

The Zeitgeist Movement

ZDay Handover document



Created 2018

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This document

This document is an introduction to Zday event organisers, especially Zday global.

What is ZDay?

ZDay or Zeitgeist Day is the Zeitgeist Movement's annual, worldwide day of information sharing. Often through presentations, a conference or other such things.

What is the Zeitgeist Movement

The Zeitgeist Movement is a global sustainability advocacy organisation which promotes the use of the scientific method towards social concern.

We currently see the Natural Law / Resource Based Economy as the best option for an abundance centered (post-scarcity) society that is something we need to transition towards.

For more information check out the movie Zeitgeist Moving Forward or many of the other Zeitgeist Movement and related materials <https://zeitgeist-info.com/video-wall/>

Excitement based movement

The reality is that this is an open, decentralised movement and that most of the work that gets done with the movement is when people are excited and also have others they can work with and trust. A lot of that trust and excitement is generated during the ZDay events, both local ones and the global one.

Audio matters

So I just wanted to highlight something. Audio recording on the day is going to be extra important, especially given the budget for real time translators.

Please make sure you have someone dedicated to audio and that alone. That they properly play back and test the audio multiple times.

For example last year we had to pay the venues console operator who ran the lights and sound. The system recorded onto a USB stick, but the signal recorded was so weak that there was a LOT of general line noise. The guy just needed to change a slider setting, but because the sound out of the speakers sounded fine we assumed it was all good. 2 days of audio needed special noise reduction work. Jason Lord spent ages working through what audio we could before running out of time.

At this years event the audio stream from the wireless lapel mic was mixed in with the hdmi audio input from a video camera. This camera had both horrible audio and also was delayed. PJ has declared that all presentations from that event have to use re recorded audio which is why I haven't put my presentation up yet.

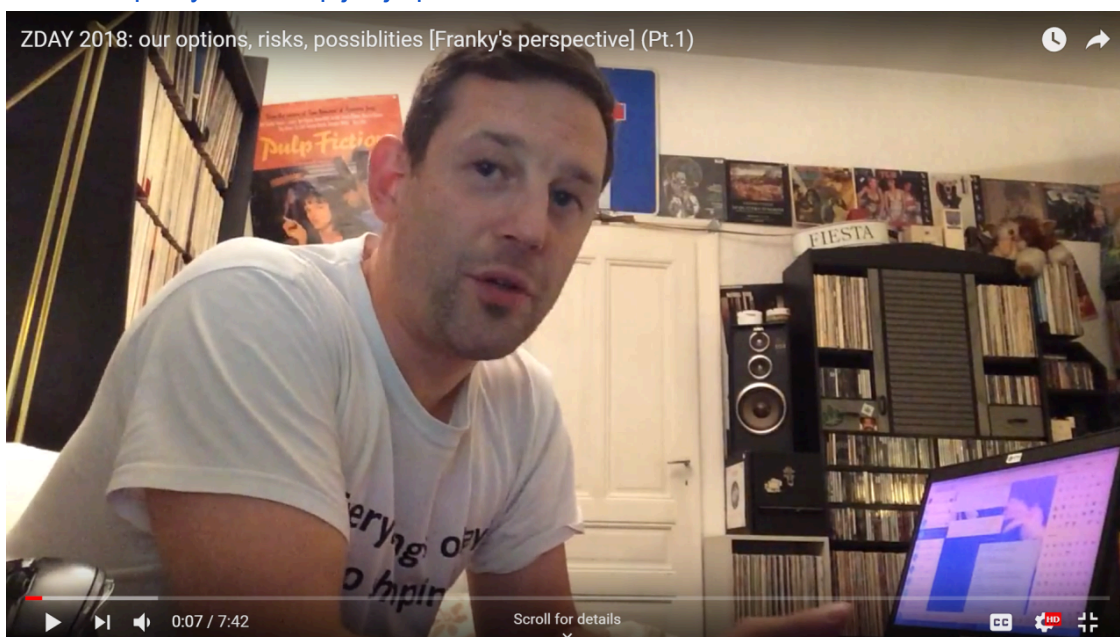
I both years the sound from the speakers sounded fine but the recorded audio sucked. Also myself and others working tech were doing filming, photos, working the live stream, a presentation of our own and also helping organise. So sound was an afterthought. (written by Michael Kubler in 2018.

