

THE ULTIMATE

Yoga & Wellness

RETREAT PLANNER

DREAM IT. LIVE IT.



A home for all-inclusive transformational nature retreats for 10 - 30 participants, the Edge aims to support you in delivering an exceptional retreat and fulfilling your highest potential as a retreat facilitator.

How to Plan & Promote an Amazing Retreat at the Edge

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"Pack your bag, and let us take care of the details."



Ready to Book?

888 383 8320

retreat@northernedgealgonquin.ca

Algonquin Park

Easily accessible from major cities in eastern Canada and the U.S., Algonquin Park holds a special place in the heart of many naturalists, canoeists and backcountry solitude seekers. Algonquin Park is the natural destination of choice for visitors to Ontario looking to spend quiet time away from the hustle and bustle of the city.



Algonquin Park is almost 8,000 square kilometres of lakes, streams, rivers, bogs, and forests in the rugged Canadian Shield. Home to abundant wildlife, the park's most famous residents include moose, wolves and black bears. Many smaller mammals including playful river otters, foxes, chipmunks, squirrels and raccoons and a wide variety of waterfowl including osprey, herons, and loons are often seen by park visitors.



The Uncrowded Northwest Corner of Algonquin Park: Why here?

In the early 1990's co-founders Martha and Todd were looking for a special location; a bit away from crowded Highway 60 corridor, with convenient access from Toronto, that would allow them to share their love of Algonquin Park with family, friends and small groups who wanted to experience this special place. In 1993, the original property they purchased was exactly what they had dreamed; a simple log cabin collage on four or five acres of forested land, on the water, without electricity, just outside the border of Algonquin Provincial Park at Kawawaymog Lake (Canoe Access #1 into the park). In 2000, they made it their full-time home.



In the ensuing years, the property has organically expanded to eight acres and now includes numerous indoor and outdoor gathering & workshop spaces, and unique accommodation options that allow guests to live in the forest and experience unplugging and connecting with nature; experiencing a quieter, slower, more natural part of Ontario. In addition to lakefront access to Algonquin Park, and nature exploration opportunities within Algonquin Park, the nearby Forgotten Trails offer a wealth of trail hiking, mountain biking, snow-shoeing and skiing opportunities.

Our Eco-Centre

Designed from the ground up to be a sustainable and environmentally sound place to slow down and connect with what matters most, Northern Edge Algonquin is an oasis in this hyper connected, hyper-speed world. Our solar-powered facilities and operations are designed to exemplify responsible travel experiences that respect our connection with the earth, local communities, and local food producers. Treasured experiences at the Edge are economically viable while being vital to the health and wellbeing of our community.

Guests appreciate our efforts at being a low carbon, sustainable, eco- friendly, responsible provider of Algonquin Park retreats and adventures. Living closer to and in respectful harmony with the natural world makes a stay at the Edge less like a resort stay, and more like a visit to the home of a friend; a friend who lives on a lake in the forest with a great garden, who cooks with passion and loves going on adventures.



Check out @northernedgealgonquin on social media for the most up-to-date photos!

PRACTICE & WORKSHOP SPACES

Points North: Upstairs is a circle space used for workshops, ceremony, meditations & sound baths, and the downstairs lounge is a social space for all kinds of experiences (where we put out snacks, coffee, and tea throughout each day).

Radiance: Our spacious forest studio was designed for all kinds of movement practices. The 1000 square foot movement space was designed with sprung dance floors and ceiling mounts for up to 14 aerial silks.

Highlander House: Our cozy log cabin is a themed space for cultural & art experiences, specialty meals & more.

Dragonfly Dock: Our dragonfly-shaped floating platform on the water has lots of space for outdoor practice.

Dreamers Hill: Spacious lawn outside the log cabin with room for just about anything. As well, a large deck & stage area are just outside the log cabin.

Sunshine: A multi-use forest space with a transparent roof available for art, workshops, dining, and therapy sessions.

Fire Circles: Grandfather fire circle for groups of up to 14, and Uppermost fire circle for larger groups.

Grandmother Cedar Haus: Our large wood-fired sauna is best enjoyed with a refreshing dip in the lake or snow.

The Hive Deck: Unique staging space for small group break-out sessions, informal social time, and live performances.



