



JOB ANNOUNCEMENT

EVENT PLANNER

SECTION 1 – CONTACT INFORMATION AND TIMELINE

Name	Anusara School of Hatha Yoga
Website	www.anusarayoga.com
Position	Event Planner (independent contractor)
Application Issuance Date	October 20, 2022
Application Submission Deadline	November 18, 2022
Interviews	November 28 – December 2, 2022
Expected Response Date	December 15, 2022
Anticipated Start Date	January 1, 2023
Send questions and application to:	Aline Franco Flores, Administrative Associate information@anusarayoga.com

SECTION 2 - BACKGROUND INFORMATION

The Anusara School of Hatha Yoga (“the School”) is an international not-for-profit yoga school with approximately 800 licensed teachers. The School has a significant presence in the USA, Europe, Latin America, and the Asia-Pacific region, including China.

Gathering in person is critical to fostering a sense of community among Anusara teachers and students; offers an important professional development opportunity for Anusara teachers; and provides students the opportunity to deepen their practice.

Many Anusara teachers are interested in hosting local, country-wide and/or regional (e.g., Belgium and the Netherlands) events but lack the time, skills, and/or experience to do so on their own. **An Event Planner who contracts with the School will enable the School to support teachers in planning and hosting more events around the world.**

SECTION 3 - SCOPE

The School seeks an experienced event planner to work remotely as an independent contractor to help manage production of yoga events, from concept through completion, both in the USA and abroad, with the goals of:

- maintaining and strengthening connections among the hundreds of Anusara yoga teachers and hundreds of thousands of Anusara yoga students around the world
- providing high-quality professional development opportunities
- offering yoga students opportunities to deepen their yoga practice
- increasing brand recognition

Initially, the Event Planner will work closely with the School’s Director of Operations to establish a 12-month schedule of events for 2023. Top priority will be [Samavesha](#), the School’s annual international gathering, whose location rotates among the School’s global regions (with the exception of 2020, 2021 and 2022 due to the pandemic).

Additional regional, country-wide, and multi-country events supported by the Event Planner will be determined through a Request for Proposals (RFP) process. The number of selected events in the School’s 12-month event calendar will be determined by several factors, including but not limited to the Event Planner’s capacity; the School’s resources; the location of proposed events; and the capacity of the local host(s) to assist the Event Planner in the pre-production and production phases.

SECTION 4 - OBJECTIVES OF THIS ROLE

- Manage all aspects of event planning, including meeting strict deadlines and budget demands
- Nurture and build relationships with vendors, venues, and other industry contacts to craft and implement creative and logistical aspects of all events
- Stay current, and often ahead of the curve, on event planning, design, and production trends, proactively identifying and solving operational challenges
- Establish standard procedures and train volunteers to execute them
- Comply with legal, insurance, health, and safety regulations at all times

SECTION 5 – RESPONSIBILITIES

Daily and Monthly Responsibilities

- Coordinate and remain in regular communication with the School's staff, local hosts, vendors, and other key individuals throughout the planning process, including at least one (1) virtual monthly meeting, ongoing communication via email and/or Slack, and weekly meetings as event dates approach.
- Scout locations (online and in conjunction with the local host; event budgets will most likely not be sufficient to allow for in-person scouting by the Event Planner)
- Solicit bids from potential venues
- Lead pre-event meetings as necessary to help staff and volunteers make decisions about event design
- Develop a cross-channel communications plan to promote events through the School's website; the School's bi-weekly newsletter; emails; Instagram; Facebook; and YouTube
- Plan and facilitate logistics for all events, including:
 - Pre-Production
 - budget development and management
 - contract negotiations with the venue
 - work closely with a volunteer committee and the Director of Operations to develop the schedule and ticket prices for Samavesha (annual international event)
 - Manage communications with presenters, i.e., schedules, class types, class descriptions, and promotional material)
 - Set up registration platform(s) and help attendees troubleshoot if they run into difficulties due to language, technology, etc.
 - Keep records/database of presenters and attendees
 - Manage vendor relationships
 - Remain in regular communication with the host(s)

