

boomerang

HOST HANDBOOK



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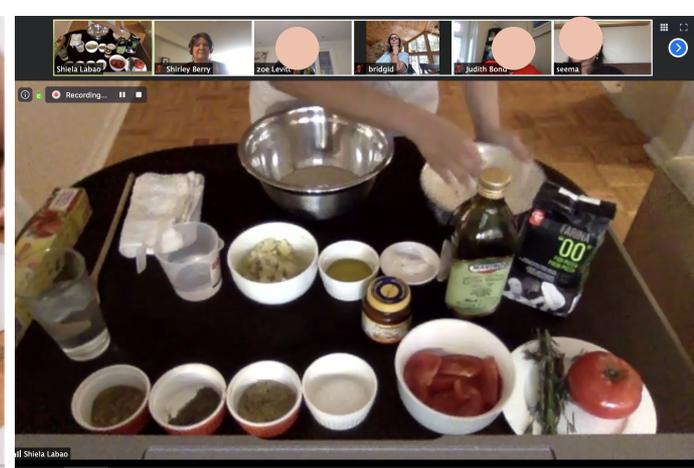
| Boomerang Information |

Our Purpose

We have built a **curated social platform** that encourages mature adults to pursue new passions, share skills, and connect with people in their community through **interactive experiences**.

With Boomerang, our users are able to:

1. **Connect** to beat social isolation
2. **Learn** to feel empowered & purposeful
3. **Earn** to supplement retirement income



Why Become a Member?

- Boomerang makes it easy for retired & semi-retired individuals to explore their passions, learn new skills, and connect with the community through Boomerang workshops.
- From painting to storytelling to nordic pole walking & lawn-bowling, Members have access to specially curated workshops for all skill levels.
- Members can deepen engagement with the Boomerang community by becoming a Host to share their skills & earn extra income.
- Membership is free & gives exclusive access to signup for Workshops across Toronto.
- Online social network for retired & semi-retired Canadians to connect, grow & share skills.



| Benefits of Hosting

Share Your Knowledge & Skills

- Feel empowered to share your skills with others in the community.

Earn Extra Income (Doing What You Love)

- Earn extra income sharing your skills when and where you want.

Access to Partner Spaces

- Access to partner venues to host workshops at no cost to you.

Grow your Network

- New to running workshops? Great, this is your opportunity to connect and share your skills with our network of 4000+ members
- Already hosting workshops? Why not expand your reach through our platform and grow your network.





| Host Onboarding Process |

| Host Onboarding Process (Pre-Approval)

Step 1

Fill-in a Boomerang Host Application form.

Review the Host Handbook provided on the application confirmation page.

Step 2

Boomerang reviews the application (1 week review time or less).

If **successful**, you will receive an email to set-up a phone call with our Operations team.

Step 3

Application approved for screening call. Book a 30 minute phone call with an Operations representative using the Calendly tool.

Step 4

Join the club! You will receive an email from Boomerang to confirm if you've been approved to host with us.

You will be prompted to book your experience/s using the Calendly tool in the email.

Host Onboarding Process (Post Approval)

Step 1

Click the Calendly link in the approval email, select your desired length of workshop, select a workshop date and provide 3 alternate date options. Provide the workshop description, suggested ticket price, material costs, and your brief bio.

Step 2

1. Boomerang will review the dates, times, and details you've provided. If any edits or changes need to be made, we will notify you.
2. In person event: Boomerang books partner venue for your experience.

Step 3

1. Boomerang uploads the event on to the platform.
2. Ticket sales go live!
3. Boomerang will share the event link and Zoom link (if it is online) with you.

Step 4

Using the event links, you can begin promoting the event to your network through social channels and other mediums of choice.

Step 5

Within 2-5 days of the event, the host begins preparing for the event. For example - if the event is in person, preparing material kits for participants, handouts printed, and practice workshop plan.

Step 6

Event Day!

- Online: Test meeting to check sound and visuals.
- In Person: Arrive at the venue 30 minutes early to set up.

