

Shang Shung Foundation

Public Courses, Workshops and Events

General Guidelines

September 2017



SHANG SHUNG FOUNDATION
INTERNATIONAL INSTITUTE FOR TIBETAN CULTURE

About Public Courses, Workshops and Events	3
General Aspects	4
Contacts	5
Teachers and Instructors	5
Advice from Rinpoche	6
Suggested Structure for Public Courses	7
Guidelines for Public Courses, Workshops or Events organized by the Dzogchen Community	8
Collaboration and Communication Principles	9
Responsibilities of the Course Manager	10
Responsibilities of the Shang Shung Foundation	11
Financial Guidelines	12
Guidelines for Public Courses, Workshops or Events organized by the Local Branches of the SSF	15
Responsibilities of the Local SSI Courses Coordinator and/or Program Manager	16
Financial Guidelines	17
Guidelines for Public Courses, Workshops or Events organized by Independent Institutions	18
Shang Shung Foundation Support	19
Definitions of terms used in guidelines for public courses	20

About Public Courses,
Workshops and Events
General Aspects

General Aspects

Following directives from Chögyal Namkhai Norbu in September 2015, the Shang Shung Foundation: International Institute for Tibetan Culture, has taken on the responsibility for managing all the worldwide activities related to public courses, including open courses on Yantra Yoga, Vajra Dance, Khaita Joyful Dances & Songs, Tibetan Medicine, Tibetan Language, Tibetan Art, as well as public courses on Mindfulness, Presence and Awareness.

Rinpoche's decision to put these activities under the umbrella of the Foundation is aimed at furthering the dissemination of knowledge about Tibetan culture and fostering its various fields of practice, since the specific mission of the Foundation is to support the continuity of this unique and ancient tradition and promote its contribution to the contemporary world.

The management responsibility of the Foundation therefore encompasses the direction, implementation and coordination of all courses and initiatives aimed at the general public, including their artistic and media production style; communication, public diffusion and collaborative tools; didactics and certifications; publications; human resources and the financial overview of such activities.

All these different aspects are supported by a comprehensive organizational structure within the Foundation, to ensure that all projects are handled with competence by a dedicated team having a coordinated and collaborative approach.

Everybody who is interested in the various aspects of Tibetan culture is invited to participate in these multi-faceted courses, seminars, and events.

Contacts

If you are planning any specific course or event, please contact the Shang Shung Foundation at: courses@shangshungfoundation.org or your local branch of the Shang Shung Institute:

- for general enquiries about how to hold public courses or events;
- for general enquiries regarding public courses, workshops, curricula, materials available, instructors etc.;
- for general enquiries regarding our media (audio/video/graphics) production, web platforms and publications as well as producing customized promotional material.

Teachers and Instructors

The four main teachers - Fabio Andrico, Laura Evangelisti, Adriana Dal Borgo and Prima Mai - are responsible for overseeing the general coordination of all activities related

to Yantra Yoga, Khaita and Vajra Dance respectively.

Dr. Phuntsog Wangmo is responsible for overseeing the general coordination of all activities related to Tibetan Medicine.

Dr. Fabian Sanders is responsible for overseeing the general coordination of all activities related to Tibetan Language.

Giorgio Dallorto is responsible for overseeing the general coordination of all activities related to Tibetan Art.

Besides the four main teachers, Dr. Phuntsog Wangmo, Dr. Fabian Sanders and Giorgio Dallorto, all individual instructors certified by Chögyal Namkhai Norbu and the Shang Shung Foundation, are authorized to run public courses. All these leaders of the various departments and schools of the Shang Shung Foundation are working in extensive consultation with Rinpoche and the staff of the Foundation, as well as all those people involved in the program.

