

ESSENTRICS[®] INSTRUCTOR TEMPORARY GUIDELINES FOR LIVE CLASSES: Effective March 17 – May 31, 2020

We want to thank you for your ongoing commitment in serving your community through Essentrics – we know how much your work impacts your clients, especially in times of uncertainty like these. Given the current situation and the public health initiatives to reduce our exposure to public spaces and large groups, we are very aware of the implications on our Certified Essentrics Instructors and clients alike. With this in mind, we have decided to remove the restriction for Instructors to offer live (not *pre-recorded*) classes to their existing clientele online through one of the digital communication platforms listed below, until May 31st, 2020. This will enable instructors to teach only the classes they were already teaching, and only to their current and existing active clientele, by offering their classes online live to a private audience.

PURPOSE OF THIS TEMPORARY GUIDELINE

To give your existing, loyal clients the joy and freedom of movement within this unique time and offer you the chance to continue to teach and make an income by doing so. We want to help you keep your current clientele and job positions while supporting your fellow instructors to keep theirs; these decisions come from a place that honours the collective Essentrics instructor community.

How you will proceed with your Essentrics classes and clientele during this interim time will depend on your personal situation and class specifics. Many Certified Essentrics Instructors are independent contractors who host privately held group classes where they manage their own participants, marketing and class locale logistics (such as studio rental, etc.). There are also many Certified Instructors who teach through fitness facilities where the facility manages the class participant list, room logistics and primary marketing. And then there are many instructors who fall under both of those categories! Much of the information detailed below pertains to the first scenario, but you should find all information useful.

PARTNERSHIP WITH YOUR CURRENT FITNESS FACILITY

This concerns certified instructors who currently work at a fitness facility where the organizer would like them to continue teaching Essentrics classes through the facility's social media outlet (be it Instagram, Zoom, Facebook, etc.) for their existing clientele base. The temporary guideline changes addressed by Essentrics to allow instructors to teach virtual classes during this time do not apply to gyms, fitness studios nor any other public facilities where you might currently offer live Essentrics classes. Please know that we are exploring options to enable streaming from a public facility's platform and are working on adapting this license to extend to gym partnerships in the near future.

Summary: We ask that certified instructors adhere to the Temporary Guidelines for Live Classes and not proceed with a virtual class on a fitness facility's webpage or associated online platform until further notice.

The permission to stream live Essentrics classes online, strictly to a closed audience and for the duration of the live class, applies to individual instructors who are organizing their own classes.

CLIENTELE: The WHO you are teaching these virtual classes to

Your classes may be offered online/digitally live (not *pre-recorded*) to your existing, active clients to whom you were teaching your live classes to before the current health initiatives and restrictions were set into place. Your virtual classes are NOT for new clients and NOT for someone else's clients.

PROMOTION: How to get students into your virtual classes

If you were managing your own classes, you will reach out to your current class participants via email, phone, text or any personal contact means you have. You may not promote these virtual classes or actively market your live digital class to a group outside of your current active clientele, nor via any social media platform or campaign outside of your private client group(s).

PLATFORMS

You are permitted to teach live classes to your existing clientele via one of the following online tools: Skype, Zoom, GotoMeeting, Facetime, Microsoft Office, WhatsApp, and any other comparable platforms that are not open or visible to the public (must be a closed/private group where someone has been invited into or requests to join).

EXCLUSIONS THAT REMAIN

Any live or pre-recorded broadcast of your classes to a public audience on any social media platform that allows a broader public visibility beyond your followers who are not current clients of yours.

Some examples:

- Facebook recorded video: Not OK
- Facebook live to "everyone" (public): Not OK
- Instagram story or recorded video on feed: Not OK
- Instagram live to "everyone" (public): Not OK
- YouTube: Not OK
- Facebook live in private group to current students: OK but must delete after the class is done
- Instagram live on a private page to current students: OK but must delete after the class is done

Summary: Any live stream that you have organized for your students in a private group or platform is OK as long as it is private and the video does not linger after you teach your class.

The accepted period of time your class video remains online: Upon finishing your class, you will delete your video if you choose a platform that automatically records. These virtual classes are not meant to be part of an ongoing video library. Think of it like this: when you teach a live class, it has a start and finish time. When it ends, it ends. Just like this new virtual class!

MUSIC & COPYRIGHT ISSUES

All platforms have copyright laws. It is up to each Essentrics instructor to inform themselves accordingly to whichever outlet they choose. Please know that even if you demonstrate a class on a closed group (such as Facebook and Instagram) you have to abide by their copyright laws. You can find info online and shared by other instructors on our Facebook Instructors page about what is permissible on different mediums.

