

**THE FOLLOWING ARTICLE WAS FIRST PUBLISHED IN THE
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**FLOWER & VIBRATIONAL ESSENCE AWARENESS MONTH
21st May-21st June 2014**

By Ronnie Williams

The BFVEA is embarking on an exciting, new venture in 2014. As the title suggests, this four week event is intended to raise the profile of flower and vibrational essence practice. We plan to involve as many people as we can in the worldwide essence community in order to create an influential presence during this month. We can all play a part – locally, regionally, nationally and internationally and I know you will want to help.

The year 2014 may seem a long way off, but these sorts of occasions require extensive planning to be successful. This is a huge opportunity not only to promote essences and their benefits, but also the BFVEA as a professional organisation, together with essence practitioners and essences as an integrated therapy. Our goal is to bring greater recognition to all these different facets of the essence world.

What can you do to help right now?

For starters please put these dates in your diary – 21st May-21st June 2014 inclusive. Also watch out for further information and updates during 2013. Suggestions as to how you can get involved, together with progress reports on what is being planned will be published both in *ESSENCE* magazine and in our quarterly e-newsletters. We know that we have some multi-talented people amongst our Members and Friends and all suggestions and ideas are welcome. Please give some thought to the events you could organise in your area, and how you might make the most of your

local media to promote this enterprise. Is there someone amongst our membership or Friends who has had previous experience of this sort of event and could share their expertise with us? If yes to any of these things, then please get in touch so that others may benefit from your ideas. I look forward to hearing from you.

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**THE FOLLOWING ARTICLE WAS FIRST PUBLISHED IN THE
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**Flower & Vibrational Essence Awareness Month
21st May-21st June 2014**

By Ronnie Williams

Ideas discussed at the 2013 Gathering and How could you be involved?

Our planned Essence Awareness Month in 2014 is a major promotional opportunity for all of us in the essence community. It will be crucial to the success of this venture to have BFVEA members supporting and contributing to it, especially on a local level. There are many ways in which you can get involved and an important incentive in doing so is that every person in your area who you introduce to essences could be a potential client and likely to have a beneficial effect on your practice.

Please take advantage of the huge opportunities that this project offers you and consider whether you

can organise or be involved in some of the following suggestions:

a display of essences in your local shop/library/community centre/other venue?

a local **talk** to introduce essences and their benefits – eg your local W.I., Gardening Club, Women's group, health centre (others?);
a **nature walk** to significant trees/natural areas where you could demonstrate how essences are made and how nature can support us in times of difficulty;
a **workshop** that provides attendees with the opportunity to make up a dosage bottle and discover the benefits of essences for themselves;
a **special promotion** (during this month) for your existing or new clients, maybe linking with other practitioners. A further inducement is that for a reduced fee you may have more clients who could take part in our research projects;
an **interview** with your local radio station;
an **article/feature** on essences in your local newspaper: we will send you a basic 'pro forma' press release which you can forward to your local press, along with your contact details (also they may be interested in combining this with an interview with you).

People who have already volunteered to be involved are Karen Reid from Exmouth, Sharon Keenan from Southampton and Jill Stern from Ross-on-Wye. Perhaps you would like to link up with them or have some ideas of your own that you can share? These can be ideas at either a local or national level – we are open to all suggestions and possibilities. If you have thoughts/comments etc or you can commit to getting involved or helping in any way, then please send your e-mails to me as I will be coordinating the project
veronica451@btinternet.com

With your help we can look forward to a successful Essence Awareness Month in 2014!

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International Essence Awareness Month

21st May–21st June 2014

BY Ronnie Williams

My article in the spring issue of *ESSENCE* magazine (page 6) set out some ideas for how all *BFVEA* members and Friends can be involved with our 2014 International Essence Awareness Month (*IEAM*). Here is an update, plus more thoughts on how you can become part of this very special event.

A truly international experience

In May 2014 it will be sixteen years since the formation of the *BFVEA* and we are now in a good position to capitalise on all that we have achieved so far. So it seems fitting, at this time, to not only be promoting a greater awareness of flower and other vibrational essences generally, but also creating greater visibility for the *BFVEA* at home and abroad. As we roll out our schedule of events we will be looking towards those of you who have links with tutors and producers abroad and hope you will encourage them to participate - so that we create a truly international experience.

