

DEEPWORK Q & A

I trained with IFHIAS Institute, is my education still valid?

As of 01.01.2021, DEEPWORK Training returned home to the BODYART School International GmbH. For all DEEPWORK Trainers who completed education(s) with our Partner IFHIAS Institute, your education is still valid, and you can continue to offer your training just as you did before!

Why do I need to register a profile on the www.bodyart-training.com website?

New Data Protection legislation (GDPR), since 2017, means that it is not possible to simply transfer customer data from IFHIAS to the BODYART School. We are asking all DEEPWORK Trainers to register on the www.bodyart-training.com website so that you can book your Update training, access marketing materials and advertise your classes via our website. You will be listed as an Instructor and potential customers will be able to find the classes you offer in your region via the search function on our home page. Use this [sign up](#) form to get on board!

I have a DEEPWORK profile on your website, when will I get my DEEPWORK 'icons'?

If you already have a profile on the www.bodyart-training.com website, please send an e-mail to info@bodyart-training.com to advise us that you are a DEEPWORK Trainer (via IFHIAS) and we will add your DEEPWORK Icon to your profile. If you have attended additional educations with IFHIAS after your basic training, please let us know so that we can update your profile accordingly.

What is new about DEEPWORK Training? What do I need to know?

DEEPWORK Training became the hugely successful individual trainings method it is today from the BODYART Training format. Now that DEEPWORK Training is back in the BODYART School we have taken the opportunity to further align the two programs with the principles of TCM - Traditional Chinese Medicine « Yin and Yang ». For our DEEPWORK Trainers the biggest change will be that we will move from 7 energy phases to 5 – the 5 Elements of TCM – the 5 Elements of BODYART Training.

Creating a synergy between BODYART and DEEPWORK will impact and nourish both programs and create new possibilities for growth and professional development. Through these changes we have the opportunity to develop new quality workshops and exciting new content.

DEEPWORK Reloaded is a two-day DEEPWORK Education UPDATE. We strongly encourage ALL DEEPWORK Instructors to attend so that you are informed of important technical updates, changes to the structure of the program, and new exercises as well as training in the new Xpress Program. We hope that you will also feel freshly inspired and energised to continue to deliver your DEEPWORK Training with quality and depth worldwide! Please note: completion of the DEEPWORK Reloaded education will be a requirement for attending DEEPWORK Neuro-Athletic – coming soon!



Do I have to attend DEEPWORK Reloaded to continue to be a DEEPWORK Instructor?

It was always the goal for Robert Steinbacher to create a long-lasting movement concept and a strong community of DEEPWORK Instructors, who would grow together, exchange experiences and be supported. We achieved this goal together! You can now continue your path as a DEEPWORK Instructor with us at BODYART School International GmbH. Our highest priority is that you continue to feel supported and have plenty of opportunities for further development and growth.

Can I offer DEEPWORK Training online?

We are aware that DEEPWORK Instructors were not permitted to offer live online training since the beginning of the pandemic and we understand the reasons for that. The rights to live streaming and thus also the online use of the brands BODYART and DEEPWORK are not owned by the BODYART School (or previously IFHIAS institute), but a company in the USA that claims the online use of the brands exclusively for itself and expressly prohibits it for third parties.

The BODYART School made the decision last year to permit the BODYART Instructor Community to do so but with strict boundaries/regulations and we would now like to offer the same to our DEEPWORK community of Instructors.

Here are the important guidelines and rules that must be followed to protect the community:

Online live streaming can only be offered in **closed** groups via the various platforms (Zoom/Vimeo etc.) that are offered on the market. Joining is only shared with customers and members and NOT with the entire community!