The downloadable Audio Network music we have provided on our PCW DVD's

The license that Essentrics has been granted through Audio Network (the company that provides the online catalogue of music we use for our DVDs and videos) is strictly for live classes. Meaning, *not* virtual classes. We reached out to Audionetwork and they have agreed to allow our instructors to use the music that is on your PCW DVD until April 6, 2020 – at which point they will revisit the agreement.

That being said, this music cannot be permanently posted, recorded or shared – it is for live classes on a locked platform. You cannot record a workout with this music and post it online or use it at a later date. If you teach your class in a way that it lingers after your class is done, you are to delete the video after the class is done as outlined above.

Summary: You can use the playlists and songs provided on your PCW DVD's on any private virtual platform that does not record your class. Applications such as Skype, Facetime, Zoom, etc. which are virtual avenues that do not automatically record videos are great to teach with Audio Network music since they will not automatically record or post your video. Again, these provisional Audio Network terms are until April 6, 2020 for the time being.

INSURANCE FOR VIRTUAL CLASSES

It is up to each individual Essentrics instructor to inform themselves according to their insurance provider. For example, some insurance providers require that you are able to see your participants on your screen for liability purposes – if you were to host a larger virtual class, you would not be able to “see” all your participants on the screen.

Summary: Individual basis.

WHAT TO CHARGE

Very personal factor with many variables. Each individual instructor will have to decide how to proceed.

The aforementioned restrictions exist to maintain the quality and integrity of the Essentrics technique and brand. All Essentrics Pre-choreographed Workouts are protected by Copyright, and only The Esmonde Technique has the right to distribute the workouts digitally. The Esmonde Technique also retains the right to host digital non-live recordings (*pre-recorded*) of Essentrics workouts online. We trust that you understand our best efforts to meet your needs and to always have the interests of our instructor community and entire Essentrics community at heart.

Ok so, HOW DO I DO THIS?

Step 1. Don't panic 😊

Step 2. Contact your current class lists & participants through their personal contact – email, text, phone, group message, etc.

Step 3. See who is interested – perhaps a group that you normally teach with 12 people, you might find only half are interested in pursuing this route. You could consider private sessions (using PCW's until Certified L4).

Step 4. Figure out what you are charging & payment method

Step 5. Choose your platform

Step 6. Make sure you are well-versed in the platform's copyright laws for music & that you are proceeding safely and smartly with your insurance

Step 7. Invite your students to your chosen platform method. For example, on platforms such as Zoom, you can schedule events with the exact date and time ahead of time and invite people to that "meeting." The details can even be sent via SMS, email, etc.

Step 8. Clean your surrounding area! Well lit, proper video angles.

Step 9. Sign in. Have fun! Check that they can hear and see you. Make sure they are set up well. Remember this is to keep people moving and you teaching. Except technology kinks at the beginning.

Step 10. If you are teaching a full 1-hr PCW class that you would like to use towards your level's apprentice hours, record one of your participant's name with their email.

Step 11. You did it!

L1-L4 EXAM VIDEOS & APPRENTICE STUDENTS

We want you to stay motivated and moving...physically, and towards your Essentrics goals! All 4 levels of Essentrics training require Apprentice teaching hours as part of the level's certification requirements. Under normal circumstances, those hours must be taught in a live setting. Until May 31, 2020 instructors are permitted to set up their 1-hr PCW classes virtually and teach participants over the internet if need be. For this interim time, any full 1-hr Pre-Choreographed Workout classes you teach online can count towards those hours. In lieu of a signature, their email address will be written with their name and note that it was a virtual class.

Under normal circumstances, we ask that you have a participant present for most Essentrics Exam videos. Until May 31, 2020 you can film your exam videos without participants. We understand that given the current situation, it may not be possible to have participants in your video and we do not want to delay any certification milestones.

Do not hesitate to reach out to discuss any of the items mentioned for these provisional terms, or for anything that we have not touched on; if you'd appreciate a call or more tailored support to help you through this time let us know. We want to support you the best we can.

If you choose to take a break from teaching.. enjoy your ETV videos and DVDs and there is always so much learning to explore! Work on whatever level you're currently on, revisit an old PCW, work on your music, your anatomy, your marketing! People will be hungry to move and connect after this! A time to be creative 😊

We are looking forward to connecting and supporting you even more through this period with fun, enriching Teacher Training content primarily through our Facebook Instructor page.

It's important for us to work together now more than ever before! Keep sharing your experience, what's working for you, what you're learning about how to proceed, etc. Let's keep each other motivated, moving and most importantly healthy!

You can always refer to the Instructor Terms which outlines the Temporary Guideline Changes within the Essentrics Trademark Usage Guide online at essentrics.com.

The Essentrics® Teacher Training Team