Restful Accommodations

Adequate sleep is such an integral aspect of overall health and wellness, which is why accommodations are an important piece of the puzzle to take into consideration when planning a retreat. Both you and your participants need to be comfortable and well rested in order to get the most out of your retreat experience.

Northern Edge Algonquin aims for every guest to have their needs met when it comes to overnight accommodation. Each of our cabins is meticulously cleaned from top to bottom by our hospitality team before and after each retreat, linens are selected to provide optimal comfort based on the season, and the ambiance of each cabin has been created with care.

We work with retreat planners to assign accommodations based on the groups size and configuration so that every participant has their ideal comfort level with plenty of variety in terms of individual and shared cabin spaces.

CANOPY CABINS

Sleep in the fresh forest air, and rise with the birds as the morning sun lights up your clear-roofed cabin. (Available in the summer season only).



Rooming: Double beds accommodate a solo traveler or a couple.
Total rooms: 5
Total beds: 5
Bathrooms: A short walk away from shared bathrooms & showers.

STUDIO CABINS

These spacious eco-cabins are well-situated close to the lake, and are our most popular accommodation.



Rooming: A double bed and a single bed. Private room for 1, or shared room for 2. One larger cabin features an extra bed.
Total rooms: 5
Total beds: 11
Bathrooms: En-suite 2pc bathroom (incinerating toilet). Showers a short walk away.



HABITAT CABINS

Surrounded by the maple and balsam fir forest, these cozy cabins were designed for year round comfort.



Rooming: 2 single beds and a loft double bed, shared accommodation for 2-3 participants.
Total rooms: 2
Total beds: 6
Bathrooms: A short walk away from shared bathrooms & showers.

DREAMERS' HILL

Nestled on the hillside overlooking the forest, Dreamer's Hill is an elegant log cabin created for those craving a higher level of care and comfort.



Rooming: Each bedroom features a queen bed that can split into two single beds, and is a good fit for either private or shared accommodation.
Total rooms: 5
Total beds: 5 - 10
Bathrooms: 3 bedrooms feature private en-suite bathrooms with rainfall showers, while the remaining 2 bedrooms share a semi-private bathroom & shower.

GROUP SIZES

Max group sizes are flexible depending on participants' selections of private or shared cabins. This number could be anywhere from 16 - 28. If you'd like more participants, encourage more shared rooms!

Mealtime at the Edge



A retreat is an opportunity to nourish body, mind, and soul – which is why it makes an amazing difference to feature a mindful selection of meals designed to enhance the experience. At the Edge, we always do our best to deliver colourful & delicious meals that will be remembered and treasured.

Cooking at the Edge focuses on balancing globally farflung tastes with provincially produced foods. We prepare meals with organic ingredients grown and raised closer to home. Some ingredients come from our lake-front gardens, but most come from local farms and providers.

Retreat planners may choose to include a surprise wood-fired pizza party as a celebratory meal towards the end of each retreat. Guests partner up to design their own pizzas that are fired up in “Rocky the Roman Black Oven” and served in the rustic Highlander House.

“While a particular theme (say, East European) or seasonal ingredient (like, our backyard maple syrup) underlies the idea of a meal, what I actually cook is based on a combination of what’s fresh locally - from the garden or local food providers, our guests dietary concerns, balancing far-flung flavours with provincially produced foods.”

- Gregor Waters.

Meeting Your Needs

We’ve been serving meals to vegetarians, vegans, and gluten-free diners since the mid-90’s. We endeavour to meet the dietary needs of every guest, providing they have filled us in on their needs during registration.



The opposite of “Fast Food,” to us, S.L.O.W. means Sustainable, Local, Organic and Wholesome . . .



Ontario's First Certified Member

Northern Edge Algonquin is proud to have been the premier designated member of the Ontario Culinary Tourism Association's **Feast ON** “Certified Taste of Ontario” program. Our award winning mealtime steward Gregor Waters loves to bring the food story to life for our guests.

An example menu & many photos can be found at NorthernEdgeAlgonquin.ca/meet-the-edge/mealtime



Materials & Props

Included in your retreat is use of our collection of props, materials, and equipment.

You'll feel like a kid in a candy store with the tools you'll have at your disposal in delivering your program at the Edge.

