel that we didn't have to restrain any activities for fear of disrupting other events.”

**Life Plus**