The responsibilities of the instructor include:

- 1 - Teaching accordingly to the principles and instructions as originally explained by Chögyal Namkhai Norbu

- 2 - Working with the hosting organization to prepare the course program and any relevant schedules.
- 3 - Collaborating with the hosting organization with a clear understanding of respective roles and responsibilities, to ensure the successful implementation of the course.
- 4 - Teaching accordingly to the capacity and specific physical condition of the students.
- 5 - In the case of public Yantra Yoga, Khaita and Vajra Dance courses, checking if any of the students has a specific health situation at the start of a course.
- 6 - Informing the students about the registration requirements.
- 7 - Ensuring that all the students who attend the course have registered properly and signed any relevant disclaimers (if required).

Advice from Rinpoche to be respected by all Teachers and Instructors

Public courses should not be considered as a commodity or as a business. Togden Urgyen Tenzin, who transmitted the teachings of Yantra Yoga to Chögyal Namkhai Norbu, clarified this aspect when they met in 1954, saying:

“May my loving advice convince you never to sell the teaching in exchange for fame and riches, nor ever to become the quarry of the demon of self-satisfaction”.

To offer courses related to the Teachings of Dzogchen, transmitted by Chögyal Namkhai Norbu, should be understood as a service to the Dzogchen Community and not as a ‘job’ or a way to earn a living. The idea that it is possible to use the teachings of Dzogchen as a way to earn money for oneself is a completely wrong understanding and should not be applied in any way.

Suggested Structure for a Public Course

In general, public courses or workshops are held over a weekend, beginning on Friday evening and may last up to 10 hours. A suggested schedule could be:

- Friday: 18.30 – 20.30
- Saturday: 10.00 – 12.00 and 16.00 – 18.00
- Sunday: 10.00 – 12.00 and 15.00 – 17.00

This can be adapted according to circumstance, as there is no limitation on the length of a course. Other possibilities for public classes, courses or events include

- classes held on a regular weekly or monthly basis
- courses lasting for one day, for a weekend, for 5 to 7 days or even longer.
- a one-off event or performance

All proposed events are required to be based on genuine interest and participation. The Foundation will not be able to hold any course unless there are enough participants to cover the cost of the organization. Therefore, it is important to plan and organize all events well in advance, in or-

der to ensure that a sufficient number of participants will attend. In choosing a venue for a public event or course, the hosting organization needs to evaluate the most suitable and convenient location, at the same time considering the public visibility and thus the likely participation level for any event.

The Foundation policy is based on an effort to reduce costs for students through an efficient coordination of local resources. For this reason, a network of local certified instructors is being built, which will reduce travel costs and allow more people to participate in open courses even in remote locations, while applying local rates.

The hosting organization can choose to take care of the travel and accommodation of instructors or to request the Foundation to do this. In the latter case, the Foundation will choose the most convenient method of travel and include these costs in the overall event budget, keeping the required receipts, which will then be covered through the event income.

Guidelines for Public Courses,
Workshops or Events organized
by the Dzogchen Community

Collaboration and Communication Principles

In order to support Rinpoche's vision of furthering the knowledge and development of Tibetan Culture, the Dzogchen Community and the Shang Shung Foundation need to work together.

Before the start of each year, the Gakyil of each Gar or Ling should formulate a plan of activities for their annual program of events in consultation with their local instructors. In the case that a proposed course cannot be taught by a local instructor, the Gar or Ling may invite another qualified instructor from a nearby location. Their proposed program of public courses or events should then be communicated to the Shang Shung Foundation, in order that the Foundation can coordinate and promote the different courses or events on an international basis via the SSF website.

Therefore, any individual, Gar or Ling within the Dzogchen Community, who wishes to organize a public activity, is requested to contact the Foundation course department directly at courses@shangshungfoundation.org or through the local courses coordinator (if such a position is established by the local branch of the SSF), in order to receive the necessary information for running an event and whatever support may be required.

In the case of inviting one of the principle teachers (or if additional support is required) the Gar or Ling is requested to contact the Foundation at least

- a) three months before the course takes place,
so support can be provided in good time

However, if the Gar or Ling is running an event with a local instructor and are confident they do not require any specific support from the Foundation, they are requested to contact the Foundation at least

b) three weeks before the course takes place, so as to notify SSF of this upcoming activity.

