

## **Review of National Iyengar Yoga Day in Ireland, Saturday 18<sup>th</sup> January**

### **Objectives**

The primary objective of this event was to (1) raise the profile of Iyengar Yoga in Ireland through the generation of local and national media coverage (2) It was also hoped that the event would promote and encourage the practice of Iyengar Yoga in local communities & (3) serve as a promotional tool for individual Iyengar Yoga teachers in their locality.

### **Outcomes:-**

#### **Objective 1 “Raise profile of Iyengar Yoga through media coverage”**

Significant press coverage was generated as a result of the media campaign. 162 journalists and media contacts were sent a press release and a copy of the leaflet by post at the beginning of January. These journalists also received a copy of the release via email.

Four articles were generated in national newspapers; *Irish Times*, *Irish Examiner* & *the Irish Daily Mail*. Eight articles were published in local or regional newspapers; *Irish News*, *Strabane Chronicle*, *Nenagh Guardian*, *New Ross Standard*, *Tipperary Star*, *Limerick Leader*, *Clare People* & *Clare Champion*.

A significant piece of radio coverage (18 minutes) was aired on Ireland’s flagship national radio station, *RTE Radio 1*. In addition to the national radio piece, two radio interviews were conducted on local radio *Clare FM* & *BBC Radio Foyle*.

A compilation of the press coverage generated is attached and circulation/listenership figures provided below.

#### **Print Coverage**

Irish Times 77,286

Irish Examiner 37,894

Irish Daily Mail 46,195  
Irish News 42,084  
Limerick Leader 15,147  
Tipperary Star 7,175  
Nenagh Guardian 6,968  
Newross Standard 5,781  
Clare Champion 15,472  
Clare People 8,753  
The Belle of Belfast (Blog post – 161 followers)

### Radio Coverage

Three radio interviews were conducted. One on national radio (RTE Radio 1, listenership figure of 861,000) and two local radio (BBC Radio Foyle, listenership figure of 32,000 & Clare FM, listenership figure of 42,000). The RTE Radio 1 piece is available online by following link below;

<http://youtu.be/vqp8FZa1vqU>

### **Objective 2 – “Promote and encourage practice of Iyengar Yoga”**

769 students attended classes as part of National Iyengar Yoga Day in 21 counties. Of those 81% (**621 students**) were beginners/new to Iyengar Yoga. The event was aimed at complete beginners who had no experience of Iyengar Yoga. Some teachers allowed their existing students to accompany family or friends or come along if space allowed. Approx 10% of teachers had to turn students away as their classes were fully booked. Some offered for them to attend a free general class the following week. The vast majority of teachers were very pleased with level of enquiries and level of turnout. No students turned up to 2 of the 60+ classes. Many teachers confirmed that a number of those who attended have signed up for regular classes.

40% of the teachers who taught classes were based in Dublin with 60% outside Dublin. Of the 621 beginners who took part 42% attended classes in Dublin and 58% the rest of Ireland. The following is the regional breakdown of attendance;

Leinster 59%  
Ulster 15%  
Munster 15%  
Connaught 11%

And number of beginners who attended classes by County:-

Dublin 258  
Clare 49  
Sligo 47  
Tyrone 35  
Derry 22  
Wexford 28  
Kildare 21  
Kilkenny 20  
Antrim 18  
Galway 18  
Wicklow 17  
Limerick 15  
Carlow 14  
Cork 13  
Donegal 12  
Tipperary 11  
Offaly 9  
Kerry 5  
Leitrim 5  
Armagh 5  
Laois 4

9 of the 21 counties where classes took place had more than 1 teacher with the majority of counties (12) only having 1 teacher. As such, attendance figures are naturally higher in areas where there were more classes being offered.

The 11 counties in which we had no representation for the event were; Cavan, Down, Fermanagh, Longford, Louth, Mayo, Meath, Monaghan, Roscommon, Westmeath & Waterford. In most of these areas there are, at present, no Iyengar Yoga teachers.

### **Objective 3 – “Serve as a promotional tool for Iyengar Yoga teachers locally”**

A number of promotional tools were used to help teachers promote their free class.

#### **(i) Facebook Page**

The Facebook page ‘*National Iyengar Yoga Day Ireland*’ page generated 111 likes and reached 3,856 people up to Saturday 18th (90% of those based in Ireland). About one third of participating teachers listed details of their classes on the facebook page and shared posts regularly on their own pages. Some posted photos of their classes on the page after the event.

#### **(ii) Leaflet & Local Posters**

5,000 copies of the leaflet were produced and circulated among all teachers taking part in the event for local distribution. This complemented local promotion of classes throughout the country as many teachers also printed their own posters to put up locally.

Many teachers have expressed their appreciation for the support offered to them as Iyengar Yoga teachers through the staging of the event.

While it was not listed as an objective, the event also had the effect of strengthening the sense of camaraderie and community among Iyengar Yoga teachers in Ireland. Many teachers enjoyed the feeling of participating as a group in a nationwide event.

### **Finances**

It was estimated that the cost of running the event would be in the region of €1,500. Contribution made of approx. €500 from IY(UK). We do not at this stage know how many teachers will be claiming for venue hire expenses (between €20 – €25 offered per teacher for those who did not have free use of a venue). It is proposed that funds from IY(UK) will be spent meeting that expense. Any funds left over would go towards printing & postage costs (cost approx. €1,200).

## **Beyond 2014**

It has been suggested by some that the event is organised again next year. This will be determined by a number of factors (a) both MIYI & DIYI will have to discuss the topic at forthcoming committee meetings to get the views of their members (b) it would need to be established whether or not there are a group of teachers/members willing to take the project on (c) the full costs of the project would need to be reviewed.

Susanne Sturton  
Chair  
Munster Iyengar Yoga Institute  
[www.miyoga.org](http://www.miyoga.org)