Annex:

**Implementation Programme of World Health Qigong Day 2017**

In order to make the world more familiar with and better informed about Health Qigong and to create a more enabling international environment among the general public for the long-term development of Health Qigong, the Second General Assembly of the International Health Qigong Federation (IHQF) decided to designate the second Sunday of August each year as the "World Health Qigong Day" as of 2017. The first World Health Qigong Day will be launched on August 13th this year on a global scale. To ensure the success of the event, the Implementation Programme of World Health Qigong Day 2017 is prepared as follows:

**I. Theme of the event**

The theme of World Health Qigong Day 2017 is "**Let Me Teach You Health Qigong**". The choice of this theme is mainly based on the following considerations:

1. It is simple and clear, easy to operate and achieve;

2. Through implementation under this theme throughout the year, the population practicing and/or aware of Health Qigong may double in each nation or region;

3. For the first Health Qigong Day, the main purpose is to let more people understand and participate in Health Qigong so as to lay the groundwork for deepening the themes in future World Health Qigong Days;

4. The theme is not limited to the day of the event and will run through the whole year.

**II. Time and venue**

1. Time: 10:00 a.m. local time, Sunday, August 13th, 2017.

2. Venue: the seat of each IHQF member organization. The best possible effort should be made to select a local landmark location to attract more participation and attention.

**III. Institutional organization**

World Health Qigong Day is hosted by IHQF and organized by all IHQF member organizations. IHQF will set up a World Health Qigong Day Organizing Committee. Accordingly, each member organization shall also set up its own preparatory committee to better coordinate and carry out preparations and organization of World Health Qigong Day activities, and strengthen communication and liaison with IHQF.

**IV. Forms and scale**

1. Forms of the event

Under the guidance and coordination of IHQF, all member organizations will organize Health Qigong enthusiasts to hold a series of activities at the same time at 10:00AM local time on August 13th, 2017 (except for reasons of time-zone difference). Beijing and New York will be the main venues and other locations will be the sub-venues. The activities shall include:

(1) Health Qigong Show/Performance (required);

(2) Health Qigong Science Forum or Science Lecture (optional);

(3) Health Qigong exchange & competition (optional);

(4) Health Qigong routines training or public teaching (optional);

(5) "IHQF Cup" Health Qigong video contest (optional);

(6) Other activities. In addition to putting on a good demonstration show, each member organization may leverage its creativity by organizing various Health Qigong activities with its own features.

2. Scale of the event

In order to achieve better promotional effect, the basic requirements regarding scale and forms are as follows:

(1) Number of participants: No fewer than 100;

(2) Performance forms: any one routine or combination(s) of multiple routines among the current nine Health Qigong routines under promotion;

(3) Dress requirements: same attire and style.

**V. Visual Identity Sign**

IHQF is responsible for the design of the visual identity sign of World Health Qigong Day and will distribute its electronic version to the member organizations. Each organization may add its own logo or other identification mark, and shall report to IHQF together with its specific implementation plan before mid-April. Each member organization shall make the best use of the its outreach and promotion role, strengthen exchanges with IHQF and other member organizations, draw on each other’s means and channels of publicity, to heighten the overall atmosphere.

**VI. Steps of Implementation**

1. Formation of the World Health Qigong Day Organizing Committee

Each member organization shall designate one person specifically responsible for the event, who is conveniently work on it together with the IHQF Head Office.

2. Formulation of a detailed implementation plan

Each member organization shall work out before mid-April a detailed implementation plan for participating in the World Health Qigong Day based on the theme of the event and its characteristics as well as those of the locality. The plan shall include the forms, scale, implementation steps, and publicity and promotion plan. IHQF will provide guidance over make collection of these plans from all member organizations and co-ordinate the global programme.

3. Local advocacy and promotion

In late April, each member organization shall launch local promotion and announcement of World Health Qigong Day. The following means may be considered:

(1) The official website of each member organization;

(2) IHQF official website;

(3) Traditional media: newspapers, magazines, television, radio, etc.;

(4) New media: webcast, WeChat, etc.;

(5) Posters, brochures and promotion film/video;

(6) Large-screen advertising;

(7) Press conference.

4. Local market development

Each member organization may actively explore sources of finance locally and beyond, based on local conditions, and seek financial support for the organization of the World Health Qigong Day activities.

5. Event preparations and implementation

Each member organization shall gradually complete the specific preparations for the World Health Qigong Day activities. IHQF will enhance communication with all member organizations to keep abreast of the progress and ensure that the preparations are ready by the end of July. On IHQF’s official website, a "countdown" will be launched.

6. Global celebrations of World Health Qigong Day

On August 13th, each member organization shall organize World Health Qigong Day activities in succession according to its time zone and based on its own plan. Make sure to take pictures and video records, and transmit reports real-time to IHQF. IHQF will overall command of the event in the Head Office and send rolling coverage through the official website. The media will focus on the event.

7. Conclusion of the World Health Qigong Day event

Before the end of August, each member organization shall have sorted out coverage of the activities and reported through graphics and multimedia to IHQF.

8. Subsequent promotion

Before the end of October, IHQF will have produced a promotional graphic video of the first World Health Qigong Day after editing highlights of member organizations’ activities during the event. The video will be distributed to all member organizations for continuous review and report, to extend the impact of the event to further expand the influence of World Health Qigong Day.

**VII. Award Method**

Based on the reported material (including graphics and multimedia) and the feedbacks from the parties, the Executive Board will conduct a comprehensive evaluation of the performance of each member organization. For those performing outstandingly during the Health Qigong Day, IHQF will give corresponding awards. The detail award method is to be notified later.