

# Sam Masich

## Internal Arts Seminars



### ORGANIZER TIPS

#### 1. BOOK EARLY

Much of Sam's schedule is booked up a year or more in advance! Its wise to plan ahead.

#### 2. LINK TO SAMMASICH.COM

Sam keeps his site and his calendar pretty well up-to-date and there are plenty of surfers who check out his site regularly. Cross promotion creates more word-of-mouth.

#### 3. PRE-ORDER DVDS

Sam can only carry so much merchandise to events, so let us know in advance if members of your group want anything specific.

#### 4. PLAN FOR NEXT TIME DURING THIS EVENT

Its a good idea to be prepared in advance of a seminar for the next one. This way participants can learn the date and content of Sam's next visit.

### Organizer's guide: Arranging a seminar with Sam

Sam Masich seminars are educational, fun and generally fairly easy to organize. One of the most versatile Internal Arts instructors in the world today, Sam can teach dozens of workshop topics and makes it possible for participants with a wide range of experience levels to work together.

Over the past twenty-five years Sam has worked with thousands of participants during hundreds of seminars worldwide and never fails to inspire students along their path.

#### Finances:

Sam likes to keep seminars reasonably priced for both participants and organizers.

His base-fee for a *two day* weekend seminar is €1600. An extra Friday night event is €400. Any profits made after total expenses (fee/travel/hall/meals/publicity) are split 50/50 with the organizer. To keep costs down Sam is happy to stay at someone's home (in his own room) and doesn't require much in the way of other expenses. Sam often 'piggybacks' travel expenses by touring so that costs can be shared between events.

#### The seminar price

For a weekend seminar, organizers typically charge between €120 and €160. If a Friday evening is added to the schedule, organizers usually charge €20—€30 for the session and offer a discount to participants who take the entire weekend.

Depending on seminar price versus fee/travel/hall/publicity/costs, a weekend will generally 'break-even', or make a small profit with about twenty participants.

#### Sample breakdown for a typical Weekend seminar

##### Schedule and price:

*Fri. 7-9:30pm*

**Qigong—€30**

*Sat./Sun. 10am-5pm*

**Taiji Push Hands—€150**

**Full weekend price: €165**

##### Seminar revenue:

€165 x 20 participants = €3300

*Sam's Fee:* €2000

*Sam's Travel:* €225

*Publicity/Hall/Meals/Misc.:*  
€325

*Expense total:* €2550

*Total Profit:* €750

*'Split':* €325 each

# Q&A

## & other little details



### **How do we publicize a seminar for Sam?**

Sam is well known in several parts of the world and many practitioners are looking for opportunities to study with him. His reputation continually grows, mostly by word-of-mouth and through the distribution of his **educational DVDs**. Sam's internet presence has also grown greatly in the past few years. Generally, organizers can fill a class by registering their own students, classmates and training partners and by a campaign of emailing and phoning to other enthusiasts in the region. (Blanket postering and newspaper/TV ads generally produce little result.)

Little Productions is always happy to assist as much as possible with promotion by inclusion on the **calendar** at [SamMasich.com](http://SamMasich.com) and by **Strange Horse newsletter** email-outs. We can help with graphics, design of posters, course write-ups, bios etc.

### **How far in advance should we plan our seminar?**

Sam's work is highly appreciated so his schedule is generally 60-70% booked-up a year in advance. Many groups are well established and so take priority. The simple answer is, start planning and communicating with Sam as early as possible.

### **Does Sam only teach weekend seminars?**

Sam is one of the most versatile instructors working in the Internal Arts today. He teaches in a wide range of formats—from **private lessons** and one day classes to **six-week** and **three-month** intensives. If you wish to book Sam for different time schedules e.g. two evenings; a single day; four days, we will work with the organizer directly to develop a program and negotiate a fee for their unique circumstances.

### **Is there a minimum or maximum number of students allowed in a seminar?**

Seminars average between 15—30 participants. Smaller numbers mean greater cost per individual student but this may be suitable for some groups. Sam prefers to limit the classes to about 30 participants.

### **Is Sam available for private lessons before or after seminars?**

With some advanced notice, Sam can also be booked for private and small group lessons—the day after a seminar for example. His basic fee is €100 per hour. For semi-private and small group lessons, add €15 per hour per additional person.

*For example:* Four students wish a one hour semi-private lesson on an agreed upon topic.

Cost is: €100+€15+€15+€15=€145.

Divided by 4 is €36.25 per person.

### **Can students save money on DVDs if Sam sells them at the seminar?**

Yes. Sam often offers his DVDs, music CDs and T-shirts to workshop participants at a discount. Since he can only carry a limited amount of merchandise to events, it is advisable for organizers and participants who know which products they might be interested in, to let Sam know in advance, so he can make arrangements. This will save participants shipping costs. A merchandise table should be made available for Sam on the day of the event.

### **Does the seminar organizer pay for the seminar?**

This is really up to the organizer. Some do and some don't. If the seminar breaks even or makes a profit without the organizer paying the fee it's okay by Sam that the organizer doesn't pay.

### **What if, for some reason, we need to cancel our seminar with Sam?**

Once you have agreed to host an event with Sam you need to give two months notice before the scheduled date for a no fee cancellation. Organizers who cancel with less than two months notice must pay \$500 of the basic fee. In all cases of cancellation organizers must pay costs such as change of airline ticket fees, etc.

**More questions? email us!**  
[www.SamMasich.com](http://www.SamMasich.com)