Links to possibly useful information

Some insights from Franky:

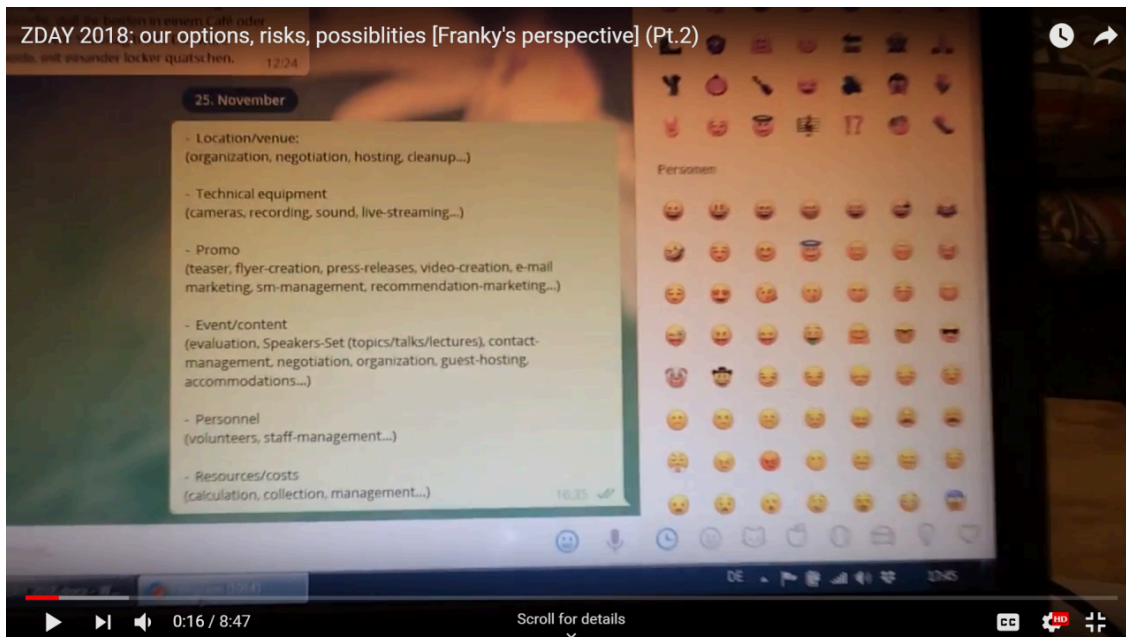
ZDAY 2018: our options, risks, possibilities [Franky's perspective]

Part 1: <https://youtu.be/qaj2EjJqdHk>



Part 2: ZDAY 2018: our options, risks, possibilities [Franky's perspective]

https://youtu.be/vd_hqlmoru4



Zday Event Guide (a must read for the basics)

<https://www.thezeitgeistmovement.com/zday-event-guide/>

The original TZM Chapters guide:

http://thezeitgeistmovement.se/files/TZM_Chapters_Guide_v2_0.pdf

<https://www.tickettailor.com/> - Ticketing website used by Germany for Zday 2018

ZDay 2017 Schedule v4 (ODF)

<https://www.dropbox.com/s/ls2g6oi0skdddhu/ZDay%202017%20schedule%20v4.odt?dl=0>

ZDay 2017 Eventbrite public info page:

<https://www.eventbrite.com.au/e/z-day-2017-global-event-with-special-guests-tickets-27321378980>

Zday 2018 Facebook event <https://www.facebook.com/events/188292061762259/>

Zday 2017 Budget:

https://docs.google.com/spreadsheets/d/1ZPG32YR3MctWhhOBONfCcJ8m_hxp4AI_8DR2ADR66Ug/edit?usp=sharing

Presenters for Z-Day 2017

<https://docs.google.com/spreadsheets/d/1HNtiRw4ue8SDsy7cMAUrx6LEBJe-XMCNvCcTnJMfo/edit?usp=sharing>

Free ticket application for Zday 2017

<https://emotively.typeform.com/to/r9IJAn>

Initial 2017 budget spreadsheet

https://docs.google.com/spreadsheets/d/1ZPG32YR3MctWhhOBONfCcj8m_hxp4AI_8DR2ADR66Ug/edit?usp=sharing

Zday 2018 Facebook event info

The 2018 main event will be held in Frankfurt, Germany at the "Kunstverein Familie Montez" on April 7th, 2018, 15:00 - 20:00 CET.

The 2018 symposium will address the growing severity of emerging social destabilization, war, income inequality, slavery, dramatic environmental failures and, in short, overall public health and societal crises playing out on the Earth's stage today.

This five-hour event will feature speakers such as Peter Joseph, Colin Turner (The Free World Charta), Anna Brodskaya, Michael Kubler, Bert Zimpel, Serf Doesborgh and many more who will be covering a range of topics, from The Zeitgeist Movement's train of thought, observations and proposals; to effective activism, transitional possibilities, technological developments, the importance of independent journalism, non-violent communication, the role of humor in activism, dealing with opposition and much more.

