



# Guide to planning Inside Flow events

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Dear Inside Flow teacher,

first of all, thank you for your passion for Inside Flow that you want to organize an Inside Flow event!

Whether you'd like to hold one in your hometown or another city or even go national – this guide serves to inspire you and will support you to manage your event, so that your attendees will have a fantastic time! Of course, you can always change things up – some of the recommendations might also not apply to your event.

However, from our experience it's important to take the event organization seriously since it can be a difficult task. So always remember to breathe. Even if something doesn't go the way you'd like it to go, it will be alright!

With your heart into it, you will create something magical!

We are always excited to hear from you – so if you have something else to add to this guide or want to tell us about your experience and learnings, then don't hesitate to reach out to us!

Only the very best for you and hope to see you very soon!

*Your Inside Flow Team*

*Make the most out of your  
Inside Flow event!*

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# Inside Flow events

## *Their purpose*

Events like workshops, concerts, conferences and trainings are ways to think slightly bigger than your regular Inside Flow classes. They are particularly important for...

- **Community building and strengthening:**
  - Whether you already have or are part of a community or not, an event usually brings many people with a similar passion, hobby, or job together. It gives them an opportunity to have a good time together, to learn from each other and/or to become friends. Sometimes new cooperations come from it, too. So spread the word and share your enthusiasm for the community.
- **Learn and deepen your knowledge and practice:**
  - A professional teaching gives students the opportunity to learn more and improve their practice and own teaching. An event usually offers enough time, for example, to explain a non-traditional asana in more detail.
- **Gaining new students for Inside Flow and your person / classes:**
  - Events are fantastic chances to let Inside Flow newbies in on the concept of Inside Flow. There is usually enough time to, for example, tell what Inside Flow is and who founded it.
  - Moreover, take the chance to introduce yourself and tell how and why you teach Inside Flow. Let them know, for example, your Instagram account in case they want to join classes with you after the event.

## Types of events

- **Inside Flow Masterclass**

- is, in comparison to a regular class, an intensified practice class of 90 to 120 minutes of Inside Flow. This special format is solely about learning and flowing through one Inside Flows. It must not be a weekly regular class.

- **Inside Flow Workshop**

- is an at least 2 hour long class format that usually has a specific focus topic. Through, for example, an alignment excursion it takes a step further and transmits more detailed knowledge. The additional deep-dive should not be a randomly chosen topic but a good fit to the Inside Flow you teach.
- Example: If the Inside Flows you teach includes a handstand, it makes sense to take time out of your workshop to explain the correct alignment of a handstand, give options for the different students' levels, and practice it in pairs.



- **Inside Flow Concert**

- is an approx. 4 hour event where you'll learn approx. three Inside Flows by one or more Senior and Pro Teachers.
- The concert is all about the emotional and joyful atmosphere, the music creates and a special location fosters. It further aims to strengthen the connection with the heart and the connection between the practitioners.
- In the GAS region (DACH), concerts are usually called "Klang des Herzens" (engl.: sound of the heart)

- **Inside Flow Conference**

- is a multi-day national or international event that offers a big schedule of Inside Flow classes. Attendees of the conference can choose independently which class they'd like to participate in. It creates the impression of a yoga festival.

- **Inside Flow Teacher training**

- teaches the theory of Inside Flow as well as several Inside Flow sequences.
- Both Inside Flow lovers and Inside Flow teachers can attend a teacher training. While Inside Flow lovers are trained to become Inside Flow Silver Instructors, practitioners who are already Inside Flow teachers join to gain more TRC.
- Only Senior, Pro and Master Teachers can lead teacher trainings (check the leaderboard on [insideflow.com](https://insideflow.com) for Senior and Pro Teachers worldwide).

## *First and general thoughts for planning your event*

**Firstly, there are a few general aspects of the event you need to think about:**

- Choose the type of your event.
- Think of a name for your event.
- Who would you like to be teaching at the event?
- How long should it be? What's the event's program?
- Who will organize the event with you? Do you want to cooperate with someone?
- How many attendees do you imagine?
- Where should the event take place?
- When should the event take place? Think about how much time you need to plan everything to hold a fantastic event. You might want to create a timeline with necessary tasks, responsibilities, and milestones.





# *Tips for planning an event*

## **The location**

- How many guests do you expect and need to cover the costs? Estimate the size of the location and, if you can, reserve it instead of booking it – the number of attendees might still change. You might have to set a maximum to the number of attendees.
- Does the location have a stage for the teacher(s)?
- Does the location include the technology (speakers, music player, microphones, etc.) you need for the event, or does it at least have all the necessary requirements?
- Can you organize photos of the location for marketing?
- Does the location provide drinks and food? If not, do you want to organize it? Make sure to inform the participants if they need to bring their own water and more.
- How can attendees get there? Provide directions for travel by car and public transportation.
- Does the location have parking or can you provide recommendations?
- Do attendees need accommodation? Can you provide recommendations?



