workshop tips a task time line for creating successful Anusara events

What to do

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

half day workshops

all day workshops

2 days long workshops
4-6 months prior to 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.
2-3 months prior to the workshop

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.
one month prior to the workshop

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

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.


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.

Anusara School of Hatha Yoga
during the workshop

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).
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.