Execute event!



| Producing Your Workshop |

Workshop Guidelines

These guidelines are designed to empower you to represent the Boomerang brand and your brand in the best way possible:

DO's

- Prepare in advance:
 - Create a handout people can review after the experience
 - Organize materials into kits (in person events)
 - Communicate technical needs to Boomerang
 - Create a workshop plan for you to follow
- **In person event:** Arrive at least 30 minutes in advance to set-up.
- **Online event:** Be ready to welcome guests 15 minutes before the workshop is to begin.
- Welcome customers with enthusiasm and excitement.
- Be **clear** and **concise** in your instructions. Ensure everyone understands the plan for the workshop at the beginning.
- Load any presentations onto a USB stick and send a copy to the Boomerang Ops team
- Be aware of the differing skill levels and make sure to spend the right amount of time helping each customer.
- Have Fun! Remember this is about social connections too. Allow people to chat!

DON'Ts

- Provide **your own** feedback survey. We send out a feedback survey post workshop. We can share this feedback with you.
- Show up late to your workshop.
- Forget to bring enough materials.
- Bring your own home cooked food to a workshop.
- Display favouritism (Ex. Speaking only to a select person/group in the class) Everyone should feel welcome.
- Use profanity, hurtful remarks, discriminatory language, criticize political opinions, etc.
- Lose your composure or verbally and/or physically attack someone.
- Put anyone, including yourself, in danger when running the workshop. If it feels unsafe, do not risk it.
- Leave a mess at the venue.

Workshop Description

SAMPLE:

Join us for a 3 hour basic pointed pen calligraphy workshop hosted by the very talented, Claudia Chan, from Kokoro no Melody.

This workshop is designed for complete beginners with no prior experience, or anyone who wants to brush up on the basics. Pointed-pen calligraphy can be intimidating and difficult to tackle in the beginning, that's why this workshop is divided into specific, bite-size sections to help you easily understand and master each technical aspect.

In this session, we will go through the tools and show you how to prepare a pointed pen, how to tackle each stroke one by one, and how to put those strokes together to form lower case letters and compose words.

The course fee includes your Starter Writing Kit, which includes all the best items curated and handpicked by Claudia! It includes:

- ♥ Kokoro no Melody Modern Calligraphy Workbook
- ♥ One Calligraphy pen holder
- ♥ One Zebra G calligraphy nib
- ♥ A jar of sumi black ink

Class size is limited so Claudia can provide all participants with ample amount of attention to guide you through this process, and offer a lot of feedback and tips.

Come and challenge yourself to learn the beautiful art of pointed pen calligraphy.



| Host Bio

SAMPLE:

About our Host:

Claudia is a radiation therapist (uses radiation to treat cancer patients) by day, a mom to an active and adorable 2 year old son, and a calligrapher by night. Calligraphy means beautiful writing, but for Claudia it holds more meaning than that. It is a means for her to share stories and connect with others, whether it is a quote to inspire other people, or wedding vows to bring two people together, which is the main reason why she loves calligraphy. Claudia understands that pointed pen calligraphy can be tricky to master, but she strives to teach it in a way that makes it easy for her students to understand, so that they can get a chance to discover and enjoy the therapeutic benefits of calligraphy, and fall in love with this beautiful art.

See more of Claudia's work at
<https://www.instagram.com/kokoronmelody/>



In Person Workshop Schedule

* Ex. 2 Hour Workshop. 1-3pm. (Scale accordingly)

ITEM	TIME	NOTES
Host Arrives On-Site	12:15pm	30-45 minutes before start time
Ambassador Arrives On-site	12:30pm	30 minutes before start time
Host & Ambassador work together to set up	12:30-12:45pm	15-20 minutes duration
Everything set and ready. Host/Ambassador ready to greet the Members arriving.	12:45pm	15 minutes before workshop start time.
Member social time (introductions, tea/coffee, allow for people to get comfortable)	1:00 - 1:15pm	15 minutes free for social time. Allow late people to trickle in.
Boomerang Introduction	1:15-1:20pm	Ambassador to share info on Boomerang.
Host Introduction + Workshop Begins	1:20 - 2:15pm	Host gives intro and explains what the plan for the workshop is today. Run Workshop.
Break time (if necessary)	2:15pm	5 minutes. Washroom breaks. Stretch. Socialize.
Resume Workshop	2:20 - 2:50pm	Recommend that people begin finishing up 10 minutes before the finish time.
Workshop Ends + Begin Clean-up	3:00pm	Host and Ambassador thank everyone for coming.

| Ambassadors

Our **Ambassadors** are a group of loyal Boomerang members that act as community liaisons, educating current and new customers on what we do. They are there to support you at workshops.

