

workshop tips

a task time line for creating successful Anusara events

a wonderful resource for teachers for developing



half day
workshops



all day
workshops



2 days long
workshops

What to do

- 4-6 months prior to the workshop
- 2-3 months prior
- 1 month prior
- During the workshop
- After the workshop

Decide on a topic and title.
Create your personal intention.
What will best serve your students?
How can you help them accomplish
this goal?



Write a workshop
description and your bio.



Decide a date, time and price.



Choose the location. Be sure to
confirm 2 months before the
workshop. Create a contract. Pay
a deposit.



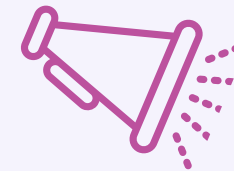
Add your workshop to the Anusara website
under your teacher profile in the Teacher's
Lounge to be included in the worldwide
events.

<https://www.anusarayoga.com/>



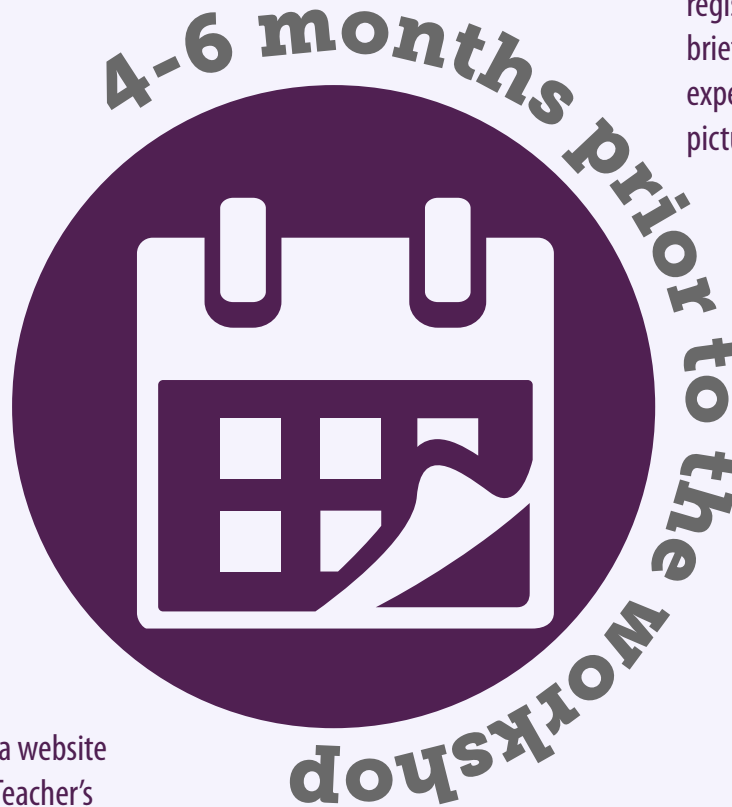
Create a flyer and all the graphic stuff you
will need for publicity such as .jpg files for
social media and PDF's for print.

Include the workshop title, date, location,
registration information, as well as a
brief description of what students should
expect in your workshop, your bio, and a
picture.



Dedicate a small amount of
money every month to pay for
advertising on Facebook,
Instagram or magazines.

Also look for free yoga web
based aggregators or portals.
Join. Add your event.





Dedicate 1-2 hours per week to study and prepare for your workshop: UPA's, philosophy, anatomy and your sequence.



Create a Facebook event and begin to consistently post, once a week, referring to the workshop title and topic.



Contact friends and students, personally, with a specific email.

Also, send an email with payment information and your refund policy.

Ask students to pay a deposit or register for the workshop. Put a deadline for the registrations.



Create posts, videos and all the possible artistic expressions needed for letting people know about your workshop.



Send a newsletter with specific details about your workshop.

2-3 months prior to the workshop

one month prior to the workshop



Print the flyer.
Distribute it to studios
and shops near your
workshop location.



Send an email
to connect with
students who
signed up for the workshop. Welcome them.

Provide information such as where to have
lunch, props provided, props they need to
bring.

Ask them to confirm their presence per your
refund policy.



Check your workshop location.
Confirm that everything is fine.



Send an
email to
your contacts as a reminder of the
workshop deadline.

If you live or work in the EU, be
sure to respect the data privacy
law (GDPR). Refer to this link for
details about the law.

https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules_en



Ask students' permission to take photos. Post them on social media and tag students.



Share your next events.

Also, share the Anusara events in your area. You may find Anusara events on the website under "Events" and your region of world.

<https://www.anusarayoga.com/>



Ask for students' email addresses. If in the EU, respect the data privacy law (GDPR).

after the workshop



Thank students on social media or with a private email.



Ask for feedback. Take time to review what was perfect and what needs to be improved.



Think about your next Anusara workshop. Begin planning.