Each course, workshop or event organized by the Dzogchen Community is required to have a ‘course manager’ (or a ‘project manager’ in the case of an event) who is in charge of all aspects of the promotion, coordination and administration of the course or event and who acts as the main contact person for the Shang Shung Foundation.

Responsibilities of the Course Manager

The course manager nominated by the Gakyil of a Gar or Ling has the responsibility of overseeing all the administrative and organizational aspects of the course. They also, in collaboration with the instructor, have the responsibility of deciding on the precise program to be taught and learned during the event. This decision should be based on the capacity and experience of the expected participants. More specifically the course manager is required to:

- 1 - Get in contact with the team-leader of the relevant department at the Shang Shung Foundation via the educational platform (or local SSI courses coordinator) either at least three months or three weeks before the course starts - see further details on page 5. Contact: courses@shangshunginstitute.org
- 2 - Make an overall budget forecast using the template provided by the Shang Shung Foundation, which needs to be approved by the SSF in the case of inviting a main teacher.
- 3 - Collect the course fee or the donations from all the participants.
- 4 - Arrange and book a suitable venue with enough space for the course to be held, which may include taking out relevant insurance documentation if required.
- 5 - Promote the course & ensure that all promotional material (emails, social networking, flyers, website etc.) state that the event is “Promoted by the Shang Shung Foundation: International Institute for Tibetan Culture”, in collaboration with the host organization and use the logo of the SSF. For that see also “SSF-SSP Brand Guidelines”.
- 6 - Arrange the travel and suitable (ideally nearby)

accommodation for the course instructor in collaboration with the SSF and the instructor themselves. Plus ensure the course instructor is welcomed at the airport or train-station, check that their dietary needs are met and that they are looked after and supported throughout their visit.

- 7 - Ensure that relevant books etc. for the course from Shang Shung Publication are available on site.
- 8 - Inform everybody who participates about the possibility of attending regular sessions at the Gar or Ling and provide them with information about the next ongoing courses.
- 9 - Check that all participants have filled out a 'Participants Information & Survey Form' and then forward these to the SSF after the completion of the course, together with any feedback.
- 10 - Send a financial report of the course to the Shang Shung Foundation based on the template provided, within twenty-one days. This report should cover: the name of the instructor; a precise list of participants; the nature of the teaching program; the administration costs and donations, including the overall income / expenditure and profit.

NOTE: If the course manager is unable to offer his or her work as karma yoga and if circumstances allow, then he or she can be remunerated for their work in the budget.

Responsibilities of the Shang Shung Foundation

The responsibility of the Foundation is to assist in:

- 1 - The selection of instructors and/or performers.
- 2 - The creation / maintenance of the budget for the course (for the four main teachers).
- 3 - Providing the template for the budget / finance document for all courses or events.
- 4 - The provision of required specific materials.
- 5 - The provision of promotional images, logos, wording and/or flyer/announcement templates and a template for the 'Participants Information & Survey Form' if required.
- 6 - The promotion through the Foundation mailing lists, social networks and web pages.

The hosting organization can choose to use the promotional materials and channels offered by the Foundation in

conjunction or via integration with the local promotion strategy, as designed and implemented by the hosting organization — or they can choose to use their own materials providing they follow the guidelines below:

- All promotional material needs to include the logo of the Foundation.
- All promotional material needs to be produced in compliance with the guidelines of the Foundation.
- All promotional material needs to be first checked by the SSF and the blue Gakyil of the Ling or the Gar organizing the course.

Financial Guidelines

For all courses or events organized by the Dzogchen Community (Gakyil / Ling / Gar), the Shang Shung Foundation is committed to working together with the host organization.

In the case of inviting a main teacher, the SSF will also help prepare the budget forecast beforehand. However,

the hosting organization is responsible for documenting all the income & expenses, as well as keeping all receipts from the course.