Let us know in advance which materials you require, and we'll be set up with everything you'll need.

As needs arise through the program, our team will work with you to set up the necessary materials.



Soundscapes:

A collection of instruments is available for creating soundscapes with your group or to support meditation and practice:

- ✓ Bells, chimes, Earth gong
- ✓ Crystal bowls
- ✓ Rattles, shakers, rain sticks
- ✓ Hand drums, djembe drums
- ✓ Harmonium
- ✓ Monochord

Sound Systems

Our built-in sound system in both studio spaces connects to your device via Bluetooth. Please pre-download any tracks or playlists you plan on using - streaming is not possible.

Art Materials

A wide selection of crafting & art materials are available to spark creativity!



• • • • Yoga Props • • • •

- 29 Yoga Mats for Indoor Use
- 22 Yoga Mats for Outdoor Use
- 14 Aerial Silks (Single point)
- 32 Cork Yoga Blocks
- 24 Bolsters
- 12 Restorative Bolsters
- 25 Straps



• • • • Meditation Materials • • • •

- 48 Eye Pillows
- 45 Meditation Cushions
- 29 Backjack Chairs
- 28 Falsa Blankets
- ∞ Candles & Altar setup materials

• • • • Adventure Equipment • • • •

- 16 Stand-Up Paddleboards
- 20 Canoes
- 4 Trail Bikes
- 16 Kicksleds
- 20 Pairs of Snowshoes
- 11 pairs Cross-Country Skis & Boots
- 17 pairs Back-Country Skin Skis



• • • • Workshop Materials • • • •

- 20 Conference Chairs
- Projector & Screen, Whiteboards,
- Folding tables

Our Team

And How We'll Support You



Office Team

Dedicated to your pre-and-post retreat care, we will:

- ✓ Act as your main point of contact for planning the retreat.
- ✓ Answer your questions about the Edge before your visit.
- ✓ Review agreements, process invoices, deposits.
- ✓ Process guest registrations & payments.
- ✓ Create an Experience Profile for your retreat, and help you fill it with details for the rest of the team to review.
- ✓ Shares documents to fully prepare you and your clients for a visit to the Edge.
- ✓ Review participant requests and communicate them to our team, ensuring we have received everyone's dietary needs.
- ✓ Engage with you and your promotional outreach through social media.
- ✓ Initiate a debrief to capture learnings and integrate improvements for your next visit.

Stewardship & Hospitality Teams

Our on-site team will be at the ready to look after the needs of your group:

- ✓ Cooking delicious meals from scratch with local ingredients.
- ✓ Tidying up common spaces throughout the retreat.
- ✓ Housekeeping & groundskeeping prior to your arrival.
- ✓ Shuttling guests who arrive on the bus.
- ✓ Holding space for your group.
- ✓ Regularly sanitizing spaces, equipment, materials.

Edge Co-Facilitators

Your ally throughout your retreat program, we will provide an experienced Edge Co-Facilitator to act as your host & guide. He or she will:

- ✓ Hold space for the group, creating a calm & welcoming safe space for our guests.
- ✓ Be an active participant of the full retreat program, listening deeply and attuning to what group members are feeling throughout the retreat.
- ✓ Act as the bridge between you, your community, and the Edge community, spaces, and team.
- ✓ Welcome participants to the Edge, and show them to their accommodations.
- ✓ Deliver important messaging at the right times, such as providing a welcoming orientation and briefings on the use of the dining room & sauna.
- ✓ Share possibilities of enhancing your program with team expertise, materials, and spaces you may not know about.
- ✓ Act as timekeeper for the group, helping to keep everyone on-time for meals and programming.
- ✓ Check in with you after every meal to confirm what is next, and work with you to ensure participants are all on the same page with where to go next and how to prepare.
- ✓ Check in with you privately as needed to identify common threads & possibilities that may contribute to the program, or help overcome odd energy or triggers within the group.
- ✓ Facilitate activities to accent your program and give you time to decompress.
- ✓ Help make the magic happen!

Planners Arrive Early & Stay for Free

Your Meals & Accommodation

When you bring a group to the Edge for your retreat, we cover the meals & accommodations cost of one guest facilitator (that's you!).

