

YOUR GUIDE TO THE WORLD MASSAGE FESTIVAL



Number one thing to remember.....you can't do it ALL and still have an enjoyable experience.

You can't take every class or go to every event and

vend and not be worn to a frazzle by the end of the week. Slow down, Take just the number of workshops you need.

The World Massage Festival and Massage Therapy Hall of Fame convention offers:

- An opportunity to meet The Massage Therapy Hall of Fame Members
- A wide variety of workshops by world class instructors to choose from at each Festival
- Our workshops are almost entirely hands-on education
- NO MEMBERSHIP REQUIRED - One registration price for everyone, not a higher price for "non members"
- We answer our telephones when you call and respond to emails quickly
- We schedule our Festivals 3 years or more ahead so that we can find the best instructors & most affordable venues for you
- Free admission to all registrants to any entertainment or special program at the Festival
- Free door prize tickets for every Festival attendee, no raffle tickets sold here!
- A free collector's edition copy of the Festival program, "The Bridge Builders"
- A certificate of participation for attending each Festival
- Register & attend four consecutive Festivals and your registration at the fifth one is FREE
- Register & attend nine consecutive Festivals and NEVER AGAIN pay registration fees to attend!
- A simple and published online refund policy
- An opportunity to have fun and network freely with therapists from all over the country
- A Massage Symposium Panel at each Festival for you to voice your opinions to & ask unrestricted questions
- And we don't have a lobbyist...we all have [Vivian Madison-Mahoney!](#)



FESTIVAL & LODGING CHECK-IN

- Tuesday, July 12 - 12:00 noon to 7:00 PM
- Wednesday, July 13 - 9:00 AM to 7:00 PM
- Thursday, July 14 - 9:00 AM to 7:00 PM
- Friday, July 15 - 9:00 AM to 7:00 PM
- **Check in will be available during these hours ONLY.** Be sure to keep this in mind as you make your travel plans. You will **NOT** be able to check in after 7pm, so be sure to arrive early, or make plans to stay in a motel along the way, so that you can schedule your arrival during check-in times.

WHAT DO I NEED TO KNOW ABOUT ON-CAMPUS LODGING & MEALS?

- **PLEASE remember, this is a college dormitory, not a hotel.** There are no wakeup calls or maid service. Bring along an alarm clock. The dorm is air conditioned, but you may still want to include a small fan in with your luggage. You will need to bring your own linens, pillow, towels & toiletries. A trash bag will be provided in your room. When leaving, please place all your trash in the bag, tie it up and set it outside your room. This is home to a college student next month, please keep that in mind. For more information, go to www.worldmassagefestival.com/lodging.html
- Meals are served all-you-can-eat buffet style in the newly constructed Dining Hall.
- All the buildings used for the Festival this year will be in one cluster of the campus, so no long walks are necessary!



SCHEDULING YOUR CLASSES

- When you schedule your classes, keep in mind that most states do not require more than 12 CE credits each year. So, even though we have world class instructors, you don't really have to take every class! The Festival is like the World's Fair...there is more than you can do. Take a deep breath, get the credits you need and enjoy the weekend without rushing about trying to fit in everything being offered. Yes, we have lots of great workshops.....but many of those instructors will be back at future Festivals again and again.....we are a family.
- The majority of classes will be scheduled on Friday and Sunday, allowing all day Saturday open for you to visit and learn from our great vendors. Sleep in a little later and then hit the vending hall!
- Please be sure to check the class description for all your classes to see what supplies are required for each class you are taking.
- **THERE WILL BE NO CLASS CHANGES PERMITTED AFTER JUNE 1, 2011. PLEASE DO NOT ASK!**

WHAT ARE THE 2-HOUR "FAST TRACK" CLASSES?

- We first added these classes in 2010 as a way for therapists to get a "taste" of a particular technique or modality, so that you could decide if you wanted to invest in a longer program for them.
- The classes are NOT intended to be full-blown, hands-on classes. They will be lecture & demo classes to give you a little more knowledge about the technique and the instructors.
- Please do not, after having attended one of these "sampler" classes, go out and proclaim your ability to be able to perform these modalities as they are intended as extensive techniques. This is our effort to fulfill part of our mission statement: "To honor those who built the bridges for our profession, to educate the general public about massage, to educate therapists about different types of massage and to have fun."

MESSAGE TABLES REQUIRED?

- Many classes do require students to bring along a massage table. We ask that all those who are driving in, if it is at all possible, to bring a table with them.
- With the new airline fees, we do not expect you to fly in with a table.
- We have not had a problem with a shortage of tables in the past. Those able to bring a table have always been willing to share with those who were unable to bring one.

WHY WESTERN CAROLINA UNIVERSITY?

- It is centrally located for the maximum number of therapists.
- We can provide the best value for lodging.
- We can we provide on-site dining.
- There is a campus shuttle that makes a complete loop around the campus every 15 minutes.
- There are lots of attractions in the area in case a therapist wants to bring along the family.
- There are a sufficient number of classrooms.
- There is a large enough room for our vendors and exhibitors.
- Jackson County offers a shuttle service from the airport to the University at a reasonable price.
- The campus is located in the heart of the Nantahala National Forest with gorgeous scenery from every angle.



