

The background of the entire image is a monochromatic blue. It depicts a person in a meditative pose (Padmasana) sitting on a large, dark rock in the foreground. The person is facing away from the viewer, looking out over a calm body of water. In the distance, a small, hilly island is visible on the horizon. The sky is filled with soft, white clouds. Two bright, white lines of light originate from the top corners of the frame and converge at a point directly above the person, forming a large, glowing triangle. A similar, smaller triangle of light is visible on the water's surface, directly in front of the person, creating a visual connection between the meditator and the celestial light.

VĒDA

ANNUAL CONFERENCE OF YOGA AND MEDITATION 2023

首届国际瑜伽与冥想年会

1/7-13

GUANGZHOU, CHINA

GLOBAL LIVE BROADCAST



O V E R V I E W



BACKGROUND OF THE CONFERENCE

The First Annual International Yoga and Meditation Conference aims to promote the healthy development of yoga and meditation in China and narrow the distance with the international frontier research, especially integrate yoga and meditation, the two relatively independent subject and their groups, to provide a more comprehensive perspective and resources for every being's body and mind exploration and holistic health. We are delighted that the conference has received a strong support from the Centre of Yoga Studies at SOAS and The Oxford Mindfulness Foundation as co-organisers , providing comprehensive professional and scholastic support.

VĒDA

ANNUAL CONFERENCE OF YOGA AND MEDITATION 2023

VEDA首届国际瑜伽与冥想年会



ORGANIZERS

VĒDA

SOAS
Centre of Yoga Studies

SOAS
YOGASTUDIES
Online

Oxford
Mindfulness
Foundation

CO-ORGANIZERS

yoga 瑜伽
JOURNAL

艾扬格瑜伽学院
IYENGAR YOGASHALA

mālā

iyengar life

YOGASALA

SUPPORTERS

SOAS
University of London
伦敦大学 亚非学院

唐寧書店
TANGNING BOOKS

时光派
TIME PIE



生活
LIFE



SOAS
Centre of Yoga Studies

X

SOAS
University of London

SOAS YogaStudies Online, that offers an innovative, educational platform enabling Yoga teachers, practitioners, and enthusiasts to study in-depth with world-leading scholars in the field of yoga and meditation studies from the comfort of home. Together, we provide a virtual place for people to bring their passion for Yoga and study together, which encourages critical thinking and reflects our joint commitment to principles of equality, diversity, and inclusivity.



**Oxford
Mindfulness
Foundation**



**UNIVERSITY OF
OXFORD**

The Oxford Mindfulness Foundation is internationally recognised for mindfulness teaching and training, collaborating with a number of international organisations including the Department of Psychiatry, University of Oxford since 2007.

The Oxford Mindfulness Foundation collaborate with a number of international organisations to deliver mindfulness teaching and training.

The Oxford Mindfulness Foundation has an ongoing collaboration with the University of Oxford to develop MBCT curricula, research impact and communicate field wide developments.

CHINA ORGANIZER

VÉDA

Promoting China India Cultural Exchange

Ancient wisdom as our lifestyle

”

VĒDA

VEDA is registered Trademark of Longxiang Cultural in China,
it is the main logo of this cultural group which has multiple branches:



The most influential
Yoga Summit in China



The most authoritative yoga
training school in China



The most authoritative
yoga magazine all round
the world



iyengar life

Professional yoga
equipment brands

mālā

A paid platform for all
schools of yoga knowledge

YOGASALA

A emerging brand of
national yoga chain

ABOUT LONGXIANG CULTURAL

Longxiang Culture Company was established in 2009, headquartered in COSCO SHIPPING Park, Guangzhou

So far, Longxiang Cultural (VEDA) has developed into a diversified group of companies covering the entire yoga industry chain. Longxiang Cultural owns 6 major yoga industry brands: China-India Yoga Summit, IYENGAR YOGASHALA, Yoga Journal, YogaMala, YogaSala and Iyengar Life. Longxiang Cultural has a wide influence and popularity in the yoga industry, and is involved yoga instructors training, yoga studio operation, publication of professional yoga books and magazines, yoga equipment, online paid knowledge, yoga interest communities, etc., and has the advantage of industry resources in these fields.

