

Uniting and Inspiring People through Conscious Breathing

2018/2019

Country: France
National Representative's name: Joël Jégo
NR since: 2014
Member IBF since: 2014

Overview Membership status for the country – (please take over from the global overview) :

Friends: 14
Members: 14
Professional Members: 21
Organisations: 4

General summary: What happened last year in your country in terms of breathwork and conscious breathing? Overview of your actions/activities. How is breathwork doing in your country?

This year was my fifth year as an NR, following the GIC 2018 that I organized in France. Through some contacts and posts on social media, I see that conscious breathing in general is getting more momentum in our country.

As the Transformational Breath® Leader for France liaising with the TBr Foundation, I am pleased to see Transformational Breath® continuing its ongoing development. We set up an association Transformational Breath France and we launched a website in September 2018: <https://transformationalbreath.fr>

The French edition of Judith Kravitz book was on sale in bookstore mid of September 2018 and the sales are going well so far.

We have now 11 certified facilitators, out of which 3 certified senior trainers. All together the number of Seminar (6 days) doubled over the period and we have around 20 new facilitators on their path to become certified.

Through our association, we started a PR campaign in May with a PR agency, in order to promote Transformational Breath® in mainstream media (magazines and social media). The results should be more visible as from September 2019.



What did you do to network with other Breathwork organisations? What was the outcome?

The only Breathwork organisation which existed in France before the Transformational Breath's one,

“The purpose of the IBF is to promote a heart-centred approach to breathwork, its theory and practice, for the expansion of consciousness and for personal and global transformation.”

www.ibfnetwork.com

Netherlands Chamber of Commerce Registration Number 32080432

Uniting and Inspiring People through Conscious Breathing

Association Française de Rebirthing (AFR) has been dissolved. This confirmed my feeling that rebirthing as a practice is declining in France.

What did you do to attract new individual members and to have more organisational memberships? How did you do this? Any best practices to share?

The GIC 2018 had a positive impact on the number of French new members and through some contacts about the GIC 2019, I advised them to become member and I also promote the IBF in my TBr network.

Regarding the Friends list, any participant of my monthly breathing circle must become an IBF friend from their second participation and if not, I send them reminder; this works very well for three years now.

Do you have any suggestions for the IBF as an Organisation?

Most was already said last year. I would love to see more time and energy spent to spread the word about breathwork outside our members network in the mainstream world, this will involve more marketing, more PR (see what we are doing in France with TBr). Hopefully the new website will help in that respect and should be more user friendly.

IBF should have a database manager to build a strong database and enrich it in order to better know our members, our prospects and their speaking language in order to keep in touch with them.

The directory of IBF website should become the first breathwork/conscious breathing directory in the world, if IBF do a proper job, this could be its number one revenue source.

How can IBF serve you in a better way in your role as NR?

Definitely by maintaining the website content in French updated and having the IBF newsletter translated in French.

Do you still want to take up your current IBF role for the next year? If not, who do you propose as your replacement?

After some hesitation, not being able to attend any NR meeting, I do want to keep this role for the coming year.

What are your objectives – as NR – for the next year?

Lots of my energy is spent developing Transformational Breath® in France and through the contacts that I will get with our PR campaign, I will be speaking about the IBF.

I've been very disappointed by the very low number of participants for other conscious breathing or breathwork modalities from France at the GIC 2018. This to say that when I meet some new people from other breathing modalities I will be encouraging them to join the IBF as a member, I won't do more.

Personal note: As a result of my lack of work/life balance during the 8 months prior to the GIC 2018, the nine following months, I experienced some dark space, kind of burn-out. I am slowly recovering a better energy and mood.

“The purpose of the IBF is to promote a heart-centred approach to breathwork, its theory and practice, for the expansion of consciousness and for personal and global transformation.”