Here is what you can expect from them:

- Assistance with setting up the workshop
- Distribution of Boomerang name tags and other branded materials to each person's seat
- Greet customers as they arrive
- Record attendance
- Kick-off the workshop with an introduction on Boomerang (2-5 minutes)
- Record any verbal feedback or questions that people have about Boomerang and relay this data to the Boomerang team
- Assist the host with tear down and clean-up



Marketing & Promo Plan

It's important that you set goals for each workshop. See some examples below:

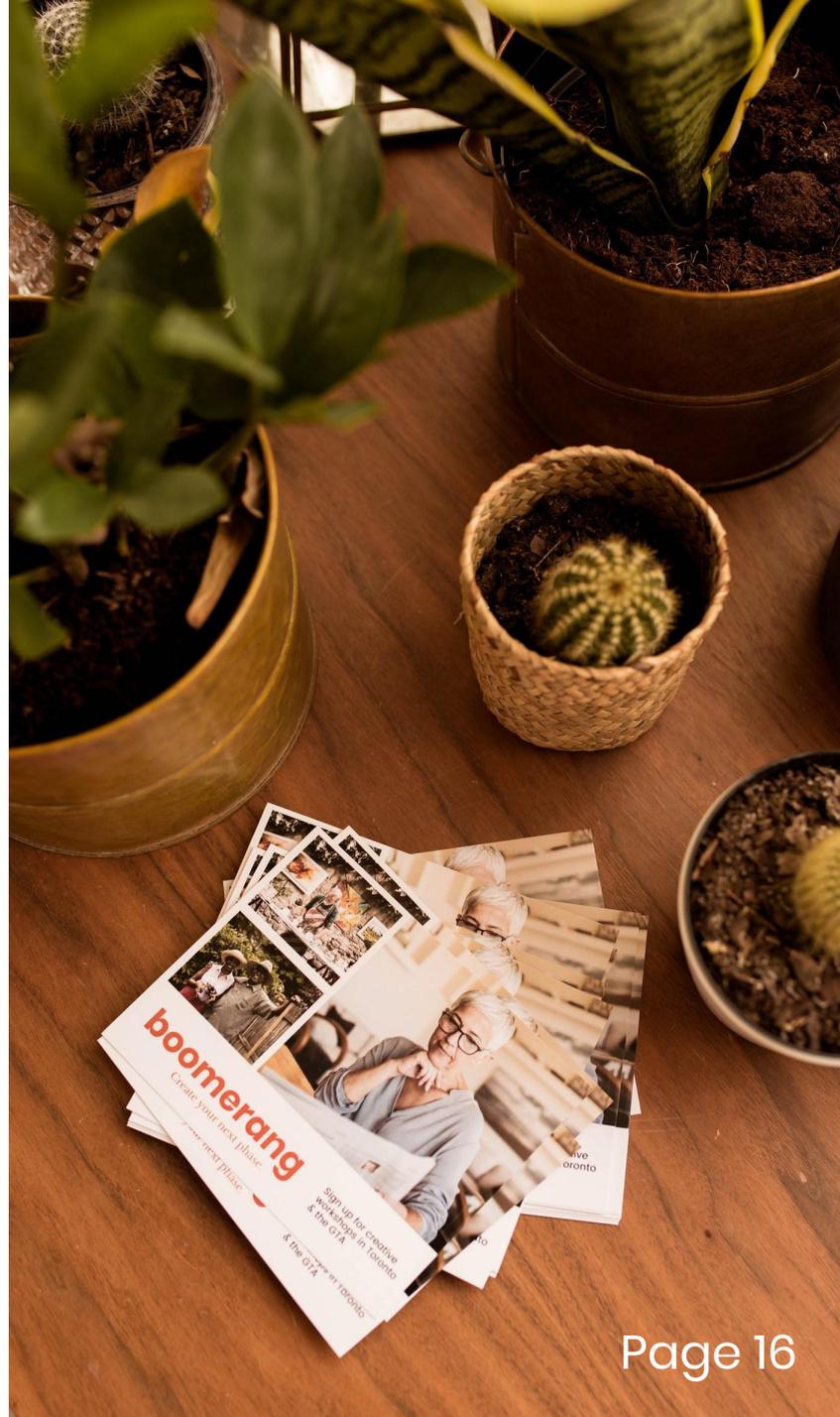
- Get 10 people to sign-up by "X" date
- Get 5 to return to my next class
- Get a 9/10 star rating on my workshop!