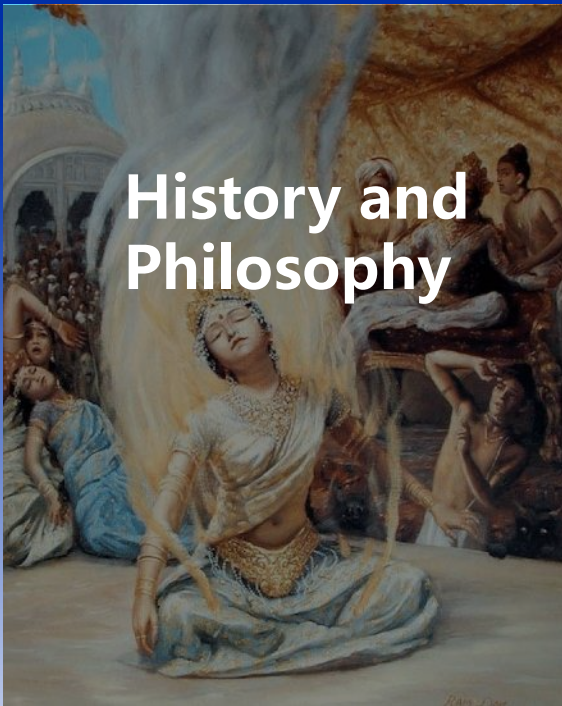




INTRODUCTION

TOPICS

the four main topics of Yoga and Meditation



INVITED GUESTS

Gathering the world-renowned experts and scholars in the field of yoga meditation

INTERNATIONAL
GUEST

20

This list will continue
to update...



Ulrich Pagel

PhD, Seiyu Kiriama Professor of Buddhist Studies at SOAS University of London



James Mallison

Sanskrit Classics and Indian Studies Senior Lecturer in SOAS



Prashant Iyengar

Son of Iyengar, Director of RIMYI, yoga philosopher



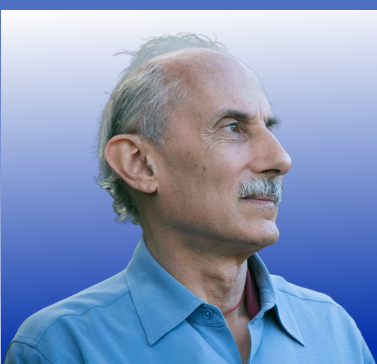
RICHARD AGAR WARD

Moderator for the IYA(UK) studied with Iyengar for 40 years



Richard Miller

Psychologist, author, yoga scholar and advocate of yoga as therapy



Jack Kornfield

PhD in Clinical Psychology, the Author of After the Ecstasy, the Laundry: How the Heart Grows Wise on the Spiritual Path, Meditation for Beginners etc



Father Joe

International Instructor of Iyengar Yoga Institute, studied with Iyengar for 48 years



Jon Kabat-Zinn

Founder of Mindfulness-Based Stress Reduction (MBSR), University of Massachusetts retired medicine professor of emeritus



Theodora Wildcroft

director of SOAS centre of yoga studies



Dominik Wujastyk

Modern version of Patanjali, focus on Ayurveda, Sanskrit and yoga philosophy



Sharon Grace Hadley

CEO of Oxford Mindfulness Foundation



Ritavan Bharati

Ashram Pramukh and successor of Swami Ved a Bharati



Paul R. Fulton

Director of certificate mindfulness and psychotherapy course, former president of IMP



Jason Birch

Is a senior research fellow for the 'Light on Hatha Yoga' project,



Ruth Baer

Clinical Psychologist, Retreat Instructor
University of Kentucky Professor, Mindfulness
Researcher, Doctoral Supervisor



Alison

Retreat Tutor, Psychology Academic Background
(MA Oxon)
Director of Training and Curriculum Development,
Oxford Mindfulness Foundation (OMF)

This list will be updated
continually...



Agenda and Theme

January 7 to 13, 2023 , for seven days,
nearly twenty topics

DAY

1

Opening ceremony,
Summit Forum

DAY

1.7

Sat.

