



**国际健身气功联合会**  
**INTERNATIONAL HEALTH QIGONG FEDERATION**

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## **Notice on the Implementation Programme of World Health Qigong Day 2018**

Dear all IHQF Member Organizations,

The 1st World Health Qigong Day was successfully held on August 13th, 2017 with the support and participation of all the IHQF member organizations. With the agreement of IHQF Executive Board, the World Health Qigong Day will be changed to the Second Saturday of September each year from 2018. The 2nd World Health Qigong Day will be held globally on September 8th, 2018. The implementation programme is hereby sent to all member organizations. Please follow the instructions.

Please start the preparation work as soon as possible to organize a great World Health Qigong Day 2018.

Head Office, IHQF

April 3rd, 2018



Annex:

## **Implementation Programme of World Health Qigong Day 2018**

The 2nd World Health Qigong Day will be launched on September 8th, 2018 on a global scale. To ensure the success of the event, the Implementation Programme of World Health Qigong Day 2018 is prepared as follows:

### **I. Theme of the event**

The theme of World Health Qigong Day 2018 is "**Health Qigong - a Way to Healthy Life**". After collection in the whole world, the IHQF primaries and the Executive Board's final vote, the theme stands out and is elected, which conveys the benefits of Health Qigong on healthy life in a simple and direct expression and shows a bright way for people to a better and happier life.

### **II. Time and venue**

1. Time: 10:00 a.m. local time, Saturday, September 8th, 2018.
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 regulate and coordinate all the activities of the World Health Qigong Day. Each member organization please carries out preparations and organization of World Health Qigong Day activities and strengthens 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 September 8th, 2018 (except for reasons of time-zone difference). The activities shall include:

- (1) Health Qigong Show/Performance (required);
- (2) Health Qigong Scientific Forum or Scientific Lecture (optional);
- (3) Health Qigong Exchange & Competition (optional);
- (4) Health Qigong routines training or public teaching (optional);
- (5) 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. Supplementary activities

Around the World Health Qigong Day 2018 theme “**Health Qigong - a Way to Healthy Life**”, the Head Office will start an activity named “Global Health Qigong Story” aiming to collect Health Qigong stories from all over the world from April, 2018. It will be released on many platforms in a timely manner as a warm-up for the 2018 World Health Qigong Day.

## 3. 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 should reach a certain scale.
- (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.
- (4) Photographing and videotaping are demanded (refer to the related requirements and guidance)
- (5) Local media coverages are recommended.

## V. Visual Identity Sign

The Visual Identity Sign of World Health Qigong Day released in 2017 will continue to be used in 2018.

## VI. Steps of Implementation

### 1. Formulation of a detailed implementation plan

Each member organization shall work out before mid-May a detailed implementation plan for participating in the World Health Qigong Day based on the theme of the event and the

local characteristics as well as the style of each organization. The plan shall cover the forms, scale, implementation steps, publicity and promotion. IHQF will collect the plans of all the member organizations and provide guidance, based on which, co-ordinate the global programme.

## 2. Local advocacy and promotion

From May, each member organization shall launch the local promotion and announcement of World Health Qigong Day 2018. The following means can be considered:

- (1) The official website of each member organization;
- (2) IHQF official website: Start the 100-Day Countdown on May 31.
- (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.

## 3. Local market development

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

## 4. Event preparations and implementation

Each member organization shall gradually complete the specific preparations for the World Health Qigong Day. 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 August.

## 5. Global celebrations of World Health Qigong Day

On September 8th, 2018, each member organization shall organize World Health Qigong Day activities in succession according to its time zone and its own plan. Make sure to take pictures and video records and transmit reports real-time to the IHQF Head Office. 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.

## 6. Conclusion of the World Health Qigong Day event

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

### 7. Subsequent promotion

Before the end of October, IHQF will have produced a promotional graphic video of the 2018 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 and further expand the influence of World Health Qigong Day.

### **VII. Award Method**

IHQF will give corresponding awards to those member organizations who have actively participated in the 2018 World Health Qigong Day activities.