If you are planning this retreat with a friend, we charge a special reduced rate of \$250/night to cover the meals & accommodation costs for each *additional* facilitator. Closer to your retreat, your original deposit can be applied towards this balance.



Plan to Arrive Early:

At no extra cost, we invite Guest Facilitators to join us a day before participants arrive.

The Day Before Arrivals:

- ✓ Get familiar with the Edge, and meet the Edge Co-Facilitator you'll be working closely with, as well as other team members that may be on-site.
- ✓ Discuss and fine-tune the itinerary / program.
- ✓ Utilize the wood-fired sauna to clear & rejuvenate.
- ✓ Prepare the practice space for your retreat, and take time to use the space & build familiarity.
- ✓ Settle into your accommodation.
- ✓ Take your own time to retreat, preparing yourself to work with the group.

Then, on Arrival Day . . .

- ✓ After breakfast, do a "Site & Safety Walkabout" of the Edge with your host.
- ✓ Review the plan for how your program team will handle arrivals, welcoming, and orientation.
- ✓ Enjoy your packed lunch on the Hive Deck.
- ✓ Join us for a Facilitation Logistics, Orientation and Welcome (FLOW) Meeting. This 10-minute meeting will introduce you to team members & give you the floor to share more about the program and participants.
- ✓ Grab a tea, and settle in for afternoon arrivals.

Meal service is not provided during your prep day, but the kitchen is available for preparing food. Pack a simple dinner, breakfast, and lunch, or coordinate a potluck with your host!

Let your Program Coordinator know what time we can expect your arrival!

Program Creation

OUR RECIPE FOR TRANSFORMATIONAL RETREATS



The "Edge" Recipe:	Your Brainstorming:
Start out by describing a theme or intention that you can weave into your activities and bring focus to your retreat:	
Plan to spend time in nature . Encourage guests to plan for weather that could be hot, cold or wet; and plan for participation in outdoor activities regardless of the weather. Ensure participants are warm, dry and comfortable:	
How might you take guests to their edge, inviting them to try something new, unexpected, and adventurous :	
Plan time each day where everyone is together sharing an experience. Celebrate community , whether that means a drumming circle, working together, or just gathering at the campfire:	
Inspire creativity . One of your attendees may have a special skill or technique to share with everyone. We also have a lot of creative art supplies for mask making, working with clay, watercolours, and more:	
Allow for dream time . Provide time and space for self exploration and introspection. Don't fill every minute of time with activity. Before and/or after meal times are good times for unstructured or purposeful dreamtime:	
Add a surprise element. Wow your attendees with something special and invite your guests to bring a surprise to share too!	

Designing Your Tentative Itinerary

Using the ideas you have brainstormed on the previous page, begin to slot them into a tentative itinerary. Down the road, you can flesh out this itinerary with the help of an Edge Program Coordinator and a more detailed online template:

Planned Spontaneity: Be ready to “go with the flow”. Keep an eye out for special opportunities that may arise, and be prepared to break away from what you had planned. Listen to participants: What are they dreaming?

DAY	1	2	3	4
Early Riser Program				
BREAKFAST				
Morning Program				
LUNCH				
Afternoon Program	Ice-breaking & orientation/welcome.			
DINNER				
Evening Program				

How can Northern Edge contribute to your program?

Explore some of the following ideas of program elements. Our Edge Facilitators are prepared to step in to lend a hand by facilitating some of these activities to accent your retreat experience.

Adventure: Canoeing, Stand-Up Paddleboarding, Hiking the Forgotten Trails, Island Excursion/ Picnic, Moonlit paddle, Snow Shoeing, Cross-Country Skiing, *Aerial Yoga or *SUP Yoga.

Dreamtime: Yoga, Meditation, Mindfulness, Forest Bathing, Labyrinth Walks, Ceremony, Journaling, Sauna . . .

Community: Campfires, Drumming, Wolf howling, Community projects (gardening, trail work, co-creating), *Microgreens & Sprouting workshops, *Unplugged Concerts, *Forest pizza party . . .

Creativity: Mask making, Clay work, Mandalas, Water colours, Music making, Writing, *The Tom Thomson Experience, *Natural Dye Workshops.

Nature: Morning Tea with Moose Excursions, Plant identification, Swimming, Forest Walks, Any outdoor activities.

