



PROPOSING A NEW PROGRAM TO THE HAVEN

Thank you for your interest in presenting a program at The Haven – the information below is intended to help you to submit your proposal.

ABOUT THE HAVEN

Before you begin, please spend some time looking through our web site (haven.ca) to familiarize yourself with what we do at The Haven. One of the best ways to learn more about The Haven is to participate in a program, for example **Come Alive**.

As well as what we do, it is particularly important to be aware of where we are. We offer residential programs in a stunning, rural location on Gabriola Island, one of the southern Gulf Islands situated between Vancouver Island and the mainland British Columbia (Vancouver), Canada. We do not get 'walk-in' clientele and coming to a program here requires a certain amount of planning, travel time and cost. We expect program proposers to have a comprehensive marketing plan, as The Haven can only provide a limited amount of marketing support to new programs. See below for further details on marketing.

PROGRAM TIMETABLE

Our programs last a minimum of 5 sessions, and typically look like this

Day	Session	Time
1	1	7:30 pm – 9.30 pm (approx.)
2	2	9:15 am – noon
2	3	3:00 pm – 6:00 pm
2	4	7:30 pm – 9.30 pm (approx.)
3	5	9:15 am – noon

As each day is added, the programs increase by three sessions, so a 4-day (3-night) program is 8 sessions, 5-day (4-night) program is 11 sessions, and so on.

Please note the following important information:

- We provide meals and accommodation to two leaders or one leader and one assistant for the duration of each program. We do not normally accept program proposals requiring more than two leaders/assistants.
- We will often ask leaders to accept at no fee a member of The Haven's faculty or management to attend a new program, in order to complete an evaluation. More information on this will be provided if your program is approved.

Proposals for the next calendar year will be accepted prior to **July 1st of the current year**.

FEE STRUCTURE:

Program tuition is comprised of a Haven Institute fee and a leader fee. The Haven Institute fee is set by The Haven as a fixed daily amount per participant, multiplied by the number of days of the workshop. The leader fee is set by you. The leader fee is set on a 'per participant' basis - for example, a leader sets a fee of \$250 per



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participant and receives \$2500 in total if 10 participants attend the program. The Haven Institute fee is added to your leader fee to calculate the total program tuition to be paid by the participant.

SUBMITTING YOUR PROPOSAL

Please submit your proposal to Morag Ruckman, the Manager of Programs and Registration (morag@haven.ca) and include the following information:

1. Full contact details for the leader(s) – including name, address, phone number(s), email and web site addresses.
2. A resume for the leader(s), which includes details of training, education, and work history, specifically regarding the topic area that their proposed program addresses. It would also be useful to include professional references and copies of materials authored by the leader(s).
3. A brief and descriptive title for the program. For more information on program titles, see the marketing section below.
4. For the web site: a leader bio of between 80-100 words; a program description of between 200-300 words.
For the program catalogue: a leader bio of between 50-80 words; a program description of between 80-100 words. Please do not exceed the maximum number of words.

The program description will be structured as follows:

- Brief introduction to the program.
 - Bullet points – this program is for you if ... and/or you can expect to learn ...
 - Brief description of the format of the program.
5. A brief history of the program – in what setting has it been presented before, how many people have participated in the program what feedback has been received?
 6. More information on the program, including:
 - The intended audience or market for this program – who would this program be of interest to and benefit?
 - A summary of the program content – what topics or issues are addressed?
 - A description of the methods of presentation – what is the presentation style, types of exercises, teaching models used etc.?
 7. The leader fee, see information above.
 8. Brief information on the following:
 - The proposed length of the program – consistent with the information on program timetables included above.
 - The suggested minimum and maximum number of participants.
 - Any special requirements, other than one session room.



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As part of the application process, you may be asked to work with an editor of our choosing on your program description, title or bio. This work will be done at your own cost.

MARKETING

Please include a marketing plan with your proposal, which will clearly demonstrate the ways in which you will use your own marketing resources to support registration into your program. The plan will include some or all of the following information:

- The number of contacts on electronic mailing lists to whom you will send emails or newsletters.
- The URL of your web site and how you will communicate information about the new program on your web site.
- Locations where you will distribute marketing materials to maximum effect.
- How you will use your social media networks – Facebook, Twitter, LinkedIn, Google+ and others – to communicate information about the program.
- Your willingness to write a piece for The Haven’s blog or share postings from your own blog.
- Your willingness to write articles for professional publications, or make available articles which have already been published.
- Testimonials – written, recorded or filmed – from previous participants or others who know your work.
- Media outlets, professional newsletters or publications or similar where you will advertise the program.

You are encouraged to contribute your own ideas to the plan to ensure that there is a sufficient level of interest to ensure the program will run. The Haven will list new programs on our web site and in our annual catalogue; include information on new programs in our monthly email newsletter; post information on The Haven’s Facebook page, Twitter feed, Google+ and LinkedIn accounts.

Program titles

When choosing a program title, please bear the following in mind:

- Titles should be short.
- You can have a subtitle, and it will not always appear with your title for reasons of space.
- The title should make the content of the program clear.
- The title should not promise something that the program does not offer.
- The title should be easy to say, as well as read.
- It is worth doing a google search on your title to see if it is used elsewhere or trademarked.
- Look at the titles of programs already offered by The Haven. Does your title fit?
- Try the title out on a few friends before you come to a final decision.
- We may ask you to change the title of your program.

The Manager of Programs and Registration will acknowledge receipt of your proposal and let you know what the next steps will be.

Thank you for your interest in The Haven.