Schedule: <http://bit.ly/zday2018-schedule>

Speakers List:

Peter Joseph (TSM US)
Anna Brodskaya (TSM Ireland)
Michael Kubler (TSM Australia)
Serf Doesborgh (TSM Netherlands)
Bert Zimpel (TSM Germany)
Arjang Jameh (TSM US)
Abby Martin (Journalist/Artist)
Lee Camp (Comedian)
Colin Turner (The Free World Charta)
Rowena Bernardo (Blogger/Innovation Engineer)
Timm Wille (Open Source Ecology Germany)
Markus Kollotzek (GreenNet-Project)

Hosted by: Franky Müller (TSM Germany)

Tickets: buytickets.at/zdayglobal

ABOUT "Zeitgeist Day":

"Zeitgeist Day", or Z-Day for short, is a global annual event day which occurs in the middle of March each year. The goal is to increase public awareness of The Zeitgeist Movement. The first official "Z-Day" took place in 2009. These events were well-documented by news agencies across the world, including the New York Times in America. An archive list of those events can be found on the zdayglobal.org site. The 2010 Z-Day had 330 sympathetic events occur in over

70 countries worldwide. These events were also well-documented by news agencies across the world, including the Huffington Post in America.

ABOUT "The Zeitgeist Movement":

The Zeitgeist Movement is a global sustainability activist movement presenting the case for the needed transition out of our current unsustainable economic model and into a new sustainable socio-economic paradigm based on using the best that science and technology have to offer to maximize human, animal and environmental well being in accordance with the natural world.

<https://www.thezeitgeistmovement.com/>

Note: If you would like to chat with other attendees away from Facebook you can join the Z-Day 2018 Telegram chat group <https://t.me/joinchat/CR-xFBLg6LcRzx3G78xdxQ>

Zday 2017 Poster

Note you get get more of the eventbrite / ticketing information from:

<https://www.eventbrite.com.au/e/z-day-2017-global-event-with-special-guests-tickets-27321378980>



The poster for Zday 2017 features a collage of icons at the top: a science atom, a technology gear, the TZM logo, a nature leaf, and a sustainability recycling symbol. Below these, the text reads 'THE ZEITGEIST MOVEMENT PRESENTS' followed by 'Z-DAY' in large, bold letters, with '2017' written vertically to the right. The dates 'SATURDAY 25TH & SUNDAY 26TH MARCH' are listed below. A black banner contains the text '9TH ANNUAL GLOBAL EDUCATIONAL SYMPOSIUM'. The main theme 'TOWARDS GLOBAL UNITY AND ABUNDANCE' is prominently displayed. Below this, a mathematical formula $f_p(E_{design}, E_p, E_{dist}, E_r) \rightarrow \max.$ is shown. A list of activities includes Presentations, Live Performances, Vegan Food, Drinks, and Workshops. The NZ Globe Theatre logo and location 'FORTITUDE VALLEY, BRISBANE, AUSTRALIA' are also present. A 'WANT CHANGE?' section with the website 'WWW.THEZEITGEISTMOVEMENT.COM' is included. The bottom left features QR codes and social media links for Facebook and Twitter. The bottom right shows a circular diagram, a list of speakers (Peter Joseph, Dead Letter Circus, The Future Thinkers, Eleanor Goldfield), and ticket information: 'TICKETS AVAILABLE AT Eventbrite' and 'ZDAY2017-AUS.EVENTBRITE.COM' with a QR code.

SCIENCE TECHNOLOGY TZM NATURE SUSTAINABILITY

THE ZEITGEIST MOVEMENT PRESENTS

Z-DAY

2017

SATURDAY 25TH & SUNDAY 26TH MARCH

9TH ANNUAL GLOBAL EDUCATIONAL SYMPOSIUM

TOWARDS GLOBAL UNITY AND ABUNDANCE

$f_p(E_{design}, E_p, E_{dist}, E_r) \rightarrow \max.$

- PRESENTATIONS
- LIVE PERFORMANCES
- VEGAN FOOD
- DRINKS
- WORKSHOPS

NZ GLOBE THEATRE
FORTITUDE VALLEY
BRISBANE, AUSTRALIA

WANT CHANGE?
WWW.THEZEITGEISTMOVEMENT.COM

PETER JOSEPH

DEAD LETTER CIRCUS

THE FUTURE THINKERS

ELEANOR GOLDFIELD

...AND MORE

TICKETS AVAILABLE AT Eventbrite

ZDAY2017-AUS.EVENTBRITE.COM

Z-Day 2019 Buenos Aires

Questions from the Argentinian chapter:

1. According to your experience, what is the cost structure of a typical event like? Are these types of events usually financed with the ticket sales?