Host Referral Code

- Each Boomerang host is given a code that they can share with their network of people. This code gives the person 20% off any Boomerang workshop
- Hosts receive a commission - \$10 for every time their unique coupon code is used by a new customer to purchase a workshop ticket
- At the end of each month, the host receives a lump sum payment based on the commissions they've earned from their code

Ticket & Event Link

- Share your unique boomerang link on all your social media channels (Ex. Facebook, Instagram, Twitter)
- Post it on your website, blog, and any other digital platforms you currently use
- Email friends and family to notify them of the workshop



Pre- Workshop Checklist

Pre-Workshop:

- Materials per person are organized into kits
- Any take-home guides/ handouts are printed ahead of time (bring extras). Let us know if you need help with printing.
- Ensure you have the necessary equipment and props (images, prompts, anything you are using to illustrate your point)
- Make sure Boomerang is aware of your on-site equipment and set-up needs.
- Know the structure of your workshop and how you want it to flow (build in extra time for guests to socialize and ask questions throughout)
- Load any presentations onto a USB stick as a back up plan
- If you have any questions or concerns, make sure to reach out to Scott well in advance (48 hours before workshop)



| Event Day Checklist

Pre-Event:

- In person: Plan to be at the venue at least 30-45 minutes before the workshop starts – guests can start to arrive 15 minutes before the workshop
- Online: Join the Zoom meeting 15 minutes from start time
- Test any technical equipment you will be using (powerpoints, projectors, etc.) well before people begin to arrive
- Place any kits, supplies, and printed materials (ie. nametags, flyers, etc.) at each guest's seat neatly, or in a place where each guest can easily pick them up (Ambassadors or Boomerang Ops team will help with this)

Clean-up:

- Make sure you leave the room in the same condition you found it. It is important that we respect the partner spaces we are using to maintain those relationships.



| Post Workshop Checklist

Post Workshop

- ❑ Send your invoice with all necessary details to Scott (scott@goboomerang.com) within 48 hours after the workshop to ensure you're paid promptly.
- ❑ Share feedback with Scott about your experience (ex. Positives, areas of opportunity)





| Frequently Asked Questions |

| How Do I Talk About Boomerang?

What do I say to people when talking about Boomerang? We're glad you asked.

Q: What is Boomerang?

A: Boomerang is a social platform for people to explore their passions, learn new skills and connect with their community. You can host or attend workshops on a variety of topics from Knitting to Lawn Bowling to Pickling and Mindfulness using our platform.

Q: What do I get when I sign up for Boomerang?

A: When you become a Boomerang Member, you will start receiving a weekly newsletter to your email. Members get exclusive access to all workshops, and can also apply to host workshops. You will not be spammed beyond these types of communications.

Q: How do I sign up?

A: You can visit www.goboomerang.com to sign-up to become a member for free. You'll receive a welcome email within a few days.

Q: How much do these workshops cost?

A: Ticket costs for workshops vary, including some which are free. They typically range from \$10 - \$80 depending on materials.

Q: Who is hosting these workshops?

A: Boomerang carefully-selects hosts (like myself) that are members of our community, or sourced from our networks of passionate and skilled instructors. You can apply to host with us by visiting www.goboomerang.com.

Q: What can I learn at these workshops?

