

PR Report for IYANZ 2019

A group of us worked on creating a PR campaign for IYNZ - Kathleen Powell, Catherine Adam, Rosie Percival, Jo Peden and Erica Viedma

The research completed to date has been very valuable and from it we found that offering an 'Experience' is key.

Current challenges to IYNZ marketing:

The lack of visibility of Iyengar Yoga in NZ compared to other forms of yoga.

There is currently a lot of negative media around yoga lineages. Yoga lineages are being described as cult-like and abuse of the teacher/student relationship in yoga lineages is being highlighted. BKS Iyengar's harshness as a teacher has been focused on. Senior Iyengar yoga teacher Manuoso Manos being stripped of his Iyengar teaching certificates for sexual abuse.

Due to the nature of our organisation, it is not easy to make PR decisions quickly, especially ones that will be approved by the wide range of teachers we represent. This makes research and development work longer and more costly. We are to a great extent limited to both material that comes directly from the Iyengar family and the skills our volunteers can donate.

Current PR work:

These recommendations were made by our PR committee taking into account the above challenges. They define the scope of PR work to be done directly by IYNZ:

- a. Committee to increase IY awareness by actively being more involved in wider yoga/well-being events. For example, attending Hauora Conference, which as Jo has done.
- b. Digitise the Yoga Link so all our hard work is able to be spread to a wider audience. We have done the hard work for this, so it is good to promote it wider than association members.
- c. As most people come to Iyengar Yoga through word of mouth, we discussed ways to promote Iyengar yoga classes. However, we found that many teachers do not need this support (classes full) and many prefer to do this kind of promotion in their own way. We are instead investigating ways that IYNZ can promote Iyengar Yoga as intelligent, adaptable and having depth.
- d. Iyengar teachers teaching at events/festivals/gyms has been suggested as a way to give a broader range of people an experience of Iyengar yoga. We need to all be looking at opportunities for this and putting ourselves out there as Iyengar teachers.
- e. IYNZ tracking member registration so that age and gender of members can be observed.

Erica Viedma 15th August 2019