

European Shiatsu Week

15th to 23rd September 2007

Following the success of the 2005 and 2006 European Shiatsu Week we are now working on the 2007 week.

The Society may be employing the services of Good Relations PR company and will be targeting the media, major exhibitions, TV, radio, promotions etc.

Dr Hilary Jones has endorsed Shiatsu each year!

We would like to ask and encourage members to participate and assist us with the promotion of Shiatsu, the Society and its members. However small, any promotional assistance benefits us all to ensure that the general public, the NHS, GP's etc hear about Shiatsu and its benefits.

Ideas for members:-

- Leaflet drops
- Attending local exhibitions (group together with members in your area)
- Taster treatment days
- Information board displays
- Adverts/articles
- Local talks

Areas to target:-

- Boots, chemists
- Libraries
- Schools, colleges
- Gyms, health resorts
- Weight Watcher, support groups
- Surgeries, clinics, hospitals
- Local papers, radio stations, TV stations
- Holland & Barrett, health shops
- Local hotels and B&B's
- Care homes
- Surgeries, clinics, hospitals
- Hairdressers, beauty salons
- Youth Hostels
- Local health fairs

We find that if you offer a free treatment to a local media person they are only too happy to do a write up for you. The media also love case studies – see if you can get one of your clients to agree to be interviewed or quoted.

Students are welcome to do taster treatments also. If you are a current member with Balens insurance then as long as you have the support of your teacher and declare to all public that you are a student this is fine. Excellent practice for you.

You can find details of promotional leaflets, clothing, books, exhibition packs on our website or newsletter.

Many other European countries are involved. If we all work together then we can succeed!

Come on – help us get Shiatsu out there!