

A note from your hosts

- Mark and Daniela

This is why Embodiment is trending right
now

- In times of chaos the body is an anchor
- In times of mistrust and 'post-truth', the body is a source of wisdom
- In times of disconnection, the body is where reconnecting begins. First to ourselves and meaning, then to each other, and then vitally, to the planet.

Why are we doing what we do?

I love embodiment. Since I was a child, it's been my life, passion and work. In that time I've also witnessed the global reach of embodiment spread with the internet's rise. The world needs embodiment as a way out of many of its ills, now more than ever. Through YouTube, podcasts, social media and online learning, I've seen people from diverse fields start to come together, and those who didn't have access before, now have it freely. Nothing makes me happier than this technology-enabled, somatic revolution, and with the first Embodiment Conference 2018 we accelerated this.

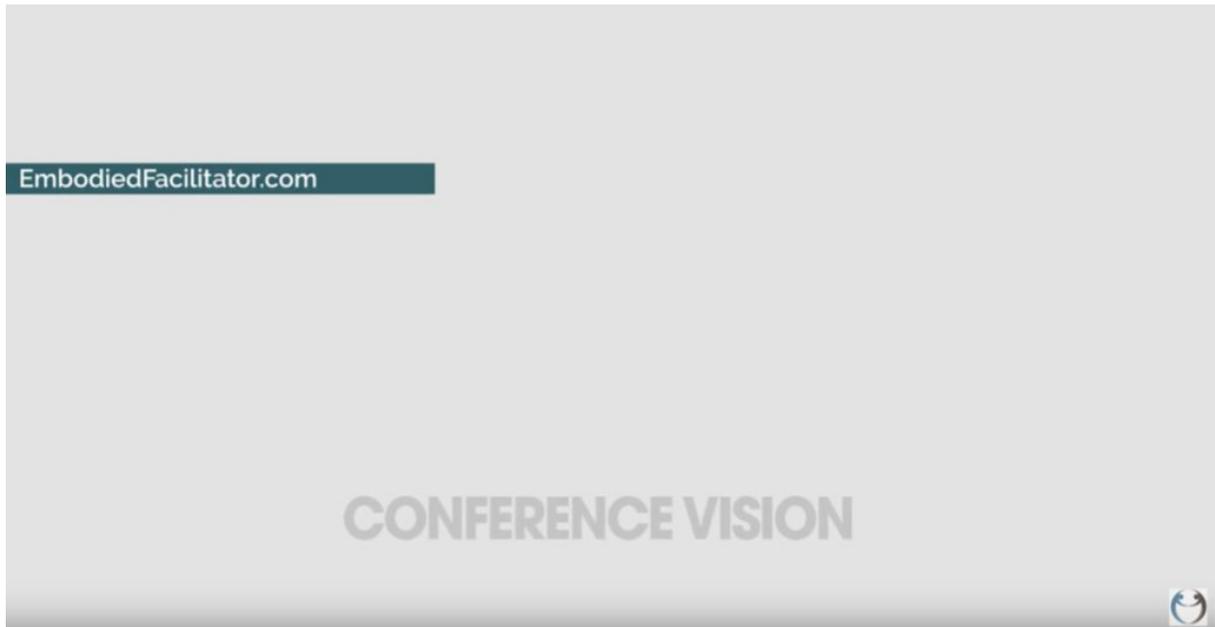
TEC2018 was successful beyond what we dreamt, with more than 15,000 people signing up, and a level of connection, community and depth achieved that we didn't think was possible online.

We tuned into a Zeitgeist, a "movement movement", something much bigger than we expected. At the 2018 conference, we envisioned and did something bold. What Google has done with information, the conference started to do with embodied experience: to make what is wise, world-changing and always at hand, freely available to all. We connected those globally who share a passion for this work, and offered leaders in this field a wider reach for the good that they do. I was truly madly deeply satisfied with TEC2018 and look forward to reaching many more people this year. Naturally we've decided to make it even bigger and better!

Putting the conference on at this scale is both a huge stress and a huge joy. It is stretching me personally and forcing uncomfortable growth. It's also frankly a risk, but one that's

worth it. I hope it will move the movement movement along a little, and serve the global embodiment community.

Mark Walsh, Brighton England



The Team

This conference is the combined effort of a whole team working all year to make the event happen. Mark is often in the foreground (and I prefer that) while I'm the conference manager and organise everything (in my slightly scary Germanic way). I'm supported by the design manager Agi Szelestey in Hungary, and our business advisor Mark Shraga, who not only supports us financially as an investor, but with expert business advice.

Additionally we have track managers for every conference channel. These are knowledgeable people in their fields and from USA, Germany, Russia and several other places. We also have Cheryl Whitelaw from Canada, who is our diversity and inclusion manager, a web team from UK, Spain and Bali, and staff for marketing and social media management. The paid team will be helped by about 200 volunteers who do such things as host Zoom calls and manage the Facebook group. Daniela Welzel, Maastricht, The Netherlands

THE CONFERENCE TEAM



Our business model - how TEC works

The up-front cost of making the conference happen is about £300,000, which is mainly for Facebook advertising, technical needs (such as Zoom, website development and recording storage) and staff wages. We are gathering the money through investments and sponsorships, and adding to that out of our own pocket. The investments are loans and need to be paid back after the conference, so we are carrying a tremendous risk.

In the conference we are looking for the triple win for participants, presenters and also for ourselves.

1. Our vision is to make embodied learning available to everyone, everywhere, free of charge. Accessibility is our key ethic and the conference is completely free to delegates. After being free for a few days recordings will be sold to all those who would like them as the “Embodiment University” package. We will give away places on this however for those in need (as we did last year).
2. Presenters, without exception, offer their teaching for free. We are HUGELY grateful for this. We also offer an affiliate programme, so any presenter willing to share recordings will receive a percentage of the sales coming in through their network. We hope they all make some money from this.
3. Obviously we want to make the money invested back from recordings (so we don't need to pay back conference loans for the rest of our lives!) and hope to make a modest profit too. IF all goes to plan this will likely amount to a modest annual salary for both of us and we will share profits with all staff if unexpectedly

successful. The contacts of people involved will of course be useful to our businesses ongoing, and we have both a commercial and heart-lead motivation for taking this gamble on.

I hope this makes the whole venture transparent. We are both happy to answer questions.

Daniela and Mark



Wanna help?

The Embodiment Conference in 2018 as well as spin-off conferences such as the Conscious Dance conference 2019 (sponsored by TEC) have shown that this model works. We do however need the support of the community.

Ways to help us could be:

- Spread the word in your own channels as that helps us to keep the costs for advertisement low (also, if your friends like embodiment we're guessing they'd like to know!)
- Consider buying access to Embodiment University (the recordings) when they come out, if you have the means and want to have a lifetime access to the largest embodiment video library in the world
- Point potential speakers in our direction so they can apply once the application process opens
- Volunteer! If you have any skills which could support the conference (Zoom hosting, translation, technical skills, graphic design, social media management) reach out to us.

We are having a list of positions and will offer tasks as needed along the way- some of which are quite small if you're busy.

[CONTACT US TO GET INVOLVED](#)