Opening ceremony Speech on Yoga & Meditation Education

14:30 → 15:15



Prashantji

Topics TBD

15:20 → 16:05



Jon Kabat-Zinn

Topics TBD

16:20 → 16:50



Sharon Grace Hadley

Opening Speech & Course Launch

17:00 → 17:30



Ulrich Pagel

Opening Speech

17:35 → 18:05



James Mallison

Opening Speech



Chens

Moderator

DAY

1

**Development and
trend of
Yoga & Meditation**

DAY

1.7

Sat.

Development and trend of Yoga & Meditation

19:00→20:30



Ulrich Pagel

Development & Schools of Meditation

DAY

2

**The development,
schools and
evolution of Yoga
and meditation**

DAY

1.8

Sun.

14:00→15:30



Jason Birch

A Brief History of Yogasana: Why is Postural Practice Important for Yoga? 理论

16:15→18:15



James Mallison

Development & Schools of Yoga 理论

19:00→20:30



Ruth Baer

Introduction to MBCT Mindfulness-Based Cognitive Therapy

Oxford
Mindfulness
Foundation

DAY

3

Mind-body Healing and Psychology

DAY

1.9

Mon.

14:30→16:00



Richard Miller

The Application of Yoga and Meditation in Mind-Body-Spirit Healing

19:00→21:00



Paul R. Fulton

How does Mindfulness Heal?

DAY

4

**Yoga & Meditation
education and
training**

DAY

1.10

Tues .

14:00→16:00



Father Joe

Yoga and Meditation Teaching – Part 1

理论

实践

16:30→18:00



Theodora Wildcroft

Negotiating Authenticity and Authority in the Teaching of Yoga

19:00→21:00



Richard Agar Ward

Yoga Education in Modern Society – Part 1

理论

DAY

5

**Yoga & Meditation
education and
training**

DAY

1.11

Wed .

14:00→16:00



Father Joe

Yoga and Meditation Teaching – Part 2

理论

实践

16:30→18:00



Dominik Wujastyk

About Yoga and Ayurveda

19:00→21:00



Richard Agar Ward

Yoga Education in Modern Society – Part 2

理论

DAY

6

**Yoga & Meditation
education and
training**

DAY

1.12

Thur.

16:15→18:15



Alison

Mindfulness Teaching- Part 1 理论

Oxford
Mindfulness
Foundation

DAY

7

**Yoga & Meditation
education and
training**

DAY

1.13

Fri.

16:15→18:15



Alison

Mindfulness Teaching- Part 2 理论

Oxford
Mindfulness
Foundation

END

The First Yoga and Meditation education Conference

Over 20 famous experts and scholars from all over the world

Over 21 live presentations by experts

Over 30 yoga and meditation institutes

Over 2,000 paying viewers

Over 100,000 people participated

HIGHLIGHTS



COMMUNICATIONS STRATEGY

COMMUNICATIONS STRATEGY



Multiple new media spread leads to multiplying effect Amplify the momentum

Intensive broadcast through several new media, including IYENGAR YOGASHALA, Iyengar Life, YogaSala, and YogaMala, the number of visitors reached 1,000,000.



A lot of exposure + High click-through rate

The Annual Conference website and live broadcast present a multi-dimensional exposure, and many mainstream media participate in publicity and report.

Widely spread through Yoga Journal

The only top media resource official website of yoga industry, Intensive and in-depth tracking of new media coverage.



Organizations working together to spread

More than 30 yoga institutions and brands will jointly promote and over 10 yoga venues/institutions will cooperate with ticket agents to promote and spread multi-dimensional accurately reach yoga learners.



INVITED MEDIAS





AGENCY FOR COOPERATION IN CONFERENCE

ORGANIZING COMMITTEE

DATE / **January 7 to 13, 2023**

THEME / **The First Annual International Yoga and Meditation Conference**

APPROACH / **Global live broadcast**

ORGANIZERS /    

CO-ORGANIZERS /     

EXCLUSIVE LIVE STREAMING VIDEO PLATFORM / **VEDA.cn**



THANKS