

# GUIDE FOR TEACHING LIVE VIRTUAL APPRENTICE CLASSES

The purpose of this document is to help you complete your Level 1 certification from the comfort and safety of your home by giving you the option to teach your Apprentice classes virtually. Given the current COVID-19 pandemic and public health initiatives and restrictions in place, we understand how teaching in-person classes may not be possible, or safe, for you to proceed with at this time. As long as the current situation remains, all Level 1 Pre-Choreographed Workout 1 Apprentice classes may be taught virtually by following and respecting the guidelines below.

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## APPRENTICE LIVE VIRTUAL CLASS TERMS

### 1. PERMITTED ESSETRICS LIVE VIRTUAL APPRENTICE CLASS FORMATS.

**Permitted:** Live virtual Apprentice classes from an Apprentice Instructor's independently managed platform.

**Not permitted:** Live virtual Apprentice classes from a fitness facility's platform/in partnership with a facility. This includes gyms, studios, community centers or any other establishment.

### 2. PERMITTED LIVE VIRTUAL APPRENTICE CLASS LOCATION/ONLINE PLATFORMS.

An Apprentice Instructor is permitted to offer live virtual Apprentice classes (not pre-recorded) via a closed, **private and secure** group using one of the following online tools:

- Facetime
- Zoom
- GotoMeeting
- Microsoft Office
- **Private** Facebook Group
- **Private** Instagram Group
- Any comparable platform not open or accessible to public audiences

**NOT PERMITTED:** Any broadcast of an Essentrics live virtual Apprentice class to a public or open Facebook, Instagram, YouTube or Vimeo audience, including but not limited to:

- Facebook Live video
- Facebook video (recorded)
- Instagram Story
- Instagram Live video
- Instagram video (recorded)
- YouTube Live Video
- YouTube Video (recorded)
- Vimeo Live video
- Vimeo video (regular)

### 3. RECORDING RESTRICTIONS.

- a. Live virtual Apprentice classes may only be accessible on the permitted platforms strictly for the duration of the class in real time.
- b. Under no circumstances can live virtual Apprentice classes be recorded for any purpose, except for exam purposes as requested by Head Office.
- c. Under no circumstances can an Apprentice Instructor's live virtual Apprentice classes be pre-recorded, nor redistributed or broadcast after the class.
- d. Under no circumstances can an Apprentice Instructor host any pre-recorded live virtual Apprentice classes, nor can they host recordings of live virtual Apprentice classes online.

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4. [LIVE VIRTUAL APPRENTICE CLASS STRUCTURE.](#)

Any in-person or live virtual Apprentice class must always follow Pre-Choreographed Workout 1.

5. [ONLINE PROMOTION OF LIVE VIRTUAL APPRENTICE CLASSES.](#)

**Permitted:** Apprentice Instructors can promote their live virtual Apprentice classes to a closed/private group of existing participants or personal contacts. Apprentice Instructors can offer live virtual Apprentice classes to existing participants, personal contacts and prospective clients via email, phone, text or any personal contact means available. We strongly recommend teaching live virtual Apprentice classes to small groups of friends, family or personal contacts.

**Not permitted:** Apprentice Instructors may not publicly promote or actively market their live virtual Apprentice classes on their personal website or digital or social media accounts.

6. [LIVE VIRTUAL APPRENTICE CLASS FEES.](#)

Apprentice Instructors can offer live virtual Apprentice classes at no charge or for a fee. The decision to charge for Apprentice classes, and how much, is at the discretion of the Apprentice Instructor. However, we recommend that Apprentice Instructors wait to pass their Level 1 exam before charging for their classes, as they are still in the early learning stage of the certification.

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.

## FAQs

### What is a “live” virtual class?

Think of it like this: when you teach an in-person class, it has a start and finish time. When it ends, it ends. The same holds true for this new live virtual class format! You are permitted to teach live virtual Apprentice classes offered online that are only available for the duration of the class in real time. Virtual Apprentice classes may never be pre-recorded, recorded or hosted online after the class has ended.