A: Boomerang offers workshops in a variety of areas such as the visual arts & handicrafts, lifestyle & wellness, and other creative areas like storytelling or poetry. We are always interested in hearing about what our members want to learn and will do our best to find workshop hosts to accommodate member requests.

Q: Who created Boomerang?

A: Anelynda Mielke-Gupta & Ali Tawfiq. They are extremely passionate about (1) building an online community that enables connection (2) celebrating and bringing out the skills and talents of people entering their retirement and (3) building a business that solves some of our biggest social problems: loneliness, social isolation, and a lost sense of purpose.

Q: Where is Boomerang being incubated?

A: Boomerang is an individual startup being grown at RBC Ventures. RBC Ventures' goal is to create products and services that solve problems and make lives better. More info: www.rbcventures.ca.

| Tough Questions

What do I say to:

Q: What is your relationship with RBC Ventures?

A: Boomerang is an individual startup being grown at RBC Ventures. RBC Ventures' goal is to create products and services that solve problems and make lives better. More info: www.rbcventures.ca.

Q: My friend does not have an email account. She can't sign up for workshops.

A: Unfortunately, you need an email to sign-up with Boomerang. You can purchase tickets for them or they can use a family members email if they wish.

Q: Is Boomerang for seniors?

A: Although we are targeted towards people in the semi-retired to retired phase of life, we are inclusive of all age demographics and welcome intergenerational connection.

Q: *Person walks into room* Can I join the workshop?

A: Please go to www.goboomerang.com and purchase a ticket online. This is important because we need each person that attends the workshop to agree to the terms and conditions stated when purchasing a ticket. We also do not accept cash payments.

Q: How are you profitable? What is your business model?

A: I can't speak about this information. I am an independent instructor using this platform to share my skills with others. It is best for you to reach out to Ali Tawfiq (ali@goboomerang.com) or Anelynda Mielke Gupta (anelynda@goboomerang.com), Boomerang's co-founders.

For any additional questions that are raised that you don't have answers to, please share them with Scott Alton (scott@goboomerang.com) to answer those for you.

A photograph of an older man and woman sitting at a table in a bright, sunlit room. The man, on the left, is wearing glasses and a grey t-shirt, smiling at the woman. The woman, on the right, has blonde hair and is wearing a light-colored top, also smiling. They appear to be in a pleasant conversation. The background features large windows with white curtains and indoor plants. The word "Administration" is overlaid in the center in a bold, black font, flanked by two vertical orange bars.

| Administration |

Payment

Payment Terms:

Boomerang uses the following payment model. Each host receives:

- a. \$80 Guaranteed Flat Rate per workshop executed. Does not include cancelled workshops due to not enough sign-ups, rescheduling, or any other unforeseen circumstances.
- b. 50 percent of each ticket sold. Ticket prices are agreed on between the host and Boomerang before the workshop is delivered. Does not apply to free workshops.
- c. \$25 Bonus for selling out the workshop. This is based on the capacity agreed upon between the host and Boomerang before the workshop.
- d. Boomerang is to cover the cost of materials. The host is to confirm the price per head before the workshop is booked.

Payment Method Options:

1. Send us an invoice through PayPal and receive immediate payment. A small 2% fee will be charged on your end. You can do this through a personal PayPal account. It does not require a business account. Send the invoice to scott@goboomerang.com.
2. Send us an invoice through one of your current online invoicing tools (ex. Wave, Square, Quickbooks).
3. Create an invoice and send it to us in PDF format. We will send the invoice to RBC's Accounts Payable department and they will mail a cheque to your home address (no fees incurred) or send an Electronic Funds Transfer if you choose.



Payment Option 1: PayPal

We recommend that all Boomerang hosts create a personal account with PayPal to promptly receive payments.