Once the event has taken place, the host organization together with the Foundation can finalize the balance based on the documented income & costs, so the agreed fees can be settled. According to its mission statement as a non-profit organization, the overall principle of the Foundation is not based on making a profit from the promotion of the courses and events that it manages, but that of promoting Tibetan culture. Therefore, the SSF financial model is based specifically on simply covering its actual ongoing management costs. In this way, more and more events can take place, and a greater number of people can benefit from its dissemination. The only real requirement for an event to take place, is that enough participants have registered for the course and that enough donations or fees have been collected to cover the budget forecast costs, so as not to incur a loss. The Shang Shung Foundation supports all the administrative and overhead costs, which are necessary to develop all public activities, particularly the training of the instructors. These costs, which are not linked to specific

events, but support the entire program all year around, also include website hosting & domain fees, IT maintenance and updates, administration fees as well as staff wages etc. For that reason, when organizing a course or event, a contribution of 20% of the total income (before expenses) should be paid to the SSF. This amount is therefore to be considered as an effective cost in the overall budget for any event.

Income

For public courses and events, the following methods of payment are accepted as forms of income and as a means of covering the costs involved in running an event:

- Free donation or suggested donation based on the principle of generosity
- Registration fees (where different fees can be applied according to specific criteria, e.g. age of student, membership to IDC, etc.)
- Fixed event entry ticket fee

Expenses

Each event needs to include the following costs in the budget forecast:

- 1 - A contribution of 20% of the total income (before expenses) to be paid to Shang Shung Foundation.

NOTE: If there is local Shang Shung Institute in the country where the course is organized, the Gakyil can send this contribution to their local branch of the Shang Shung Institute, who will forward these funds to the Foundation on a yearly basis.

In the case where there is no local Shang Shung Institute where the course is organized, the Gakyil needs to send their contribution to the Foundation directly - or at the latest within 21 days of the course finishing.

- 2 - Course Instructor general fee: 10 to 20 euros (or the equivalent) per hour.
- 3 - NOTE: The four main teachers - Adriana dal Borgo,

- Fabio Andrico, Laura Evangelisti, and Prima Mai - each receive 25 euro per hour or a minimum of 180 euro per day. This fee will be sent to the International Dzogchen Community (via the SSF), as they are the four main teachers funded by the IDC.
- 4 - Travel and accommodation for the instructor plus food and catering for the instructor (and if required refreshments for the participants too).
- 5 - The rental of the venue for the course (& possibly local taxes)
- 6 - Advertising / producing promotional materials
- Profit**
- After having paid all the expenses - that is, 20% of the total income as a contribution to SSF plus the expenses for the course e.g. fees for the instructor, etc. - the organizer can keep all the rest of the income as profit.
- The TTC contribution for the SSF is required to be sent to the Shang Shung Foundation straight after the course has finished, or at the very latest, twenty-one days after it has finished. If there is a local SSI branch, these fees can be sent instead to the local Shang Shung Institute (within 21 days) who will then forward the funds to the SSF.

Guidelines for Public Courses,
Workshops or Events organized
by the Local Branches of the
Shang Shung Foundation

The Shang Shung Foundation is located in Italy and Spain (Tenerife) and its international branches are in Argentina, Australia, Austria, Russia, United Kingdom and the United States of America.

Depending on the local conditions and requirements, SSF branches, on behalf of the Shang Shung Foundation, are entitled to:

- directly act as the hosting organization for public courses, and/or
- provide necessary help to the local Gars and Lings, or independent hosting organizations in order to facilitate the communication between the local organizers and the SSF.

The local branches of the SSF can appoint a local SSI Courses Coordinator and/or a Program Manager who deals

with all local open or public SSF activities according to their particular regional circumstances.

Responsibilities of the Local

SSI Courses Coordinator and/or Program Manager

The responsibilities of the local SSI Courses Coordinator and/or Program Manager are to:

- 1 - Facilitate communication between the local course managers and the instructors on behalf of the Shang Shung Foundation.
- 2 - Collaborate with the SSF course coordinator (or with those in charge of specific areas of activity) and with the main teachers when necessary.
- 3 - Provide all necessary help or support to the local

- course managers, including helping to arrange visas for foreign instructors & possibly course participants.
- 4 - Be responsible for overseeing the budget and the financial accounting of the public courses, including collection of the contribution to SSF and the payments for a main teacher (if required) on behalf of the SSF, if necessary.
- 5 - Ensure the translation of the courses-related SSF promotional materials into the local language.
- Each branch of the SSI should forward the payments for a main teacher (if employed) to the SSF not later than 21 days after:
- the end of the course held by the branch itself, or
 - the receipt of the payment from the Gar, Ling or independent hosting organization (if this payment was forwarded to the local SSI branch).

