CROW PRACTICE

WELLNESS EXPERIENCES FOR EVERY EVENT

Explore 100+ turnkey wellness experiences from CROW Practice, including wellness activations, fitness, brain breaks, workshops, branded activations, and speaker services.

Empowering wellness for meetings

1.407.205.7291 info@crowpractice.com https://crowpractice.com @thecrowpractice

CROW PRACTICE

CROW SERVICES MENU



WELLNESS ACTIVATIONS



FITNESS ACTIVATIONS



WELLNESS BRAIN BREAKS



WELLNESS WORKSHOP



WELLNESS PAIRINGS



BRANDED WELLNESS SERVICES



LIVE SPEAKER

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CROW PRACTICE

WELLNESS ACTIVATIONS

Wellness Activations bring wellness to life through engaging, interactive experiences that encourage attendees to participate, explore, learn, and connect. Ideal for trade shows, conferences, and large gatherings, CROW Practice curates unique activations tailored to your event, audience, and goals, creating memorable experiences and refreshing breaks from the event pace.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

WELLNESS ACTIVATIONS

A station setup for participants to visit as they move around the venue. Usually a quick stop, ranging from 2-15 minutes of activity



ACUPRESSURE

Explore pressure points promoting relaxation, balance, and everyday wellness through guided practice.



AROMATHERAPY EDUCATION

Learn essential oil properties, safe applications, and everyday aromatherapy techniques.



AROMATHERAPY W/ ESSENTIAL OILS

Discover essential oil aromas that awaken senses and encourage relaxation.



CHAIR MASSAGE

Enjoy seated massage relieving shoulder, neck, and back tension comfortably.



CRYSTAL ESSENTIALS

Explore crystal meanings, mindful intentions, and beautiful stones through discovery.



ELECTRIC FOOT MASSAGE

Relax tired feet using soothing electric massage technology during busy events.



FITNESS EXPERT

Get practical movement guidance, personalized tips, and healthy lifestyle inspiration.



FITNESS ON A FLOW

Join guided movement sessions energizing participants, improving mobility, encouraging breaks.



HAND MASSAGE

Enjoy soothing hand massage that eases tension and refreshes participants.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

UNIQUE WELLNESS ACTIVATIONS

A station setup for participants to visit as they move around the venue. Usually a quick stop, ranging from 2-15 minutes of activity



AROMATHERAPY WITH ESSENTIAL OILS - CITRUS THEMED

Experience citrus aromas that refresh senses and brighten event atmospheres.



BUILD & BREW - COLOR CHANGING DRINKS

Create color-changing drinks through playful ingredients and hands-on mixing experiences.



BUTTON MAKING

Design, decorate, and press personalized buttons to wear or share.



CANDLE MAKING CRAFT BUILD

Craft candles with delightful scents and personalized decorative keepsake touches.



CITRUS THEMED OXYGEN BAR - 4 TOP

Enjoy citrus-inspired oxygen with refreshing aromas and multisensory guest experiences.



COLOR ANALYSIS

Discover flattering color palettes through personalized analysis of complementary tones.



ENERGY AURA READER

Explore your aura through readings that spark reflection and curiosity.



EXOTIC ANIMAL ENCOUNTER

Meet exotic animals with handlers sharing educational encounters and insights.



FRIENDSHIP BRACELETS

Design friendship bracelets using colorful beads, creative patterns, and keepsakes.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

UNIQUE WELLNESS ACTIVATIONS

A station setup for participants to visit as they move around the venue. Usually a quick stop, ranging from 2-15 minutes of activity



GRAB & GO

Take home curated wellness essentials for convenient everyday personal care.



KNOTTED ROPE KEYCHAINS CRAFT BUILD

Learn nautical knots while crafting stylish rope keychains as keepsakes.



LOCAL HONEY TASTING

Taste local honey while discovering flavors, origins, and beekeeping practices.



MINDFULNESS 101/STRESS MANAGEMENT 101

Learn mindfulness practices cultivating calm, focus, and everyday emotional resilience.



MINI TERRARIUM CRAFT BUILD

Build miniature living gardens using plants, decorations, and imaginative arrangements.



MOBILE CHAIR MASSAGE

Relax in high-tech massage chairs offering automated comfort and restoration.



PERSONALIZED ENERGY READER

Receive intuitive energy readings encouraging reflection, curiosity, and personal insights.



PLANT-POWERED DRINKS

Sip refreshing plant-based beverages featuring botanicals and wellness-inspired presentation daily.



REFLEXOLOGY 101

Explore foot reflexology principles and pressure points through traditional practice.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

UNIQUE WELLNESS ACTIVATIONS

A station setup for participants to visit as they move around the venue. Usually a quick stop, ranging from 2-15 minutes of activity



REIKI

Experience Reiki sessions centered on relaxation, mindfulness, and peaceful self-care.