Awareness details on the *BFVEA* website

Thanks to Dawn, information about *IEAM* can now be found via a link on the *BFVEA* website home page. In the secure members section, for which you will need your password, you will find a PDF containing an approved press release which you can use to publicise any events you organise. To have it personalised please follow the instructions by clicking on the 'to send your information for insertion into the Press Release'. Dawn will include your information in the PDF and send it to you. This can then be forwarded to your local paper,

community magazine, radio station or similar social media links. Friends abroad should also let Dawn know of their plans (webmaster@bfvea.com) so they can be added to the website.

Vision – yours and mine

My own vision is that, through networking as we carry out our activities during May and June next year, we will be strengthening the connections within *BFVEA* as well as connecting more deeply with nature and the environment. It could be a time when many new essences are made that will have importance for the practitioners, teachers and producers of the future. Culminating with the Summer Solstice on June 21st 2014, I suggest we all join our hearts and minds together to celebrate and give thanks for all we have achieved.

What can you create that will add to the vision for IEAM?

Can you organise a walk, talk, workshop, display, special promotion or an interview? Could you write an article for a specialist magazine in your particular field of work or employment? If you don't want to hold an event, these four weeks could be a time when you quietly celebrate your own way of working with essences, knowing that you can link with like-minded people all around the globe.

Through increased understanding of what essences have to offer at all stages of life and in so many situations, it is not just members of our community that will benefit. We as practitioners, teachers and producers will do so too. And remember, all time and effort put in to IEAM counts towards your annual quota of CDP points!

Please let us know your dream, your vision for IEAM and the future of flower and vibrational essences. You can email me at veronica451@btinternet.com or Jan and Erik, our Co-Chairs, or keep in touch via the website. We look forward to hearing from you, and to a truly inspirational international event.

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International Essence Awareness Month (IEAM) Ronnie Williams

It can hardly have escaped your attention that a month-long awareness-raising event takes place next year between May 21 and June 21. Our vision is that everyone associated with the *BFVEA* (you don't have to be a member) will become involved in some way, with walks, talks, courses and sample treatments taking place around the UK and further afield, plus articles in the press and selected magazines.

We are also suggesting one big event, 'Overcoming Overwhelm', to be held on Saturday June 7th when participants across the world offer one or two free or reduced-price consultations to people feeling overwhelmed by events in their life. The condition would be that they participate in our research project, hopefully resulting in a massive boost to our MYMOP data. Of course you may wish to promote the IEAM (and yourself) in this way on another day during the IEAM month if this day is not suitable to you.

We encourage you to link with your local media via newspapers, community publications and radio, as well as the internet, Facebook and even Twitter! If you have contact with essence producers or practitioners in other countries, let them know of our plans to help make this a truly international event.

Essence Awareness Courses for IEAM

Some of you will want to run a half or full-day session on essences during our IEAM next year. At a minimum these might involve creating an awareness of and interest in essences, organising some personal experience of choosing and using essences, as well as providing knowledge of how to prepare a personal dosage bottle.

You will obviously add to this content or vary it according to your own interests and specialisms. For example, you could include an introduction to the history of essences, how they are made, the range of available essences and how essences might be expected to work. Producers may like to introduce their own essences, or tutors their own courses. Opportunities abound - it is up to you to choose how you spread the word!

We are here to provide back up and support. Nearer the time, we will make available a free IEAM flyer and our new BFVEA information brochure (at cost price), for you to distribute. Both can be personalised with your own details and a list of local events. A small 'starter' pack of free leaflets will also be distributed to members who are able to attend the Gathering.

Filling our calendar

Dawn and Erik will co-ordinate events. Dawn White, our Website Wonder Woman, is waiting to hear of your plans in Britain and Erik details of contacts and activities overseas! All you need to do is let Dawn or Erik have dates and details (which can be expanded on later if you don't have a full plan right now) so that they can be placed on the IEAM calendar for all to see. Please check out the secure members section and read the press release which is there. It is for you to use.

There will be an update on IEAM as part of the programme for the BFVEA Gathering in Ammerdown at the end of February: if you are coming, please bring some information on your plans so that we can inspire each other by sharing in a networking session. Please email me if you need any help or contact Lesley Oates, our Education Officer, if you need help structuring half or one-day courses.

Thanks to everyone for getting involved and laying the foundations for a successful IEAM in 2014.

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