

Core Postural Alignment

Helping You Become The Best That You Can Be



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Information for Course Organisers

Thank you for finding out more information about organising a course in Core Postural Alignment for us to teach. It would be very helpful, although not essential, if you have already trained in CPA with us as you can then speak knowledgably about the course, the quality of the teaching and the effectiveness of the technique. You may, of course, be thinking of organising a course for yourself to attend.

The Course

The course takes place over three consecutive days, usually Friday, Saturday and Sunday. Each day starts at 9 am and ends at 6 pm and provides 24 contact hours of CPD. The course is accredited by the Federation of Holistic Therapists.

The training course is only open to existing, active practitioners who hold professional indemnity insurance.

Course Numbers

We run courses for a minimum of 6 participants and a maximum of 12 participants. Larger courses are possible but we will need teaching assistants to help with the supervision. If you are interested in organising a larger course then please contact us for more information.

Venue and Facilities

In the venue we need sufficient space so that enough massage couches can fit in. We need 1 couch for every 3 students, with enough space to move around in between. We also need general lecture equipment like a white board and projector. Somewhere to eat, drink and chill out between sessions is also required.

Our Fees

Our fees for teaching the seminar are sliding and flexible. We need £2,700 to run the seminar with 6 people and an extra £100 per student after that up to a maximum of 12. We also require our travelling, accommodation and overheads expenses, which on the mainland UK come to about £300. In certain circumstances these expenses may be reduced, for example if the venue is a hotel and offers free accommodation to the seminar leaders. Overheads may be higher if not on the mainland UK.

What you charge for the seminar is up to you, depending on how much the venue hire is, how much your promotion and administration costs are and how much you want for an organiser's fee.

The following table give you an idea of what you would need to charge depending on the number of participants and how much you need to make; assuming our overheads are £300. Your **gross** takings after our fees have been paid are in red.

Our Fee	Participants	Cost of the Course per Participant				
		£500	£550	£600	£650	£700
£3,000	6	£0	£300	£600	£900	£1,200
£3,100	7	£400	£750	£1,100	£1,450	£1,800
£3,200	8	£800	£1,200	£1,600	£2,000	£2,400
£3,300	9	£1,200	£1,650	£2,100	£2,550	£3,000
£3,400	10	£1,600	£2,100	£2,600	£3,100	£3,600
£3,500	11	£2,000	£2,550	£3,100	£3,650	£4,200
£3,600	12	£2,400	£3,000	£3,600	£4,200	£4,800

Our Promotion

Your course will be promoted via our newsletters and social media but most of the promotion will be done by you. We do offer **one free** talk and demonstration in your area lasting 2 hours so that prospective students can get an idea if it's for them. We do these on a Friday **only** and will require our travelling expenses paid. Occasionally we will have accommodation costs depending on the time of day the demonstration is and how far away it is from where we live. These costs also need to be paid but we are happy to receive them out of the final takings if that helps. Further demonstrations are possible but we will charge our hourly rate plus overheads for these.

Your Promotion

The course will mainly be promoted by you. You may want to use your local network, therapist meetings, social media, local or national advertising. It's up to you. If anything is going to be in print we do need to have a look at it first to make sure what you say doesn't contravene advertising standards. We can provide text for you to use. If you use any media interviews it might be better to include us so that we can talk about what CPA is and what it isn't, and promote the course you are organising.

Booking Suggestions

It's up to you how you choose to have people book onto the course and pay deposits etc. However, if we could make a suggestion, offer an early bird booking discount if the full fee is paid by a certain date. Otherwise take non-refundable deposits with the balance to be paid some time before the course starts. For an example have a look at the booking page on our website.

Once people have booked onto the course there will be our contact sheet to fill in on-line and they will receive an information pack from us about what the course involves.

Confirmation Date

We need to know if the course is definitely running or not **6 weeks prior** to the course. To teach these courses we need to take 4 clinic days out of our diaries (2 days each) which represents a loss of income for us. If for any reason the course isn't running 6 weeks gives us some time to fill our diaries so that our losses are kept to a minimum.

Is It For You?

So does this sound like something you would like to be involved in organising? This could also be a doorway for suitable people to become licensed trainers in Core Postural Alignment.

We are looking for people who are interested in helping us take Core Postural Alignment forward into the future. This is such a fantastic technique that it deserves to grow and thrive. We are only two people. We can't do it all by our selves. We need your help.

Have a good look around our website and contact us if you have any questions.

If you are interested in teaching, helping people to transform themselves, getting people the practices they deserve, and are dynamic and self motivated, contact us for more information. We'd be really happy to hear from you.

Best wishes

A handwritten signature in blue ink that reads "Allyn + Sue". The signature is written in a cursive, flowing style.

Allyn Edwards and Sue Weller

THIS IS THE TECHNIQUE YOU ALWAYS THOUGHT WAS OUT THERE!