SENSORY IMMERSION EXPERIENCE

Engage your senses through immersive sights, sounds, textures, and aromas.



SHADOW BOX MINI SESSIONS

Create miniature shadow boxes with layered decorations and personal storytelling.



SILENT HEADPHONE MEDITATION

Enjoy guided meditation through wireless headphones amid bustling events peacefully.



SOUND HEALING ON A FLOW

Combine flowing movement and sound healing for grounding group experiences.



SPICES

Discover aromatic spices, distinctive flavors, and creative everyday cooking applications.



THERAPY DOGS

Connect with therapy dogs during visits for comfort, smiles, joy.



VIBRATIONAL THERAPY

Enjoy vibrational massage techniques that release tension and promote relaxation.



VIRTUAL REALITY

Explore immersive virtual reality experiences filled with discovery and interaction.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

UNIQUE WELLNESS ACTIVATIONS

A station setup for participants to visit as they move around the venue. Usually a quick stop, ranging from 2-15 minutes of activity



WELLNESS BOOST/ IV THERAPY

Explore wellness IV options supporting hydration following required medical screening.

OTHER WELLNESS ACTIVATIONS

Don't see the experience you're looking for?

Explore beyond our featured offerings! CROW Practice curates personalized wellness activations tailored to your event, audience, and goals. From Craniosacral Therapy and Mini Canvas Painting to unique custom-designed experiences.

Connect with our sales team at info@crowpractice.com to create an activation that fits your vision.

CROW PRACTICE

FITNESS ACTIVATIONS

CROW Practice's fitness activations bring energy, movement, and connection to your event through engaging wellness experiences. More than just exercise, these activities offer attendees an opportunity to recharge, connect, and feel their best.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

FITNESS CLASSES

Engaging fitness experiences that energize, connect, and recharge event attendees



BARRE

Build lower-body and core strength while improving flexibility.



BOOTCAMP

Build strength and overall fitness through energetic group interval training.



KICKBOXING

Combine martial arts and cardio to build stamina, coordination, strength.



LINE DANCING

Learn easy-to-follow dance steps while improving coordination, agility, and flexibility.



MEDITATION

Practice stillness and inner awareness for emotional balance and fulfillment.



MINDFULNESS

Explore techniques for managing stress and developing clearer, constructive thinking.



PILATES

Build full-body strength, flexibility, control, and endurance through mindful movement.



POSTURE & STRETCHING

Improve posture and release tension through accessible, chair-based stretches.



POSTURE & STRETCHING W/ JOURNALING

Combine seated stretching, breathwork, and reflective journaling for mindful realignment.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

FITNESS CLASSES

Engaging fitness experiences that energize, connect, and recharge event attendees



QIGONG

Practice meditative movement and controlled breathing for balance and energy.



SOUND HEALING

Experience soothing sound vibrations that encourage relaxation and balance.



TABATA

Alternate intense 20-second exercises with 10-second rests in full-body intervals.



TAICHI

Flow through gentle, continuous movements paired with focused, deep breathing.



YOGA

Practice accessible yoga poses and stretches tailored to everyday movement.



ZUMBA

Enjoy an upbeat dance workout blending international music and fitness.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

SPECIALTY FITNESS CLASSES

Engaging fitness experiences that energize, connect, and recharge event attendees



5KS AND FUN RUNS

Join an inclusive run supporting health and fitness.



FLOATING SOUND BATH

Relax during immersive sound meditation supported by floating devices.



FLOW & REFLECT: A YOGA AND JOURNALING EXPERIENCE

Blend restorative yoga, mindful breathing, and journaling for self-discovery.



GUIDED RUN

Join a guided 5K with pace groups and route support.



SELF DEFENSE

Practice practical defense techniques and safety skills in class.



SILENT HEADPHONE SESSION

Enjoy guided meditation through wireless headphones in shared spaces.



TEAM BUILD

Compete in team fitness challenges across activity stations.



WELLBEING WALK/HIKE

Explore nearby surroundings on guided walks promoting fitness and connection.



YOGA AND ANIMALS - BARNYARD

Combine gentle yoga with a memorable, uplifting barnyard animal experience.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

SPECIALTY FITNESS CLASSES

Engaging fitness experiences that energize, connect, and recharge event attendees



YOGA AND ANIMALS - FURRY FRIENDS

Practice yoga alongside friendly rescue animals in a playful experience.



YOGA AND ANIMALS - GOATS

Combine yoga practice with the joy of supervised goat interactions.



YOGA WITH AROMATHERAPY

Combine gentle yoga and essential oils to refresh energy.



YOGA WITH CRYSTALS

Pair intentional yoga movements with crystal education and mindful awareness.