- ⇒ Online live streaming ONLY as part of customer and member support: DEEPWORK Instructors who teach DEEPWORK courses in fitness, yoga, Pilates studios, clubs or similar and who now want to offer the courses online to their members in order to receive memberships and their contributions. Please first consult with the BODYART School.
- ⇒ DEEPWORK instructors who run their own fitness or group fitness studio, can offer DEEPWORK training in order to maintain memberships.
- ⇒ DEEPWORK Instructors who, as personal trainers, want to or have to look after their customers online individually or in small groups!
- ⇒ No open live streaming of DEEPWORK classes via Facebook, Instagram or other social media platforms! If you use these platforms - the group must be hidden / private and joining is only shared with customers and members and NOT with the entire community! This also means that you are not allowed to film or stream yourself as a participant in a DEEPWORK class and share this with the whole community.
- ⇒ Image and sound rights when playing music during live streaming - There are very clear legal requirements with regard to music in an open forum and violations can be really expensive. We are grateful to our partner WOW! Music who has worked hard to ensure that image and sound rights may be used for the period of the crisis. You can find more information at www.wowmusic.de. We appreciate this support very much and ask you to share this appreciation with us and to use the offer of music and playlists for your live streaming! Many Thanks!



What must be avoided to protect the community:

- ⇒ We would prefer that there is no public and explicit advertising for DEEPWORK online courses! Tip for promotion:
Application for an online course plan with a note of further information in the members area. Short clips in Instagram stories is permitted.
- ⇒ No open live streaming of DEEPWORK courses via Facebook, Instagram, YouTube or other social media platforms!
- ⇒ No filming/recording of DEEPWORK classes made available online on various platforms! Not even hidden in a separate customer or member area!
- ⇒ Sale of your own DEEPWORK videos is prohibited!

To conclude, we would like to state again that we as BODYART School International GmbH cannot give permission and thus the right to use the brand DEEPWORK online. What we can do, however, is to protect you and to point out to you that there is a fine line of legality that we are currently walking, and we ask for everyone to adhere to the guidelines until the end of this exceptional situation!

What marketing support is available to advertise DEEPWORK classes? Where can I find the logo?

In your profile on the www.bodyart-training.com website – you will soon find in your drop-down menu (under ME) a tab which will be called DW Marketing. Here you will find DEEPWORK logo files to download and a selection of image assets which you can use for advertising your DEEPWORK classes.

Can I buy DEEPWORK merchandise – t-shirts, training clothes etc.?

We will SOON have DEEPWORK merchandise available for purchase via the shop on our website! As soon as it is ready, we will let you know!

Where can I download DEEPWORK music?

You can download music for your DEEPWORK classes from our Partner WOW! Fitness Music– www.wowmusic.de

**How will you communicate with me regarding important information, educations events?
How can I connect with the DEEPWORK Instructor Community?**

We will send a regular bi-monthly Newsletter which will include news, updates, new courses and information that will help you as a DEEPWORK Instructor. Use this [sign up](#) for our Newsletter to keep up to date on news and educations planned.

We also have a new Instagram account especially for DEEPWORK – follow us [@deepwork_training](#).

I am a DEEPWORK Instructor in a region where there is no Franchise School. How can I register myself as an Instructor?

Please register a profile on the www.bodyart-training.com website and write an e-mail to us at info@bodyart-training.com so that we know where you are. Use this [sign up](#) link for our Newsletter to keep up to date on news and educations planned.



I am interested in the BODYART Basic Education – where do I find out more information?

If you are in Germany, Austria, Switzerland you can find out more about the basic training and a list of upcoming dates for 2021: [BODYART Basic Level 1](#)

Please contact your regional Franchise School for upcoming BODYART Level 1 educations:
[Franchise Partner Schools](#)

If you do not have a regional franchise School – please send an e-mail to info@bodyart-training.com

If I have still have a question about DEEPWORK training how can I ask it?

Our Office team are here for you and happy to answer any additional questions you may have!
Write to us or call us:

Email: info@bodyart-training.com

Phone: +49(0)89 67339008

We do experience a high volume of questions and requests, so we ask for your patience and understanding if you do not receive an immediate reply.

Dated: 29.01.2021