* Starred specialty experiences are coordinated in advance, based on availability, and come at additional cost.



Pricing & Registrations

Pricing for retreats is typically a combination of our **All-Inclusive Edge Fee** (which goes to NEA) plus a **Program & Marketing Fee**, decided by you.

All-Inclusive Edge Fees cover Meals, Accommodations, use of gathering & practice spaces, program materials & equipment, co-facilitation & hosting services, and more. Tiered pricing reflects guests' choice of accommodation and length of the retreat:

Accommodation Choice:	3 days / 2 nights	4 days / 3 nights	5 days / 4 nights
Shared Habitat Cabin OR Shared Canopy Cabin (couples) <i>*Limited availability.</i>	\$613/person	\$884/person	\$1185/person
Private Canopy Cabin OR Shared Studio Cabin	*\$673/person	*\$984/person	*\$1315/person
Private Studio Cabin OR Shared Dreamer's Hill Bedroom	\$813/person	\$1184/person	\$1565/person
Private Dreamer's Hill Bedroom <i>*Limited availability.</i>	\$963/person	\$1404/person	\$1865/person

13% HST is additional to all pricing. If NEA processes guest registrations, 13% HST will also be charged on top of your fee:

The Program & Marketing Fee

We believe it's important to stand strong in our value, and we want to support you in doing the same. Some questions we invite you to consider when determining your program fee:

First, consider your target market: Their income level, goals, what they pay for your current services, how they will value your program when compared to similar experiences.

QUESTIONS TO CONSIDER	Answer Here:
What is my total income goal? How much would I like to earn?	\$
What will I budget for promotions: (plan on digital advertising, social media content, posters, rack cards, etc).	\$
What are the min & max numbers of attendees I'd like to work with?	
How much will I spend on early registration bonuses or special gifts for attendees?	\$
Will I process my own registrations, or outsource to 3rd party? NEA offers inclusive, TICO - compliant registration services for a small processing fee (6% of Program & Marketing fee)	

ADDITIONAL MARKETING AVAILABLE

Unless you're sure you'll get 15+ registrations, we recommend opting in to our marketing expertise to have your retreat listed on our 'Book Now' page, including a photo, retreat details, SEO link to your web page, registration button, and have it shared in our newsletter & social media. If you choose to opt-in, the Edge will receive a 50% commission of the program & marketing fee only for registrations that come from our marketing/community.

This is a great option to bolster your numbers and receive additional income for your retreat (Think of this like buying advertising from the Edge - but you pay only when it successfully results in a registration). We'll track the origin of each registration so you get the full amount from all your other marketing sources.

Marketing Your Retreat

There is a group of individuals out there who are waiting for just this retreat to fall into their laps, to call to them – you just have to put the call out widely enough, and in a way that speaks to them (with a clear call-to-action)!

While marketing your retreat can seem overwhelming, we have come up with a few suggestions on how to make it a less daunting task.

1. Have a clear vision for your retreat and convey that in your marketing:

Imagine who you created this experience for, what you want them to get out of it, and why you wanted to do this in the first place. What is the theme or intention of the retreat? What is extra special about the location, the physical space where you will come together? Why do you think this will be a worthwhile experience for attendees? Use your way to convey that in clear, concise messaging as you formulate your retreat descriptions.

2. Give yourself enough time to build momentum and excitement:

We recommend kicking off marketing and promotions as soon as your retreat details are confirmed. This way you can balance sales pitches and posts with helpful information using social media, e-news campaigns and blog posts. We recommend planning roughly two social media posts per week and either weekly or bi-weekly e-news reminders to highlight different aspects of your retreat.

3. Reach out to your existing yoga or wellness community:

If you are an established yoga instructor or studio owner then you already have a community of individuals who believe in what you do and the value of the services you offer. Have posters and information packages easily visible at the studio, encourage students to get on your social media channels and e-news lists if they aren't already, make regular announcements, or even plan a free class where there will be discounts for those who sign up that day or by the end of the week.

A personal invitation to a direct individual can go a long way.

4. If you are hoping to recruit from outside of your community, consider listing in an online marketplace:

A great way to showcase your retreat to potential customers with whom you have no previous relationship with is through online platforms like BookYogaRetreats.com. A standard industry rate is a 20% commission on the full price.