YOGA WITH SOUND HEALING

Combine gentle Yin yoga, breathwork, and restorative sound vibrations.

OTHER FITNESS ACTIVATIONS

Don't see the fitness experience you're looking for?

Explore beyond our featured offerings! CROW Practice curates personalized fitness activations tailored to your event, audience, and goals. From Spin Classes and Specialty Dance Classes to Water Aerobics and Aromatherapy with Live Music, we offer unique experiences to get attendees moving, energized, and engaged.

Connect with our sales team at info@crowpractice.com to create a fitness experience that fits your vision.

CROW PRACTICE

WELLNESS BRAIN BREAKS

CROW Practice's Wellness Brain Breaks offer refreshing, customized moments that help attendees recharge, refocus, and stay engaged throughout your event. From energizing resets to mindful activities, each experience is thoughtfully curated to support attendee well-being and maximize every moment.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

WELLNESS BRAIN BREAKS

Engaging, customizable live or virtual sessions that give attendees a refreshing break in between meetings and help them reset, refocus, and re-energize.







BRAIN BREAKS TOPICS:

- Eye Reset & Visual Focus
- Wrist, Hand & Forearm Reset
- Neck & Shoulder Decompression
- Seated Spinal Reset
- Desk Reflexology for Stress Relief
- Breathing for Cognitive Reset
- Hip & Lower Back Reset
- Full Upper-Body Mobility Flow
- Standing Desk Stretch Reset
- Micro-Twist Series for Digestion & Spinal Health
- Shoulder Stability & Rotator Cuff Care
- Posture Awareness Reset
- Micro-Movement for Circulation & Energy
- Hand & Finger Dexterity Break (For Coders)
- Guided Body Scan
- Balance & Stability Mini-Break
- Mobility Snack (Tech-Friendly Term)
- Stress + Stretch Combo Break

Have something specific in mind? Reach out to our sales team at info@crowpractice.com to design a personalized wellness session tailored to your team's needs.

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CROW PRACTICE

WELLNESS WORKSHOP

CROW Practice's Wellness Workshops offer engaging, hands-on wellness experiences that inspire connection, personal growth, and meaningful learning. Led by experienced wellness professionals, each session provides practical tools and fresh insights attendees can carry beyond the event.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

WELLNESS WORKSHOPS

Hands-on, wellness-centered services for groups up to 50 participants per class



ACUPRESSURE

A needle-free wellness session teaching pressure points, with take-home ear seeds.



AROMATHERAPY W/ ESSENTIAL OILS

Explore essential oils, discover their effects, and create your own scented craft.



CANDLE MAKING

Create handmade candles and explore a simple candlelit meditation practice.



CHAIR STRETCHING BALANCING TALK

Learn chair yoga stretches to ease tension and improve focus.



HERBAL CRAFT BREW - TEA

Discover herbal teas, their everyday uses, flavors, and natural remedies.



MEDITATION AND HERBS

Connect with herbs through mindful meditation and guided herbal exploration.

OTHER WELLNESS WORKSHOPS

Looking for more wellness workshops?

Email info@crowpractice.com to explore options for your event.

CROW Practice Services Brochure

Empowering Wellness for Meetings

UNIQUE WELLNESS WORKSHOPS

Hands-on, wellness-centered services for groups up to 50 participants per class



ART CLASS - COLOR YOUR WORLD

Explore color, mindfulness, and personal expression through creative wellness.



ART CLASS- WATERCOLOR PAINTING

Explore watercolor techniques and create framed abstract artwork.



CHAKRA BALANCING

Explore the seven chakras and experience a guided balancing meditation.



CHARCUTERIE BOARDS

Create a delicious charcuterie board while learning presentation techniques.



HONEY

Explore beekeeping, taste honey, and create a scented lip balm.



IMPROV TEAM BUILD

Practice improv to build trust, collaboration, and cohesive teams.



LAUGHTER SESSION

Learn laughter techniques to boost mood, ease stress, and connect.



SILENT HEADPHONE CORPORATE TEAM BUILD

Build collaboration and team spirit through a silent headphone workshop.



TEA & SPICES: CRAFTING WELLNESS

Explore herbs and create personalized tea and spice blends.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

UNIQUE WELLNESS WORKSHOPS

Hands-on, wellness-centered services for groups up to 50 participants per class



WALKING BREAKOUT

Join a guided walk for mindfulness, grounding, and personal reflection.



THE COLOR EDIT: COLOR ANALYSIS & THEORY

Explore color theory and discover your most flattering shades.



WINE TASTING

Explore four sommelier-selected wines and discover their history and craftsmanship.



WINE AND CHEESE TASTING

Explore wine and cheese pairings, tasting techniques, and wine essentials.

