

GUIDE FOR TEACHING LIVE VIRTUAL APPRENTICE CLASSES

The purpose of this document is to help you complete your Level 1 certification from the comfort of your home by giving you the option to teach your Apprentice classes virtually. A maximum of ten (10) Level 1 Pre-Choreographed Workout 1 Apprentice classes may be taught virtually by following and respecting the terms below.

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APPRENTICE LIVE VIRTUAL CLASS TERMS

1. PERMITTED CLASS TYPE

Live virtual Apprentice classes where the Apprentice Instructor independently manages scheduling and registration themselves, not in partnership with a fitness facility or streaming fitness service.

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

2. LIVE STREAMING VIDEO SOFTWARE AND TOOLS

Permitted live streaming video software and tools must meet the following criteria:

- a. Accessible to a private and secure group only (meaning participants require a login or invitation to access the live virtual class) and/or;
- b. Supports video conferencing (meaning the Apprentice Instructor and participants can engage in two-way real-time interactive audio and video communication).

Examples of permitted software and tools:

- Zoom Meetings
- GoToMeeting
- Microsoft Teams
- Google Meet
- Skype
- Webex Meetings
- Join.me
- Facebook Messenger Rooms

Not permitted: live streaming video software and tools that meet any of the following criteria:

- c. Accessible to the public in an unsecured group (meaning no login or invitation is required for access to the live virtual class) and/or;
- d. Video conferencing is not supported (meaning there is one-way live streaming only with no videoconferencing/communication capability between the Apprentice Instructor and participants).

Examples of software and tools that are **not permitted**:

- Zoom Webinars
- Facebook Live video
- Facebook video (recorded)
- Private Facebook Group
- Instagram Story
- Instagram Live video
- Instagram video (recorded)
- Private Instagram Group
- IGTV
- YouTube Live video
- YouTube video (recorded)

- Vimeo Live video
- Vimeo video (recorded)

3. RECORDING RESTRICTIONS

Live virtual Apprentice classes may only be accessible for a scheduled one-time viewing, and strictly for the duration of the class in real time. Classes cannot be pre-recorded, recorded, hosted online, broadcast after the class nor made available on demand.

There is one exception to this rule: The Apprentice Instructor may record a live virtual class for the purpose of fulfilling exam requirements as requested by Essentrics Head Office.

4. LIVE VIRTUAL APPRENTICE CLASS STRUCTURE

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

5. PERMITTED NUMBER OF LIVE VIRTUAL APPRENTICE CLASSES

A maximum of 10 out of 30 of your Apprentice classes may be completed live online. While teaching online offers flexibility, the majority of your Apprentice hours must be completed in person with bodies you can see in 3D. This safeguards the quality of your learning experience and your ability to develop correcting skills.

6. ONLINE PROMOTION OF LIVE VIRTUAL APPRENTICE CLASSES

Permitted: Apprentice Instructors may promote their live virtual Apprentice classes to a closed/private group of existing participants or personal contacts. Apprentice Instructors may 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 website, newsletter or digital or social media accounts.

7. LIVE VIRTUAL APPRENTICE CLASS FEES

Apprentice Instructors may 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 program.

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 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 is difficult to know who your participants are on the other side of the camera and what their physical limitations might be. That is why it’s in your best interest to work out all your teaching kinks with people you know in 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 choreography and cues, 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.

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

While not a requirement, it is in your best interest to have at least one participant present (choose someone you have taught before!). Your interaction with them brings your class to life and allows for a more accurate demonstration of what you have learned so far.

VIRTUAL TEACHING TIPS

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

Music & Copyright Laws

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 with PCW1

As you are enrolled in the Essentrics® Instructor Certification Program, you can play the Audio Network music provided with PCW1 in a live setting (in person or virtual) anywhere in the world, provided that no part of your class is being recorded, redistributed or shared in any way. Note that your class may be recorded with Audio Network music for exam submission purposes only.

If you choose to use music for commercial purposes other than the provided Audio Network music, you or the facility hosting your classes must obtain the necessary music license from a performing rights organization in your country in order to legally and ethically play the songs your students love hearing while supporting creators of music.

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. 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 current class participants. Get people interested!

Step 2. Choose the virtual class platform that works best for you and your participants from the list provided above.

Step 3. 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 4. 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 5. Prep your surrounding area! Make sure it’s tidy and well-lit and that your whole body can be seen in the frame.

Step 6. 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 7. Follow the instructions on your Teaching Hours Form to document your one-hour PCW1 class.

Step 8. You did it!