At the Edge, we believe it's an important step for you to do your own marketing and promote to your audience. If you choose to opt-in to our listing & additional marketing efforts, we'll do what we can to highlight your retreat for our audience too – through re-sharing your posts, featuring you in e-newsletters, and posting your guest content.

Planning or marketing your retreat doesn't have to be overwhelming. Now is the time to really start getting excited and getting the message out about the amazing experience ahead, and all it takes is a little bit more planning and strategizing in the right way. Use the next page to identify your ideas for marketing your retreat!



Planning Your Promotion

Marketing Ideas

Inspiring words & descriptions of your offerings (yoga style, what is delivered in your workshops), retreat theme . . .
What is the invitation? Why will guests want to attend?

How will you get the word out about your event? What will your promotion schedule look like?
(e-newsletter, Facebook, posters, advertising, press release, calling previous attendees.)

ADVERTISING	BUDGET	BRAINSTORMING
Facebook Event / Groups		
Social Media Posts		
E-Newsletter		
Rack Cards/Postcards		
Posters/Flyers		
Listings/Marketplaces		
Google/Facebook Ads		



If sales don't go as planned, how far in advance will you determine whether the event will run?

At the Edge, we require our minimum number (10) to be reached at least 15 days before arrival. If this number is not met by this date, partners may choose to cover the additional spaces financially (and try to drum up some last minute registrations) or cancel the retreat prior to the cancelation deadline.

Ice-Breaker Zoom Calls

Gather Insights & Break the Ice

A pre-retreat conference call with participants in the week leading up to your retreat is a fantastic way to begin to break the ice, and gather participants' insights on what they are looking forward to the most. For interested partners, we will help coordinate and run this optional conference call, and craft an intention afterwards from what participants share in the virtual gathering.

Facilitating Your Call

Choose a date & time for your meeting and communicate this to attendees with clear invitations and reminders. In some retreats we offer a home practice, meditation, or question to ponder prior to the call.

Our tips for facilitating the call:

- Be the first to call in. Each time somebody new joins the call, make introductions and offer a personal welcome.
- If you have a helper or partner, ask them to take notes: They can record the names of attendees so you know who is on the call, and they can also take note of gems they hear from each person's sharing. If available, your Host Facilitator may join the call in this role.
- Open the call with a poem, song, intention, story, or any other way you wish to. Start the opening of the call on time. If anybody calls in late, welcome them when there is opportunity.
- Ask participants to share (in any order) their name, where they are calling from, and whatever was sparked for them in the question or meditation suggested. Remind everyone what the question was. Remind participants that we are holding the intention for the call to be one hour in length, and help us meet this goal by distilling their sharing into the gems that feel the most important.
- Thank each person by name at the end of their sharing. Once everyone has had a chance to speak, offer a closing of the call (again, with a poem, thought, song, chime, drumbeat...)



Crafting a Retreat Inspiration

While we've already set an intention or theme for a retreat before beginning promotions, pulling out the gems from what participants tell us in a pre-retreat zoom meeting is how we fine tune our inspiration for in-house retreats at Northern Edge.

Identify the gems & keywords that participants mentioned during their sharing, and find ways to include them in a statement that sets the intention for your upcoming retreat. This really helps to personalize the retreat experience for participants, and may help provide insight on where to take your retreat in the moment.

Frequently Asked Questions

■ Phone calls & Internet access:

Most of our experiences are 100% unplugged, and we consider that a huge benefit! Cell phones don't receive a signal at our location. Internet access is via satellite and is reserved for emergency phone calls or messages only. We check for messages multiple times each day and pass them on when received.

■ What time do retreats start?

Guests are asked to arrive between 2 - 3pm to settle in & break the ice. Retreat programs can begin at 3:30pm and end before or after lunch or brunch on departure day.

■ What meals are included?

Typically all meals and snacks from arrival day dinner to departure day brunch. We try to stick to set mealtimes to meet our staffing needs, typically 8:30am, 12:30pm, and 6pm. Hot or cold drinks and snacks are available throughout the day in Points North lounge. Provided meals will meet the dietary requirements of guests and facilitators.

■ Will other guests be there?