- On-site Production (event budgets will include travel and lodging expenses to the venue when the Event Planner is needed on-site)
 - venue preparation
 - presentation materials
 - security
 - catering (if applicable)
 - entertainment
 - transportation
 - equipment
 - venue set-up and decor
 - Oversee attendees' experiences from conception through post-event, including managing on-site preparations, production, and event breakdown and ensuring consistent, high-level service throughout all phases
 - Maintain and build a comprehensive database of industry contacts, vendors, and venues
 - Troubleshoot and handle any issues that arise during the event

NOTE: The Event Planner's role in these areas will vary, depending on the size/scope of the event and the host(s)' capacity.

- Post-Production
 - Work with the School's bookkeeper to ensure prompt payment
 - Collect and present event feedback, metrics, and analysis to the Director of Operations and event host(s)

SECTION 6 - SKILLS AND QUALIFICATIONS

Overview

The ideal candidate is passionate, creative, detail oriented, highly collaborative, self-directed, and dedicated to providing superb service at every turn.

This role demands an expert in all aspects of planning events, including:

- close collaboration with event stakeholders
- event budget development
- program planning
- cost containment
- marketing
- venue scouting
- equipment logistics

He/she/they must also have excellent leadership skills and the ability to delegate responsibilities to meet quality expectations. The best fit for the School is an event planner who can manage the daily details with big-picture thinking to ensure truly unique experiences within a modest budget.

Required:

- Proven success as an event planner or coordinator
- Experience in marketing and/or public relations
- Experience working in a multicultural environment
- Strong interpersonal and communication skills
- Fluency in English (written and verbal)
- Experience in maintaining and building enriching business relationships
- Excellent organizational skills, including effective time management and meticulous attention to detail
- Ability to work independently and collaboratively
- Ability to handle pressure and make split-second decisions
- Flexibility to travel both domestically and internationally, depending on the School's annual event calendar and budget

Preferred:

- Familiarity with yoga
- Past experience planning a yoga event
- Bachelor's degree or credential in event management or a related discipline
- Proficient with at least one event management system and event registration tool used to manage registration and event logistics
- Ability to speak a second language

SECTION 7 – COMPENSATION

In keeping with the School's [core value](#) of transparency, it is important to note that the profit margin for yoga events of this scale is generally significantly smaller than that of large corporate events or those produced by larger nonprofit organizations. Moreover, in order to keep event ticket prices affordable for our global membership, profit margins are smaller than events with higher ticket prices. Consequently, job satisfaction will depend in part on applicants for this position being motivated by more than the compensation they will earn.

Compensation for each event in which the Event Planner is involved will be a total of:

- A fixed amount between 10%-20% of total expenses for the event, depending on the size and location of the event. This expense will be built into each event budget and paid in two (2) increments:
 - 50% at the beginning of the pre-production period
 - 50% at the conclusion of the event

- 15% commission on the net profit generated by each event for which they served as the Event Planner. The percentage of the commission may increase depending on the longevity of the Event Planner and the School's financial position. Commission will be paid within 30 days following conclusion of the event.

SECTION 8- OVERSIGHT

While the Event Planner will function as an independent contractor, he/she/they will be accountable to the School's Director of Operations.

SECTION 9 – APPLICATION

Please send the following to Aline Franco Flores at information@anusarayoga.com:

- **A cover letter** that addresses the following:
 - Your name, mailing address, your business' URL (if applicable), telephone and fax numbers, and email address
 - A brief description and history of your business (if applicable)
 - Prior relevant experience
 - Qualifications for this position
 - Your familiarity with yoga as a teacher, practitioner, and/or event planner
 - Why you are interested in this position
 - Three (3) references
- **Your résumé**
- **One example of marketing materials you have created**

In addition to interviewing candidates via Zoom and following up with references, the School will conduct a background check on the final candidate before offering the position.

The Anusara School of Hatha Yoga does not discriminate on the basis of age, gender identity, sexual orientation, race, ethnicity, religion, or physical ability and seeks diversity among its staff, independent contractors, and members.

Thank you for your interest in this position!

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