Financial Guidelines

In case of public courses organized directly by the local SSI branch, each branch is required to pay 10% of their total courses budget income as a teacher training contribution (TTC) to the Shang Shung Foundation. However, this payment contribution of 10% to the SSF can be reduced if the local branch of the SSI breaks even or suffers a loss on running that course.

Any SSF teacher training contributions for other public courses held by the local SSI branch itself or forwarded to the local SSF branch by the Gar, Ling or independent hosting organization, should be sent to the Shang Shung Foundation not later than 31 of December of the current year, together with the yearly SSI courses financial report.

Guidelines for Public Courses,
Workshops or Events organized
by Independent Institutions

Shang Shung Foundation Support

For public courses that are organized by independent institutes or organizations, the relevant advisory member or team of the Shang Shung Foundation will be pleased to make themselves available to offer initial guidance and support for any type of event.

The SSF team is also able to recommend suitable instructors for a course or event and to offer general advice on our standard schedules for such activities. No payment is required for the services of the Foundation in this respect.

Any fee for an SSF accredited course instructor for an open course run by an independent entity needs to be negotiated between the organizer and the instructor directly. In the case that one of the four main teachers - Adriana Dal Borgo, Fabio Andrico, Laura Evangelisti or Prima Mai - leads an open course or event for an independent organization, a minimum payment of 25 euro per hour or a minimum fee of 180 euro per day must be paid to the International Dzogchen Community (IDC) via the Shang Shung Foundation team. All profits from the course belong to the organizing body.

However, a suggested donation of 20% of the profit on behalf of the organizing body to the Shang Shung Foundation is very much recommended. This recommended donation represents a contribution towards the valuable ongoing work of supporting the continuation and development of Tibetan culture in all its aspects, that Chögyal Namkhai Norbu and the SSF have been promoting for many years.

NOTE: The Shang Shung Foundation cannot take responsibility for the precise organization of independently run open courses, such as the management of the budget, booking of the venue for the course, etc. or take responsibility for any losses incurred.

Oliver Leick

Director of the Shang Shung Foundation,
The International Institute for Tibetan Culture

Definitions of terms used in guidelines for public courses

- **Public course** - a set of classes, following one of the programmatic activities of the SSI, promoted publicly (outside of the International Dzogchen Community or local Dzogchen Community official media) and intended for the wider public, not only members of the Dzogchen Community and/or holders of the DC Guest Card.
- **Restricted course** - a set of classes, following one of the programmatic activities of the SSI, promoted exclusively in the International Dzogchen Community or local Dzogchen Community official media and intended for the members of the Dzogchen Community, holders of the DC Guest Card, and/or those who received the specific transmission from the qualified Teacher.
- **Public Event** - a cultural event, related to one of the programmatic activities of the SSI, promoted publicly (outside of the International Dzogchen Community or local Dzogchen Community official media) and intended for the wider public, not only members of the Dzogchen Community and/or holders of the DC Guest Card.
- **Public Performance** - a specific type of the Public Event, related to the dances or performing arts, and requiring the presence of the qualified Performers.
- **Local Courses Coordinator** - a person, appointed by the local SSI branch, responsible for the coordination of all the public courses held or promoted by the branch.
- **Program Manager** - a person, appointed by the local SSI branch, responsible for managing all the activities related specifically to the particular programmatic activity, such as Khaita, Yantra Yoga, Vajra Dance etc.
- **Hosting organization** - a local Gar, Ling, individual, SSI branch or other organization acting as a host for the Khaita course, providing venue and taking care of the organizational part of the course.

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