We only host one group at a time and we don't provide accommodation to non-participants. Our team will be on-site, and possibly some friends or family, but you'll be the only guests here!

■ Alcohol & recreational drugs:

Experiences at the Edge invite us to connect through all of the senses as we create safe space to engage together. Alcohol and recreational drugs inhibit the depth of connection possible and can be a distraction from the personal transformation that our guests are seeking, and are not permitted. We also do not authorize the use of consciousness-altering substances as a retreat element for programming.

■ Deposit Policies:

Full deposit policies can be viewed online. In the case a retreat is canceled or does not run, your \$750 deposit is non-refundable but guests will receive refunds. In the case guests cancel or no-show, their deposits/balances are non-refundable but if they cancel early enough they may receive an NEA credit.

■ What do I need to bring?

We provide a list of packing suggestions, but there is nothing special guests need to bring. The main thing is to dress for the weather. We love to get outside and explore in all kinds of weather!

■ How are commissionable sales tracked?

If you opt-in to our co-marketing & commission, we add tags to the registration form that track which version of the link was followed. We also have a secondary question for participants to self-identify where they heard about the retreat.

■ Anything else I need to know about the Edge?

Tons! Please review our official FAQ for more detailed info:
northernedgealgonquin.ca/meet-the-edge/faq



Ready to Book?

The first step is to complete our Retreat Planner Application & Inquiry form and book a call or meeting time with one of our coordinators. At the meeting we will go over any questions you still have, and explore our best availability to host your retreat. Some partners reserve their date as early as a year in advance, so it is best to plan ahead and connect with us sooner than later to secure your space.

If we both feel that there is a good fit, you will then be able to place your \$750 deposit to reserve the date. Your non-refundable deposit allows us make commitments to suppliers, facilitators, staff, and to reserve your retreat on our calendar, closing off the date from other bookings. Once booked, it is important to us that your retreat runs successfully!

We'll then touch base with a link to our Agreement for Retreat Services. Once it is completed, you'll be free to begin promotions and we will send you resources such as:

- Photos & other media
- Welcome package for attendees
- Registration Forms
- Accommodation Planner
- Experience Profile for detailing itineraries, program details, guest needs, and more.

*See our group deposit policy
& retreat payment timelines:
NorthernEdgeAlgonquin.ca/Deposits/Groups*



Need to see the Edge in person before committing? Keep an eye out for our Open House events for retreat planners, join us as a guest for a retreat on our calendar, or send us a few days and times that might work for a tour!



Timeline to Success

Early Planning Stage	<ul style="list-style-type: none"> • Place a deposit to confirm your dates. • Fill out our “Agreement for Retreat Services” with all the details.
As Early as Possible	<ul style="list-style-type: none"> • Build excitement with a save the date and build an email list of interested participants to follow up with. • Develop promotional material (web page, facebook event, flyers) • Plan a day and time to launch registration, perhaps with a limited special offer/gift for participants who sign up on day one.
2 - 5 months prior	<ul style="list-style-type: none"> • Communicate regularly with your audience through E-newsletters, Social Media, and face to face communication. • Upon each registration, link guests to our Guest Information Form and Official Welcome Booklet. (We’ll take care of this if we are processing registrations.) • For many retreats, this is a sweet spot for registrations. It’s good to be available during these weeks.
Within 30 days of arrival:	<ul style="list-style-type: none"> • Outline your special requests in the Experience Profile. • Attend a planning call with us and your co-facilitator(s).
Within 15 days of arrival:	<ul style="list-style-type: none"> • Settle any outstanding balances. • Review accommodation plan. • Send out a friendly note to attendees to build excitement and foster connection, or let us know if you have anything you’d like to add to our scheduled email. • Review guest responses in the EP and consider how you might tailor the retreat to their interests & insights.
1 - 7 days prior	<ul style="list-style-type: none"> • Consider conducting a pre-retreat zoom call with participants. • If the Edge is processing registrations, invoice us for your designated program fee (due upon final day of retreat). • Take a day off and nourish yourself well before your retreat. • Join us the day before guests arrive to get comfortable on-site and meet your Host Facilitator.
Within 2 days of departure:	<ul style="list-style-type: none"> • Complete our debrief form and join a debrief call if appropriate. • Touch base with participants to thank them for joining you on your retreat.