CHECKING IN FOR THE FESTIVAL

- Upon arrival at the WCU campus, you will proceed directly to your residence hall for check in. The last email you receive from WMF will have a map from the highway to the residence hall in it. Please print out the map and bring it with you! There will also be signs clearly marking the way in from the highway. **Check in will be during the times stated at the top of this page ONLY.** Be sure to keep this in mind as you make your travel plans. **You will NOT be able to check in after 7pm**, so be sure to arrive early, or make plans to stay in a motel along the way, so that you can schedule your arrival during check-in times.
- Remember, this is a campus dormitory, NOT a hotel...for more information on the lodging, [click here!](#)
- Your registration materials and goodie bag will already be in your room, waiting for you.
- At check in, you only need to do four things.....sign in, get your parking pass, get your room keys and meal card,

and choose a door prize! We will have an opaque container with black and white marbles in it. After you have signed in, you will reach in and pull a marble. If you pull a white marble, YOU GET TO CHOOSE a door prize from those donated to the Festival. No numbers to check, no numbers to pull....you pick what you want! **BUT REMEMBER, THE EARLY BIRD GETS THE WORM! THE EARLIER YOU ARRIVE, THE BETTER YOUR CHANCE AT THE BODY CUSHION OR OAKWORKS STOOL OR.....**

- Your class schedule will be in your registration envelope, behind your name tag in the name badge pouch. This year it WILL have your class schedule (including class times and names and instructors names), the building and room each class is in and a very clear campus map to follow, including the location of shuttle stops.
- Once you have checked in and gotten your door prize, you will need to put your parking pass in your vehicle and park. Then you are free to check out the campus. Highlights of the campus, including the Dining Hall and the Vendor Hall, will be marked on your map.

ATTENDING THE WORKSHOPS AND CLASSES

- Each class will have a sign-in sheet. In order to receive credit for the class, you MUST sign in to each session of a class. For example, if the class is a 2-day class, you must sign in each morning and each afternoon of the class. Your instructor is required by NCBTMB to retain this list to prove that you attended, if the question ever comes up.
- Please be on time. It is very distracting for an instructor to begin class and have people trailing in late. On time arrival for class will make it a better experience for all concerned. Time will be allotted for travel between classes.



WHAT IS THE MESSAGE SYMPOSIUM?

- The Message Symposium is a panel of Hall of Famers, Instructors and Massage Industry leaders who have assembled to answer YOUR questions about the industry and to hear YOUR opinions.
- The Symposium will be held from 8pm-10pm on Thursday, July 14, 2011.

WHAT IS THE MASSAGE THERAPY HALL OF FAME?

- The Massage Therapy Hall of Fame was created in 2006 to honor those who built the bridges for all of us. They are the folks who laid the foundations for our profession. Industry awards, loyalty awards and scholarships are also handed out during the ceremony.
- The Hall of Fame Ceremony will be held in the Performing Arts Center, Saturday, July 16, 2011. We hope you will join us in honoring these Bridge Builders for all they have done for you and the profession.

CLOSING CEREMONIES

- Each year, the closing ceremonies are different. Many plans are currently being organized to make sure that 2011 Closing Ceremonies will be a lifetime memory.

WHY THE WORLD MASSAGE FESTIVAL?



"The World Massage Festival helped me to join a community of World Class Massage Therapists. The Trainers/Presenters are of the highest level in the massage field. The members of the Massage Hall of Fame are active and in attendance. The Symposium offers present and future information I would never be exposed too otherwise. The friendships and opportunities are limitless.

The Universal Energy shared at this event will heal many levels of a person. I realize I am all over the chart for the explanation of why I am drawn to the Festival, but that's just it, there is so much offered there.

Mike and Cindy are warm and truly dedicated to making this gathering the MOST in expanding consciousness and sharing the opportunity for education for all who attend.

The Research Conference just before the Festival starts will not disappoint. I look forward to the most innovative information. I have not been disappointed in all my years of attendance."
Nancy Fulton, Missouri

"A couple of weeks ago, I attended the World Massage Festival in Berea, KY, and I must say it was the best massage-related event I have ever been to. Held at the college in Berea, it was a long weekend full of education, entertainment, food, fun, and fellowship.

Next year, this fabulous gathering is going to be held at Western Carolina University in Cullowhee, in the middle of the beautiful Nantahala National Forest. The dorm rooms at WCU are new and modern. Expanded vendor hours are going to happen. Fabulous teachers, great entertainment, and great education will happen once again.

When you consider that all of this was pulled off at the ridiculous price of less than \$500. per student including meals and lodging, this was indeed an amazing event. I had a great time from start to finish, and I can't wait until next year. I hope to see you there!"

[Laura Allen, North Carolina](#)





"WMF Was awesome! Mike Hinkle and Cindy are truly dedicated to sharing their visions and passion for us all. I made fabulous connections too! It was fun to reconnect with old ones, finally get to meet Angie From Massage Warehouse who is awesome (Terry too), The Massage Nerd - we all love you for the FREE commercials you did for us all. Barbara Richmond developed a new cranio-cradle device that is amazing. All Cranio therapists should try it - all massage therapists too!"

I didn't have time for all the events, but sure know everyone was enjoying a variety of festivities. You cant beat the price for sure! The harpist played some hawaiian music for me that was delightful! Beautiful people everywhere sharing and caring! Join us next year!"

[Gloria Coppola, North Carolina](#)

"The World Massage Festival is one of the best organized conventions in the country. In addition to honoring the great leaders and pioneers in our industry, this convention gives therapists an opportunity to get cutting edge education."

[James Waslaski, Texas](#)



WANT TO BECOME PART OF THE WMF FAMILY?

Here is how you can help:

Patrick Ingrassia of the Nayada Institute says
"Become a Friend of the WMF"

Email us your photo and your website address.

We will make your badge and send it to you, along with the

html code to link it from your website to ours.

We will then put your badge on the WORLD MASSAGE

FESTIVAL FRIENDS page and link it to your website.

Go to

<http://www.worldmassagefestival.com/badge.html>

