

## **Procedure 8.8**

### **Policies on Weekend Workshops Held Outside North America**

#### **DRAFT – Not yet approved**

#### **Introduction**

Imago Weekend workshops are one of the flagship programs operated by Imago Relationships International.

These workshops include:

- Getting the Love You Want
- Keeping the Love You Find

For these workshops Imago Relationships International produces detailed workshop manuals for participants, and maintains high quality by ensuring that the material only be presented by a Certified Imago Workshop Presenter, who has been trained by IRI.

The cost of the workshop materials includes a program fee, the majority of which helps support local Imago organizations outside North America. These organizations support Imago therapists and workshop presenters in their work. Where no regional organization exists, the program fees help IRI support international development work.

Workshop Presenters have invested a significant amount of time and money to be qualified in presenting these workshops. In recognition of their investment, IRI endeavors to protect and respect their investment through the following:

- Ensuring that guidelines for use of the material are fair, and are applied in a way that is fair to all those who invest in the required training
- Supporting the brand image of the Imago workshops, and ensuring that they are presented in a way that achieves consistent high quality and effectiveness.

In North America (USA and Canada) workshop manuals are provided directly by Imago Relationships International. In addition, primary marketing support is provided by Imago Relationships International.

Outside of North America this arrangement is not practical, and the responsibility for managing the workshop manuals and supporting therapists rests primarily with local imago organizations, where these exist.

## Pricing of materials for Workshops outside North America

The current prices of the Workshop manuals inside North America are as follows:

Table summarizing workshop manual pricing in North America (current March 2006)

# of manuals purchased Per year	Price paid per manual	Manuals provided free	Effective price per manual	Effective license fee \$700 per couple
<100	\$54	0	\$54	14%
100	\$48	0	\$48	12%
200	\$48	20	\$43.50	11%
300	\$48	50	\$41	10%

Note the effective license fees include an allowance of \$5 per manual for the cost of workshop materials

Regional Groups outside of North America have decided to adopt an effective **license fee of 10%**. This is slightly lower than many workshop presenters pay in North America because Workshop Presenters outside North America experience the following:

- They have to work harder to fill their workshops as Imago is less well known
- There is less support available from the NY based headquarters

## Supply of Workshop Manuals where there is a local Imago organization in partnership with Imago Relationships International

Several major centers of Imago activity have created a local Imago organization which has signed a partnership agreement with Imago Relationships International – see procedure 12.1

Under these Partnership Agreements, the Local Imago Organization assumes full responsibility for sale and distribution of the Workshop Manuals in their territory. They make Workshop Manuals available to Certified Workshop Presenters, and collect the fee. A small proportion of these fees are paid to IRI, the rest is retained to be used locally to support members.

IRI will provide each affiliated Local Imago Organization with one CD Rom containing the MS Word file for the English language version of each Workshop when it is updated. This contains valuable copyrighted information and the Local Imago Organization is responsible for its safekeeping. In the wrong hands, it would be very easy for someone to use these files to produce unauthorized copies of the material, which may then be presented by people that were not trained in their use, or who support the Local Imago Organization.

We recommend the following guidelines:

- In general, the CD Rom and Word files may not to be copied, except for circumstances given below. One copy should be kept safely by an Officer of the Local Imago Organization.
- The Word files may be provided to a reputable office service bureau or printer for the purposes of copying

- The Word files may be provided to a translator, working under the supervision of the Local Imago Organization

The CD Rom provided by IRI will be marked as copyrighted materials, and be sent with a letter outlining these guidelines, to be signed and returned by the recipient.

In some cases it may be necessary to translate the Workshop Manual. These translations are the responsibility of the Local Imago Organization. A license agreement is available to enable the translation to be performed – see procedure 12.2. Matching Grants are available to help with the cost of the translation – see procedure 11.1 and 11.2 at [www.imagorelationships.org/policies](http://www.imagorelationships.org/policies)

If a workshop presenter visits a country to present a workshop, where there is partner Imago Local Organization in place, the visiting workshop presenter should obtain workshop materials through the Imago Local Organization and pay their dues, as if they were resident in that country.

### **Supply of the Workshop Manuals where there are RESIDENT Workshop Presenters who have not signed a partnership agreement with Imago Relationships International**

This section applies to countries where Certified Workshop Presenters live in the country where a workshop is going to be presented, but have not formed an organization which is in partnership with Imago Relationships International.