1. In order to send invoices to Boomerang and accept money for your skill sharing services, you will need to create a personal account with PayPal (www.paypal.com). PayPal will charge you a 2.9% transaction fee and 30 cent service fee for each invoice payment received.
2. To create an invoice, log-in to your PayPal personal account.
3. At the top of your home dashboard menu, click the “More” icon beside the “Request” icon. You will see a drop down menu.
4. Select “Create an invoice”
5. Input “scott@goboomerang.com” into the “Bill To” text box
6. Click add customer details
7. Click the item name and add “Boomerang Host: [Workshop Title]”
 - a. Enter detailed description: “Guaranteed Flat Rate for Date, Time, Venue.”
 - b. Enter the number “1” under the quantity column.
 - c. Enter the number 80 under the price column.
8. Click add another line item at the bottom of the page
9. Enter the item name: “Ticket Commission”
 - a. Enter the detailed description “50% commission on each ticket sold.”
 - b. Enter the number of tickets sold under the quantity column
 - c. Enter 50% of the ticket price under the price column
10. Repeat step 8. Enter “Material Costs” under the item name.
 - a. Repeat step 9a. Enter “Material cost per customer.”
 - b. Enter the number of material kits purchased under the quantity column
 - c. Enter the price per kit under the price column.
11. Double check that all the details you have inputted are correct.
12. Click “Send” the invoice and it will be immediately sent to our Operations Manager’s email inbox to be processed.

Payment Option 2: Alternative Online Invoicing Platform

If you're currently using a different online invoicing platform, you can send us an invoice through your platform of choice (Ex. Square, Quickbooks, Freshbooks). Make sure to include the following details:

1. **Payee:** Your name, Address, Postal code
2. **Bill To:** Scott Alton, Boomerang, RBC Ventures, [20 Bay Street, 17th Floor, Toronto, ON, M5J 2N8](#)
3. **Description of services:** Boomerang Host, Name:, Date / Time of workshop
 - o \$80.00 Flat Rate
 - o X number of attendees x 50% of ticket price =
 - o X number of attendees x material cost =
4. Include your registered tax number (if you have one)
5. Send your invoice to contact@goboomerang.com



Payment Option 3: Invoice & Cheque

We recommend you use PayPal to promptly receive payments. However, we understand if you would like to be paid via cheque or Electronic Funds Transfer. To be transparent, this process can take up to 4 weeks to receive payment.

1. Create a Microsoft excel or word document and input the below details.
2. **Payee:** Your name, Address, Postal code
3. **Bill To:** Scott Alton, Boomerang, RBC Ventures, [20 Bay Street, 17th Floor, Toronto, ON, M5J 2N8](#)
4. **Description of services:** Boomerang Host, Name:, Date / Time of workshop
 - \$80.00 Flat Rate
 - X number of attendees x 50% of ticket price =
 - X number of attendees x material cost =
5. Include your registered tax number (if you have one)
6. Include the text: "Payment is due within 7 Days upon receipt"
7. Save the document as a PDF
8. Send it to scott@goboomerang.com

A photograph of three people sitting in a bright, sunlit room, engaged in knitting. On the left, a woman with short blonde hair and glasses is smiling while knitting with white yarn. In the center, an older man with white hair is focused on his work. On the right, a woman with long blonde hair and glasses is smiling while knitting with pink yarn. The room features large windows with white curtains, a potted plant with large green leaves, and a table with various decorative items. The text "Terms & Conditions" is overlaid in the center in a bold, black font, flanked by two vertical orange bars.

| Terms & Conditions |

| Terms & Conditions for Hosts

Hosting Workshops:

