



Module 4: Visioning and Announcing a Cacao Experience

Choosing a Container

- From your seed of inspiration, start with the practical considerations
 - This provides a container for your own visioning
- The container is both the physical space where we hold a workshop, and also the symbolic agreements or guidelines we invoke
- In this module we'll talk mostly about the space
- Indoor vs outdoor? Covered?
- How private? How sound proof? Can you hear noise from the lobby in the workshop room?
- Do they have a sound system or do you need to bring one?
- Where is it located in town? Consider mass transit, crime, etc. How accessible and safe is it?
 - If it's very rural, you could organize carpools
- How many people can fit: On yoga mats? (or yoga mat-sized space) Most studios know how many yoga mats can fit. Otherwise get the square footage and divide by 22 (the approx. square footage of a yoga mat)
- How many can fit in a circle? Dancing? In chairs? Standing? (If they have a standing capacity, divide by 2 or 3 for dancing capacity. Similar for dancing capacity from yoga mats (divide by 2).
- Is there water or do people need to bring it?
- How many bathrooms? Where are the bathrooms? Does someone not in the workshop have to walk through the studio to get to the bathroom?
 - This is actually a very important consideration
 - If there's only one bathroom, just invite people to use it when needed instead of having an intermission with a long line

Venue Relations and Rentals

- Some studios will still allow you to use their space on a percentage split (ideally not more than 30% going to the studio, so that you'd get 70% of ticket sales), especially if you explain that you're new to this or new to the community they're in
- Other places you'll have to rent by the hour. A yoga studio could be \$35-75 per hour depending on the size and popularity of the space. Other larger spaces might be \$100-200 per hour. Optimize for cost vs how many people you expect to attend.
- Be polite to the studio managers. Treat them well and build the relationship.

In Person vs. Online?

- In person benefits are that we can pick up more nonverbal communication and feel each other's energy
- Zoom video benefits are that people can join from around the world, don't have to leave their home, etc.
- Zoom is evolving their security options

Ironing Out the Details

- Recommended times to start cacao ceremony are between 11:00am and 7:00pm. Nick doesn't recommend serving cacao after 8:00pm. (Cacao could stay active in them for up to 8 hours or more!)
- Price could be free/donation/pay what you want, for starting out or with intention to build awareness/following
- Paid cacao ceremonies can be \$30-70 depending on a lot of factors like city, how private, what activities, how well known the facilitator is, etc.
- Repeating events build demand in the community. Weekly and monthly both have advantages. For smaller events, weekly will build demand faster.

Event Title

- Comparing "Cacao Ceremony" and other options
- Depends on the place, season, and other factors
- Cacao Journey, _____ with cacao, or maybe "cacao" isn't in the title

Description

- Our ideas about the point of facilitation are the foundation for our creative visioning for a cacao experience
 - Guiding to awareness, teaching skills, curating experiences
 - Also, what do people need? What does our community need?
- Here we need to bring in some details about cacao, but which ones?
- I recommend finding a balance between informative and digestible
- What activities are we including? How do we explain those to people? How do they fit together before we even get to the space?
- You don't have to give a specific outline of activities here for a ceremony
- If it's a specific experience like "Breathwork with Cacao," then do give a general overview of those parts
- If it's a larger event with a schedule of sub-workshops, DJs, etc., then have some description for the different parts
- But a ceremony is about stepping into the unknown and the unpredictable
- The nervousness is a healthy part of it. And this is part of why cacao is great: because there's not ACTUALLY much to be nervous about. :)
- Include your bio (and other collaborator bios)
- Disclaimer about ethics and cultural appropriation
 - Acknowledge and honor the Mayan indigenous people if you are using Soul Lift Cacao or if your event will have a cacao ceremony or ritual in it

Making an Image

- Make the words clear, it becomes your branding
- It's your choice about yes/no title, time, date, city, venue, etc.
- Upwork.com can help, or do it yourself using Canva or Photoshop
- Flickr and Google Images have advanced search for free commercial use; <http://sxc.hu> has free stock images

Facebook Event Page Settings

- Public vs. private
- Comment settings: Recommended to make all comments approved by a host
- Already stepping into accountability as a facilitator and leader
- Also holding strong boundaries against people who want to drain our energy (trolls)
- Finding balance between the two, and learning to spot trolls and vampires early

Ticket Page (Eventbrite Recommended)

- Eventbrite has amazing tutorials if you search Google for “Eventbrite” and what you’re looking for
- Options for: free, donation (for sliding scale), or paid tickets

INTER-ACTION TOOLKIT: Roving Puja

- A gentle way to create layers of deepening into the experience
- Everyone wanders around slowly, connecting with body and breath, their awareness balanced internal/external
- People matched into multiple pairs (or small groups) where each person gets a turn speaking and listening
- Lead at least three rounds of people meeting and connecting over a specific prompt
- Find someone to stand in front of without speaking. Stand close enough that you can see each other’s eyes (about arm’s length). Especially at first, ask them to please not fall into small talk conversation.
- First person to speak chosen by different criteria each time. Whoever’s taller, whoever has longer hair (or darker hair), whoever has darker eyes, etc. NOTE: DON’T PICK SOMETHING THAT PEOPLE COULD BE SELF-CONSCIOUS ABOUT, like weight, sexualized body parts, etc. The goal is to deepen relaxation and connection, and encourage people to feel safe.
- The prompts can be based on a theme, like past/present/future

- Simple example:
 - Round 1: What's something from your past you're ready to forgive and release a bit more?
 - Round 2: What's something about your present life you've worked hard to manifest?
 - Round 3: What's your most burning goal for the next year, and what's the first step to make it happen?
- Example 2:
 - Round 1: Talk about what you're bringing in with you
 - Round 2: Talk about what's alive for you with T-Group format: "I observed, I felt, I made it mean."
 - Round 3: Just make eye contact and focus on body sensations
- After they've made eye contact, give the Round 1 prompt and invite the first person to share for a minute. Other person witnesses silently and attentively without giving feedback. Then they switch and the other person speaks on the same prompt.
- Ask them to start saying goodbye and go back into wandering around the space silently. Repeat for Rounds 2 and 3.
- This transitions nicely into a deeper embodiment practice or movement, since everyone is now on their feet. Or if you want to take people to the ground, you could first have everyone stand in a circle and ask for popcorn reflections on what they learned.

Module 4 / Homework:

- Read the Facilitation Guidebook – at least the sections on How to Introduce Cacao and Precautions/Contraindications.

Module 4 / Exercise 1: Make a cup of cacao without any measurements. Do a private meditation or other introspective practice with it. USING NO GUIDES OR STRUCTURES. Just follow your intuition, focus on your breath. Ask the cacao for insight into your mission as a cacao worker. Describe the experience and what you learn in the form.

Module 4 / Exercise 2: Write a bio of about 3-5 sentences in this general skeleton:

1. Your name and titles (in order from highest to lowest professional priority/ importance)
 2. Your background, experience, training
 3. Your mission statement (what you want to accomplish in the world)
 4. Any other supplemental info about HOW you do that
 5. Call to action... give them a way to connect (website and/or social media)
- If you already have a bio, reflect on whether it's up to date and revise as needed. Enter your bio into the form.

NOTES