



MINISTRY  
VENUES







# THE BODY COACH

DATE — NOVEMBER 2021  
COMPANY — JOE WICKS  
LOCATION — THE WHITE SPACE  
CATEGORY — FITNESS



# THE BODY COACH

To celebrate the launch of his new book, Joe Wicks, known as The Body Coach, partnered with The Ministry to host an exclusive fitness event. This special one-off session aimed to train both the mind and body, taking place in The White Space.

The Ministry's Head of Fitness collaborated with Joe Wicks to design a seamless customer journey and room installations. Every detail, including timed use of shower and changing facilities, was meticulously planned to enhance the guest experience.

The event featured a bespoke fitness class led by Joe Wicks, with 40 invited guests participating.

The session combined physical exercise with mental well-being practices, ensuring a holistic and engaging experience.

The White Space was the perfect venue, offering natural daylight and an outside courtyard to create an uplifting atmosphere. High-quality audio production enhanced the immersive experience, while the well-organized facilities ensured smooth transitions for guests.

From arrival to departure, the event was designed to facilitate a smooth flow of activities. The combination of natural light, outdoor space, and expert audio production contributed to a motivating and enjoyable environment.

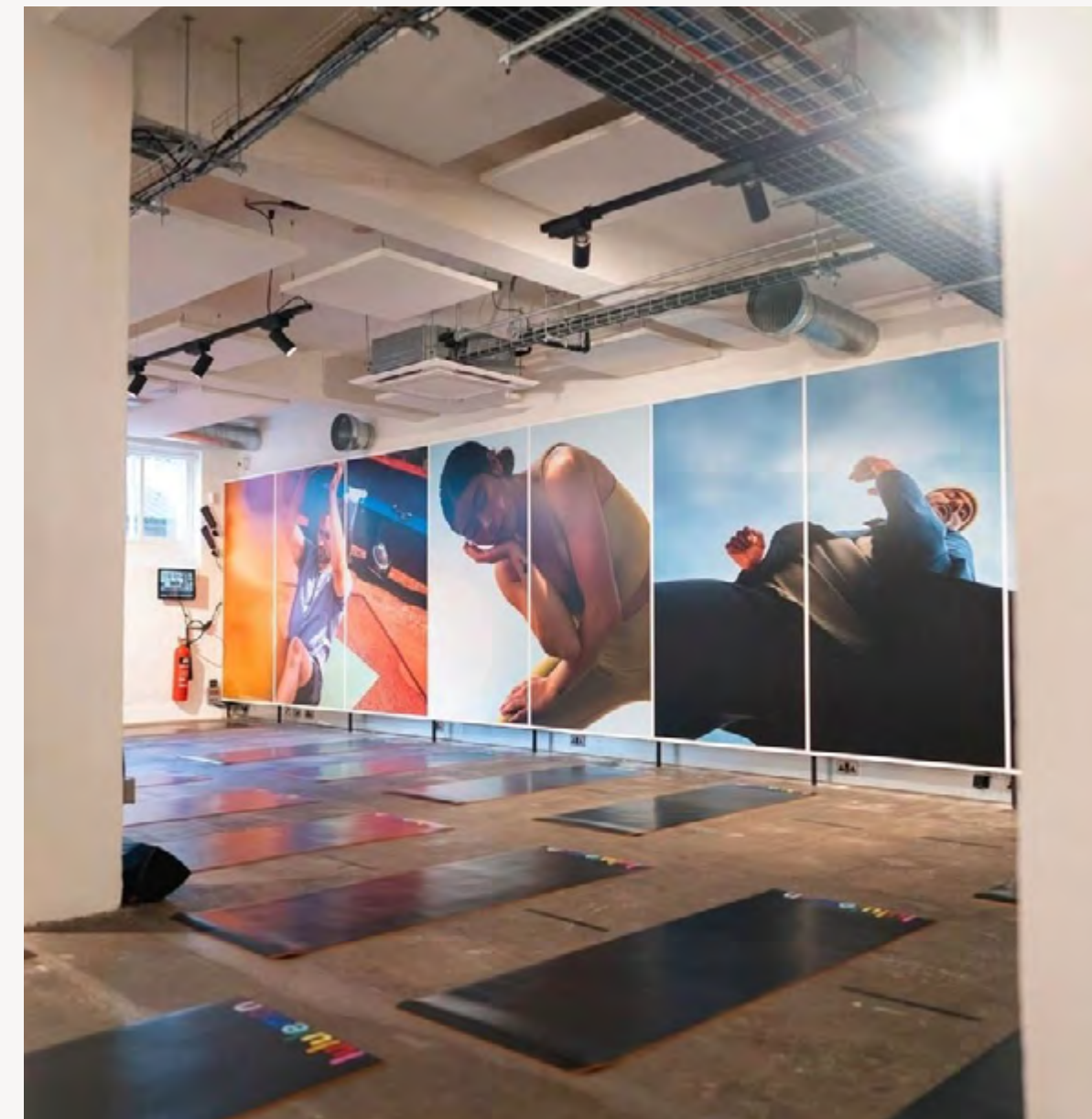






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*“What an inspirational space and the whole team would like to thank everyone for their help for making sure the event ran smoothly and Joe had everything he needed. I will be back.”*



THE MINISTRY



MINISTRY OF SOUND



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