OTHER UNIQUE WELLNESS WORKSHOPS

Looking for more unique wellness workshop?

Explore experiences like the be well challenge, breathwork, breathwork and cold plunge, nutrition, floral arranging, jewelry crafting, laughter sessions, origami and more.

Email info@crowpractice.com to explore options for your event.

CROW PRACTICE

WELLNESS PAIRINGS

Wellness Pairings combine two complementary CROW Practice services—a wellness or fitness activation paired with an expert-led workshop—to create a more engaging and well-rounded wellness experience. Tailored to your audience and event goals, each pairing blends hands-on activities with practical guidance across topics such as stress management, movement, energy, and nutrition.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

WELLNESS PAIRINGS

Combination of two to three CROW services

ACUPRESSURE, AROMATHERAPY WITH ALIGNMENT





CANDLES & AROMATHERAPY WITH MEDITATION





CANDLES & TEA WITH MEDITATION






HONEY & TEA BUILD WITH MEDITATION






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CROW Practice Services Brochure

Empowering Wellness for Meetings

WELLNESS PAIRINGS

Combination of two to three CROW services

LAUGHTER SESSION WITH AROMA CRAFT





SELF CARE & BREATHWORK WITH AROMA CRAFT





SOUND HEALING & SALT SCRUB





STRETCHING & GROUNDING WITH AROMA CRAFT







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CROW Practice Services Brochure

Empowering Wellness for Meetings

WELLNESS PAIRINGS

Combination of two CROW services

TEA & SPICES WITH MEDITATION





TRANQUIL HARMONY: SOUND HEALING WITH AROMATHERAPY





ZEN SCENTS & MINDFULNESS





OTHER WELLNESS PAIRINGS

Don't see your ideal combination?

Pick 2 to 3 CROW services of your choice and connect with our sales team via info@crowpractice.com to design a personalized wellness session tailored to your needs.

CROW PRACTICE

CROW PRACTICE BRANDED SERVICES

CROW Practice's Branded Wellness Services offer curated, interactive activations that give sponsors a meaningful way to connect with attendees. Each experience creates an engaging wellness moment where a sponsor's brand can be part of something attendees enjoy and remember.

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CROW Practice Services Brochure

Empowering Wellness for Meetings

BRANDED WELLNESS SERVICES

Sponsor-ready wellness activations that engage attendees and create memorable brand connections

BRANDED AROMATHERAPY WITH ESSENTIAL OILS





BRANDED CANDLE MAKING CRAFT BUILD





BRANDED FRIENDSHIP BRACELETS





BRANDED GRAB & GO - GLOBAL SUSTAINABLE TREE GIFT CSR





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CROW Practice Services Brochure

Empowering Wellness for Meetings

BRANDED WELLNESS SERVICES

Sponsor-ready wellness activations that engage attendees and create memorable brand connections

BRANDED OLIVE OIL TASTING





BRANDED THERAPY DOG ACTIVATION





BRANDED TEA & HERBS AND SPICES





BRANDED ORLANDO REGIONAL AREA OXYGEN BARS





CROW Practice Services Brochure

Empowering Wellness for Meetings

BRANDED WELLNESS SERVICES

Sponsor-ready wellness activations that engage attendees and create memorable brand connections

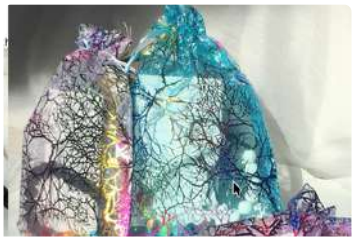
BRANDED NATIONAL OXYGEN BARS





BRANDED MASSAGE CHAIR ADD ONS





BRANDED GRAB & GO





OTHER BRANDED WELLNESS SERVICES

Looking for other ways to bring your brand into wellness?

Explore branded wellness gifts, recovery kits, drinkware, and interactive self-care stations, curated to fit your event and audience.

Email info@crowpractice.com to explore ideas for your event.

CROW Practice Services Brochure

Empowering Wellness for Meetings

LIVE SPEAKER SERVICES

KRISTINE IVERSON

Putting Wellness on the Agenda



- Founder and CEO of Crow Practice, LLC
- A decade of creating opportunities to integrate health and wellness into corporate events, meetings, and conferences
- 2026 Women to Watch Awardee
- Recognized as Meetings Today's Top 20 Trendsetter
- Featured in Meetings Today, Smart Meetings, Meetings Magazine, NPR, MPI, and Skift Meetings
- Author of the Book Calm in the Chaos: Unleash your true potential and live the life you love
- Contestant on The Blox, an entrepreneur-focused reality TV show, showcasing her innovation and entrepreneurial expertise

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CROW PRACTICE

LET'S BRING WELLNESS TO YOUR NEXT EVENT!

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