1. These Host Terms & Conditions (“Host Terms”) are in addition to and do not replace the Boomerang Terms and Conditions which continue to apply. Any capitalized term not defined herein shall have the meaning set out in the Boomerang Terms and Conditions.
2. You grant RBC Ventures Inc. (“Boomerang”) the right to promote your workshop and any images of you, or your work at our sole discretion.
3. You represent and warrant to Boomerang that you are qualified to teach the workshops that you list with the platform and that you will at all times conduct yourself in a professional manner and in compliance with all applicable laws.
4. You understand that, if you teach a workshop, the registrants will have the ability to post a review of this workshop. We cannot control the contents of any such review and will not be held responsible for any information or opinions that a user may include in any such review.
5. Boomerang reserves the right to, but is under no obligation, to delete the listing and cancel any workshop at any time and for any reason.
6. You will not upload, share, post, distribute or otherwise engage or partake in:
 - a. any behavior that is unlawful, threatening, abusive, harassing, defamatory, libelous, deceptive, fraudulent, invasive of another’s privacy, tortious, contains explicit or graphic descriptions or accounts of sexual acts (including but not limited to sexual language of a violent or threatening nature directed at another individual or group of individuals), or otherwise violates our rules or policies.
 - b. any behavior that victimizes, harasses, degrades, or intimidates an individual or group of individuals on the basis of religion, gender, sexual orientation, race, ethnicity, age, or disability.
 - c. any copyrighted, trademarked, or proprietary materials on your profile without the express permission of the owner. You will not post any content that infringes on any patent, trademark, trade secret, copyright, right of publicity, or other intellectual property or proprietary right of any party.
 - d. any behavior that constitutes unauthorized or unsolicited advertising, junk or bulk email (also known as “spamming”), chain letters, any other form of unauthorized solicitation using any Boomerang assets.



| Terms & Conditions for Hosts

7. You understand that workshops posted are publicly available to be viewed and accessed by any member.
8. You agree to source all necessary materials for the workshop.
9. We and RBC companies will not be responsible for any loss, damage, harm, injury, delay or inconvenience suffered or incurred by you with respect to (i) these Host Terms; or (ii) your hosting a workshop. Such losses, damages, injuries, delays and inconveniences include, without limitation, (i) direct, incidental, indirect, consequential, special, aggravated, punitive or exemplary damages, (ii) loss of data, profits, information, opportunity, revenues and goodwill, and (iii) any other business interruption, commercial or economic losses. The foregoing limitation of liability applies regardless of the cause of action, even if we or a RBC company have been advised of the possibility of such damages.
10. You release and indemnify us for any claim, cost and liability incurred: (i) as a result of your hosting a workshop; or (ii) as a result of your breach of these Host Terms. Neither you nor we will contest the validity or enforceability of these Terms and any related documents because they were accepted or signed in electronic form.
11. If any provision of these Host Terms is found to be invalid or unenforceable, this will not affect the validity or enforceability of the other provisions of these Host Terms. Our failure to enforce strict performance of any provisions of these Host Terms does not mean we have waived any provision or right. Neither the course of conduct between you and us, nor trade practice modifies any provision of these Host Terms. We may assign or transfer these Host Terms on notice to you. You may not assign or transfer these Host Terms or any of the obligations or rights under these Host Terms to any other person. We have the right at all times to assign any or all of our rights and obligations under these Host Terms to an RBC company.

| Terms & Conditions for Hosts

12. You may earn revenue through Boomerang. The host agrees to the following payment model:
 - i. \$80 Guaranteed Flat Rate per workshop
 - ii. 50 percent of each ticket sold. Ticket prices are agreed on between the host and Boomerang before the workshop is delivered. Does not apply to free workshops.
 - iii. \$25 Bonus for selling out the workshop. Based on the capacity agreed upon between the host and Boomerang before the workshop.
 - iv. Boomerang is to cover the cost of materials. The host is to confirm the price per head before the workshop is booked.
13. To qualify for payments, at least 2-4 members must sign-up for your workshop in order for it to move forward. The minimum number of registrants for the workshop must be confirmed before the workshop is booked.
14. Boomerang will cancel the workshop 48 hours in advance if there is less than the agreed upon minimum number of registrants confirmed with the host before the workshop was booked.
15. Boomerang pays hosts within 7-10 business days of the workshops date if they use the PayPal platform. Cheques and Electronic Funds Transfer's can take up to 30 days to process.
16. Hosts agree that Boomerang's sole responsibility is to process payments and pay out hosts in the proportions set forth above. Boomerang is not responsible for any transaction between any member and/or host and cannot be held responsible for any issues arising from any such transaction.
17. Boomerang reserves the right to withhold or cancel payments to hosts if it deems in its sole judgement and absolute discretion that the host engaged in behavior that violated any part of the Boomerang Terms and Conditions or the Host Terms.



Thank you!

We're excited to have you join the host community!