### Who should I teach live virtual Apprentice classes to?

For live virtual Apprentice classes, we recommend teaching people you already know – invite your family, friends, colleagues or existing clientele to take part in your classes. Keep your group size manageable; remember, you only need one participant for your class to count! (*You are learning so much at this stage of the program, keep it simple and set yourself up for success!*). No matter your previous fitness experience, you must teach individuals who do not require advanced modifications to follow Pre-Choreographed Workout 1 as it stands on your DVD and training videos – that goes for virtual and live in-person classes. Make sure your participant turns on their camera so you can see them to give them personalized attention and corrections... and have fun!

### Can I offer live virtual Apprentice classes through a facility, gym or studio?

No – and here’s the reason. Our goal is to have you teaching safe and manageable Apprentice classes. At this stage, it’s about *you* learning how to teach your first Essentrics workout – *you* are really the student! Teaching classes through a more formal set-up, such as a facility’s online platform, puts pressure on you as an instructor and heightens the expectations of the participants. What’s more, when the facility handles the attendance list, it’s difficult to know who your participants are on the other side of the camera and what their physical limitations might be. That’s why it’s in your best interest to work out all your teaching kinks during the 30 hours with people you know in more informal settings (like a private Zoom call with a friend), and wait for the feedback from your exam to take on new clients and more formal settings. We want you to focus on learning the routine and dialogue, getting comfortable with the flow of the sequences, and teaching people you know who will be much more forgiving, supportive and understanding of where you are at versus people you don’t know who are paying a gym membership.

How do I complete my Apprentice Teaching Hours Form when teaching virtual classes?

Any full one-hour PCW1 class taught online can count towards your 30 Apprentice teaching hours. You will need one volunteer from each virtual class to agree to provide their name as your participant. Simply write down their email address in the signature column of your Apprentice Teaching Hours Form.

When filming my PCW1 exam video, do I need a participant physically present?

No. Once you are done with your 30 Apprentice hours, you are all set to film your 1-hour PCW1 exam video, with no participants needed (in the past, at least one class participant was a requirement). 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.

## VIRTUAL TEACHING TIPS

*For complete tips on teaching Apprentice classes, including in-person classes, please refer to the Apprentice Teaching Guideline in your Practical Evaluation Package on your Level 1 Resource webpage.*

### Music & Copyright Issues

All platforms have copyright laws. It is up to each Apprentice Instructor to inform themselves accordingly to whichever outlet they choose. Please know that even if you teach a class in 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 group about what is permissible on different mediums.

### The downloadable Audio Network music provided on the PCW1 DVD

Under normal circumstances, 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 in-person classes. Meaning, *not* virtual classes. However, given the current situation, Audio Network has agreed to allow our instructors to use the music that is on the PCW1 DVD when teaching live virtual classes until further notice. You can use the songs provided on your PCW1 DVD when teaching live virtual Apprentice classes on any private virtual platform that does not record your class. Skype, Facetime, Zoom, etc. are virtual avenues that are great to teach with since they do not automatically record or post your video.

### Insurance for Virtual Classes

When teaching live virtual classes, it is up to each individual Apprentice 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.

### Ok so, how do I do this?

Step 1. Don't panic 😊

Step 2. Contact people you know through a personal means of contact (email, text, phone, group message, etc.) such as friends, family, colleagues, neighbors, etc. or any of your current class participants in the case that you are already teaching in-person Apprentice classes. Get people interested!

Step 3. Choose your virtual class platform that works best for you and your participants from the list provided above.

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Step 4. 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 5. Invite your students to your chosen platform. 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 6. Prep your surrounding area! Make sure it’s tidy and well-lit and that your whole body can be seen in the frame.

Step 7. Sign in. Check that they can hear and see you. Make sure they are set up well. Remember this is to keep people moving and get you teaching. Have fun! Except technology kinks at the beginning and do some test runs.

Step 8. For every full one-hour PCW1 class you teach, record one participant’s name with their email address on your Apprentice Teaching Hours Form and this will count toward your 30 hours.

Step 9. You did it!

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Don’t hesitate to reach out to us if you have any questions! If you’d appreciate a call or more tailored support to help you through this time, let us know. We want to support you as best we can.

It’s important for us to work together now more than ever before. We encourage you to share your experience, what’s working for you, what you’re learning, etc. on the Facebook Instructors group. Let’s keep each other motivated and moving!

The Essentrics Teacher Training Team

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