## *Tips for planning an event*

### **The technology and music**

- Have you prepared playlists for teaching Inside Flow and for the time in between sessions? What mood are you trying to create?
- Do the teachers bring their own music?
- Make sure you have a sound system appropriate to the size of the location.
- How many microphones do you need?
- Does the location have wifi and can you access it? Do you need to organize wifi? Are the attendees allowed to access the wifi as well?
- Do you need a camera to livestream or record (parts of) the event? Who is responsible for its operation?
- Make sure that the technology works. Test the sound system early enough before the day of the event in case you need more speakers, etc.
- How early do you need to arrive at the location on the day of the event to make sure everything works?



## *Tips for planning an event*

### **Marketing for your event (1/2)**

- Which social media channels do you want to use to promote your event? Design some visuals in the right format for promoting your event on social media.
- Tag all the people involved in your posts and stories to increase the reach by sharing them.
- Remember to include the amount of TRC attendees receive in your marketing communication.
- Put your event on [insideflow.com](https://insideflow.com) to let the community know about it.
- Is your event so big, a separate website could be helpful to book tickets? Does it also require some printed flyers, advertisement in regional and online media outlets, and/or paid ads online?
- Do you need promotion material to print and advertise ahead of your event?
- Do you need promotional material for the event itself (banners, posters, displays...)?
- Do you want to sell Inside Style merchandise? Make sure to order it in time.
- Think about discounts like an Early Bird Price or for certain teacher levels.

## *Tips for planning an event*

### **Marketing for your event (2/2)**

- Collect emails from registrants and plan a few emails for the time before your event to inform them, make them feel excited, send a short list of what they must bring (yoga mat, towel, their own water, food...)
- Before the event is after the event: Think about a possible repetition of your event in the future, do you need a photographer for THIS upcoming event?
- Do you want to put together a video afterwards, possibly as a teaser for the next event?
- Make sure you have some visual material for the communication (emails, social media) after the event. You might want to thank everyone via email for participating, send them a link for downloading/purchasing images, or a Goodie like the link to the event's playlist...





## *Tips for planning an event*

### **The costs and ticket price**

An event usually includes several costs that you need to cover. The price of the ticket should cover most of the costs.

- > location and technology rental
  - > marketing costs (e.g. printed flyers, paid ads)
  - > teacher(s) salary or share and possibly travel expenses
  - > other team members' salary (if you have any) and yours
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- Do you have any sponsors who can also cover some costs?  
Can you get anyone to sponsor your event?
  - Think about the appropriate price of the ticket and calculate how many tickets you need to sell to cover the costs. That's the minimum for the event to take place.
  - Can you give discounts like an Early Bird Price or for certain teacher levels?
  - Set and mark a final date in your calendar when you decide if the event takes place or if you need to find a new date to reach and get more Inside Flow yogis to attend.
  - Prepare an invoice template that is (automatically) sent when a ticket is purchased.





*Good to know...*

## **Request a teacher for your Inside Flow event**

On [insideflow.com](https://insideflow.com), you can find the tab "Request teacher". That's where you let the Inside Flow team know about your event and request teacher(s) to guide through your event. We will review your request and estimate if a teacher is a perfect addition to your event.

Then, we will forward the request to our pool of teachers and connect you with the teacher to discuss the basic parameters of the event and professional fee. The rest is up to you.



## Checklist

- ☐ If you organize the event with others together, make sure to distribute tasks clearly. Do you need a bi-/weekly update meeting?
- ☐ Reserve a location with a stage and all necessary technology requirements. Ask for images to use for marketing.
- ☐ Check the technology weeks/days before the event: Does it work with your gear?
- ☐ Invite and talk to the teachers you'd like to teach at your event.
- ☐ If you invited a teacher, discuss their salary or share, and their travel.
- ☐ Finalize the description of your event with all the necessary information.
- ☐ Include the amount of TRC in your marketing communication.
- ☐ Inform about the necessity of bringing food and drinks.
- ☐ Calculate the costs you need to cover. Calculate the costs of the tickets.
- ☐ Create a website for your event including a booking option, images of the teachers and the location, directions and xxx.
- ☐ Design visuals for social media.
- ☐ Put your event on [insideflow.com](https://insideflow.com).
- ☐ Tag everyone involved in social media and ask them to repost and share the event.
- ☐ Set and mark a final date in your calendar when you decide if the event takes place or not.
- ☐ Prepare several playlists – just in case.
- ☐ Mark in your calendar the time you need to arrive at the location to finalize and check everything before attendees arrive.

## *Your individual checklist*

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*Happy flowing!*