The Workshop Presenter may purchase manuals directly from IRI. If they prefer to reproduce them overseas, then the following guidelines apply:

1. The Workshop Presenter should obtain from IRI a letter authorizing duplication of the copyrighted material. This letter will be faxed within two working days and will specify the number that may be photocopied and will expire within 30 days. (Note that in the US and Canada this letter is now required by most major office service companies who reproduce copyrighted material.
2. IRI will provide one Review Copy of the manual to each Workshop Presenter who requests it at a cost of \$15 including postage. This may be used for copying.
3. After the Workshop, the Workshop presenter should send 10% of the Gross Revenue from the Workshop to IRI.

Example would be:

If a therapist chooses to have the manuals printed overseas and has a Couples Workshop with 30 couples each paying \$500. The amount the therapist would remit to IRI would be \$1,500. This is determined by the following calculation:

30 couples x \$500 tuition =	15,000 gross revenue
Gross revenue \$15,000 x 10% =	\$1,500
Amount to IRI	<u>\$1,500</u>

### **Supply of the Workshop Manual in countries where there is NO RESIDENT Workshop Presenter**

Imago Relationships International wishes to support the work of Workshop Presenters who travel to countries where there is no resident workshop presenter yet trained, and no Partnership between IRI and a Local Imago Organization.

This work is particularly valued as a commitment to the Imago mission to Change the World, One Relationship at a Time, as it is a very effective way to bring Imago to people in a new country.

IRI recognizes the difficulty of creating enough revenue to pay for airfares and accommodation while visiting these new countries.

The following guidelines have been developed to provide support for these Workshop Presenters.

1. In general the Workshop Presenter should pay 10% of the Gross Revenue to Imago Relationships International as indicated in the section above for Resident Workshop Presenters
2. The Workshop Presenter can claim some support with the 10% fee for the first three workshops presented in a new country, as detailed below. After three workshops, the arrangement may be extended if the IRI Board approves.
3. The amount of support will be calculated based on a budget presented for the workshop as follows:

Rev = Gross revenue (ie: amount paid per attendee x number of attendees)

AirFare = Air fare for Workshop Presenter

Refreshments = Cost of light refreshments for breaks

Facility = Cost of facility

Publicity = Cost of publicity for the event

Copying = Cost of photocopying manuals (if reproduced locally)

Profit = Rev – AirFare – Refreshments – Facility – Publicity - Copying

The Fee Payable to IRI would be as follows:

- Profit is zero or negative – there is no fee to IRI for the workshop
- Once a profit is made, this will be shared between IRI and the Workshop Presenter 50/50
- Once IRI has been paid the full fee of 10% of the Gross Revenue, the remaining profit is kept by the Workshop Presenter

The Workshop Presenter may purchase manuals directly from IRI, at cost. If they prefer to reproduce them overseas, then the following guidelines apply:

The Workshop Presenter should obtain from IRI a letter authorizing duplication of the copyrighted material. This letter will be faxed within two working days and will specify the number that may be photocopied and will expire within 30 days. (Note that in the US and Canada this letter is now required by most major office service companies who reproduce copyrighted material)

For Reference only: The existing Procedure agreed in 2002:

Purpose: To establish a procedure which will be followed consistently for all **Imago** Professional Training classes, Couples and Singles Workshops which are held in locations outside the continental U.S. This policy **does not** apply to Professional Training classes, Singles and Couples Workshops held in Canada or other countries immediately adjacent to the U.S.

Effective Date: This policy shall be effective retroactively to all international classes **beginning after September 1, 2002.**

### **Couples and Singles Workshops:**

The amount to be remitted to **IRI** for all Couples and Singles Workshops shall be 20% of the gross revenue. The manuals for the workshops generally will be shipped from IRI to the overseas location. If shipping of the manuals is costs prohibited, and the therapist chooses to reproduce the Workshop manuals overseas, a \$20.00 credit shall be given for each **couple** and each therapist will bear the reproduction costs.

#### Example would be:

If a therapist chooses to have the manuals printed overseas and has a Couples Workshop with 30 couples each paying \$500. The amount the therapist would remit to IRI would be \$2,400. This is determined by the following calculation:

30 couples x \$500 tuition =	15,000 gross revenue
Gross revenue \$15,000 x 20% =	\$3,000
30 couples x \$20.00 =	<u>( 600)</u>
Amount to IRI	<u>\$2,400</u>