



**VIRTUAL SOCIETY DIRECTORS
& PRESIDENTS MEETING**

**2ND VIRTUAL SOCIETY
DIRECTORS & PRESIDENTS
MEETING
(JANUARY 16, 2021)**

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1. MEDITATION

Diana Guest opens the meeting with a meditation by taking all participants to a “meditation with gravity”.

We are all committed to the live of the body, healing and transformation.

2. WELCOME AND OPENING OF THE MEETING

Cristina Piauhy welcomes all participants.

It is all about connection and cooperation in order to build closer relationships in our global community of Bioenergetic Therapists

3. SUMMARY OF THE 1ST VIRTUAL GATHERING

Paola Alessio gives a summary of the last meeting (Ocotber 30, 2020). Links for downloading more information:

- [Booklet](#)
- [Presentation](#)
- [Video of the 1st virtual gathering](#)

Participate! *There are many ways that you can contribute to IIBA activities. Our volunteer opportunities compass a wide range of interests, skills and goals, so find the opportunity that’s right for you.*

Ready to volunteer? Please send us an [e-mail](#).

4. PRESENTATION OF THE RESULTS OF THE SURVEYS FROM 2017 & 2019

Josette Van Luytelaar gives a summary of the last surveys: In the surveys from 2017 (whole membership) and 2019 (Directors and Presidents of the affiliated local societies) ...

Conclusions & suggestions to be worked on:

- More investment in updating communication channels; from email through website to social media and ZOOM meetings,
- Use of (also) social media as a means of acquisition for future trainees,
- Develop more continuing education events locally and for the IIBA community,
- Regular contact between the BoT and society directors & presidents,
- Facilitate translation in the main languages of our community.

Discussions of the 3 pillars for successful improvement initiatives:

Communication members and IIBA

We are seeking a new Newsletter Editor. The newsletter comes out 2 times per year and provides our membership with articles, updates, and information relevant to our global community.

If you know anyone who might be interested to be our new Newsletter Editor, please let us know.

Social Media:

Diana Guest explains our social media efforts. We have increased our activities in social media during the last year. Not everybody has taken advantage of this new medium because ...

- Members are not aware of our activities. More communication (announcements) needed by direct e-mailing (for example).
- When it comes to our series of lives “Speaking Bioenergetics” in Instagram, language is an issue. Many of our members do not have a good level of English (and/or Portuguese). Interviews in different languages (e.g. Spanish) would be highly appreciated.
- Subtitles in different languages would be great for videos in our videos (Youtube channel).
- Search engine optimization should be studied in order to increase our visibility for relevant searches.

Website:

Even if our website has received a “facelift” 2,5 years ago, the website hasn’t become more successful. In general, the website (<http://www.bioenergetic-therapy.com/>) is not “user friendly” enough, it is slow and it does not make it easy to the user to find what he/she wants. The private section (MyIIBA: <http://www.bioenergetic-therapy.com/index.php/community-builder/login>) is not visited by our members.

Nevertheless, the website offers a lot of interesting “things”. While the BoT explores new options to make the site more attractive, we would like to encourage again all members, to go in, play around with it, look around and poke around. Our website has a wealth of information: articles, e-books, BoT meeting minutes, information about our functioning, therapists, etc.

E-mail communication

Our emails often fall on deaf ears and is ineffective. In general, less than 50 % read the e-mails sent and even a lower percentage gets engaged (clicks on links).

Thoughts, ideas and suggestions

Younger generations get the news through Social Media and “watching (short) videos will always be easier than reading an article”.

Hence, short videos; up to 5 minutes or even “TikTok Style (15 seconds), let’s the body talk (in order to avoid language issues) and making communications short and dynamic (Whatsapp, Telegram) is the way to go.

Mutual communication in our global community

Vita Heinrich-Clauer explains that currently, our membership communication style is pretty much limited to “top down” and it is basically unidirectional (e-mails sent, Newsletters sent, Journals sent, etc.).

The only occasions to get in real dialogue with the members is limited to gatherings at the International Conferences (and now to the virtual Directors & Presidents meetings, too). The “grassroots” (what happens in the life of our members) is unknown to us. Thus many of the resources of our professional community are not visible and not heard – are not shared between those members who are not holding a function in a committee – and are not sent back to committees like International Faculty, BOT, Teaching Committee, etc.

We would like to explore and learn about the “other side”; how is the daily life of our Bioenergetic Therapists, etc.

After a very first brainstorming, we might succeed to achieve a 360-degree communication culture with the help from the Society Directors and Presidents; asking locally what are the interests from our common members and engage them to connect globally. One way might be to start international working groups or groups of interest and facilitate chat rooms.

Nevertheless, facilitating more “global” connection between members and the IIBA might be tricky for the society leaders. It is already a very challenging task to stay connected on a “local” level and avoiding “local” drop-outs.

Thoughts, ideas and suggestions

The idea of offering groups of interest is very interesting. We could propose online chat groups, discussion groups, intervision groups on behalf of specific bioenergetic themes and practical questions. Many societies may be interested in the question of exchanging ideas of how to find patients (in case of Trainees and CBTs), how to attract new Trainees and how to keep everybody together (in case of societies / institutes). (The concept of “Social Clinic” is explained and how the societies provide patients to Trainees and CBTs).

Continuing education opportunities

Patrizia Moselli encourages the societies to share their experiences about virtual education projects in order to learn from each other and how we can improve and / or use online teaching to spread the word of Bioenergetic Analysis.

We would like to organize professional webinars about Bioenergetic Analysis for our members but also for non-members. Currently the BoT is discussing how to organize them (especially when it comes to providing translations) and how to get started with this new way of continuing education.

The Scientific Committee of the 26th IIBA Conference is also working on a virtual encounter (Date: October 16-17, 2021). More information will be available soon.

Thoughts, ideas and suggestions

Many societies already offer webinars (even conferences) and they are excited about the opportunities that this new format is bringing. Free introductory webinars (Bioenergetic Basics) have had a lot of success in the recent past and they worked surprisingly well on Zoom.

We need to get started and we need to focus on content (taken in account languages). Opportunities of supervision / intervision groups meeting in zoom (4-5 people) was an idea presented and well received.

5. FEEDBACK

- These virtual gatherings should continue, they are “inspiring” and “energizing” in its proper way.
- Agendas need to be sent around before the next meeting. So, everybody can get prepared and share what she/he wants to share.
- In order to be as “productive” as possible, the meetings should focus on specific topics / have more structure.
- We should all take into account what can be done locally (because of country peculiarities and / or regularities) and what can be done globally (especially based on resources available).
- Focus of the next meeting(s) should be on supervision / intervision groups and continuing education opportunities (webinars).
- And last but not least, Patrizia Moselli and Liane Zink propose to coordinate an online > session about “how to create a “Social Clinic” or “Clinical Centre” for all the Directors who will be interested in.

6. NEXT STEPS



Due to a very busy month of February for our BoT members, the BoT will follow up and plan the next steps based on the results of this 2nd virtual meeting of the Presidents and Directors in the meeting in March (which will be held virtually).

*Next BoT Meeting for
working on the next steps:
March 10 – 12, 2021 and if
needed on March 13, 2021*



Please remember!

The benefits we offer our members come from your questions, requests and ideas!

We welcome your feedback or suggestions and appreciate you taking the time to contribute. Please get in contact with our Representatives to the BoT and / or with our [Back-Office](#) before March 10, 2021.

ANNEX