Answer: You have to budget well but usually in the end the events just manage to pay for themselves, although the Brisbane 2017 ZDAY was \$1,000 out of pocket which the main organiser (Casey), ended up paying herself.

2. Can we get some type of advance, if necessary, to face organizational expenses before the ticket sales?

Answer: We have had the thought of doing that, that we'd have enough money spare that we could start a pool of money and create a revolving funding pool that events could borrow from, but we've never had money spare. [Note PJ did mention the NPO closing might release a small amount of funds but that would barley be enough to buy an audio recorder]

3. Will the participants of the event that come from other countries stay in hotels or would it be convenient that they stay in houses of local volunteers? How are other types of expenses of the collaborators of the global chapter financed (for example their plane tickets)?

Answer: Try and put presenters and far away helpers with local volunteers, after that you'll likely not have any spare space for participants. But by pointing out a couple of good hotels they can stay at there's some pooling of people into clusters and they makes the groups slightly more likely to interact.

Note that presenters and staff / helpers are likely to be there over the course of a week and with social gatherings before the event and global meetings after it'll be very intense, with most participants coming just for the day or two.

4. Can you share a map or work plan for a typical event with us as an example? (Maybe the one that was used in a previous event).

I'll add more documents to this when I can find them [Michael Kubler]

5. How is the need to translate the speakers at the event resolved? Is a simultaneous translation service contracted?

We've only had presentations in English for the ones I've done. Real time translations hasn't been a requirement I've needed to deal with. Sorry I can't help in that regard.

6. Does the global movement have any tools for the organization? for example, advertising videos

There's the ZDay website but that is being merged into the main Thezeitgeistmovement.com website. You'll need to ask Peter Joseph for access. Also see if you can use the global email list. You might need to send the right person something so they can send it using the new Sendy mailing list system.

7. Is it possible and/or advisable to use a crowdfunding tool to raise funds to finance the event? Does the global chapter have one?

Previously the chapters have pooled money from the members as a loan and paid back what they could with the sales of tickets and merchandise. What doesn't get paid back gets considered a grant not a loan.

Crowdfunding might work, but the incentives are wrong and it's very time consuming. Previous events have had time constraints, usually only being officially selected 4 or 5 months before the event so time was a factor.

8. Can we estimate the number of the participants? (this could help us choose the right location)

The 2017 And 2018 events had between 150 and 210 participants / ticket sales. We've been able to get the venues for free, usually as the venue makes money off the alcohol sales at the bar, although usually not enough for them to even cover all costs or barely make a profit.

9. The Argentinian chapter thinks that it would be a good idea to have the premiere or pre-premiere of interreflections at the 2019 Z-Day event, will it be possible?

Email peter@thezeitgeistmovement.com if he doesn't respond to any of your attempts to contact him then ask in the Telegram chat and we'll try and contact him via Signal.

10. The presentations during the event, specifically the material and local and regional presenters, will they be previously supervised by the global chapter before being accepted?

Uploads to the official YouTube channel are done by PJ and maybe 1 or 2 other people and are screened. The actual presenters list is up to the chapter although PJ has previously vetoed presenters by saying that he would not attend if they presented.

Don't upload any content of PJ, just give him the content and he will do it himself.

Note that these audio has to be Good Quality. We've had two years of bad audio recordings, it matters more than the video stream because you can always just show the slides and some photos if there's no video.

To repeat. Triple check the audio and have good backups. The backup sources we had weren't good enough and at one event the audio signal at the console was too low and noisy. At the other event had a video camera mic mixed in with the main wireless lapel mics and the delayed and highly noisy camera stream caused it to be unusable despite the audio on the day sounding fine.

11. At a typical event, what percentage of the speeches are provided by the global chapter vs. local speakers?

PJ usually does something. Even if it's just a Q&A session. We've got a list of people we've contacted who'd be amazing to see give a presentation but the big names like Dr Robert Sapolsky usually won't do it for under \$20k so you'll need to contact potential presenters that are appropriate for the general theme, or are at least available and geisty enough. I hear Colin Turner from the Free World Charter might be up for another presentation.

12. Is it necessary for the local chapter to have legal status (like NGO)?

The US based but official NPO is being or has already been closed down. Over the course of the years it ran it only got about \$16k in donations and half of that from a single member. It costs thousands a year to run an NPO, so no, we've not had local chapters with official legal status. However the issue is money. Usually the ticket sales go into someone's account and depending on your countries tax laws can be considered income tax. As such you might not want to use a personal bank account but usually a member has access to a foundation, trust, corporation or some such. Of course trusting them and having transparency matters a lot.

13. Will the event be 1 day long? 2 days?

That's your choice.

The 2017 Zday event was 2 days and it was incredibly hard to pull off. We paid for a number of International presenters flights and had two days of intensity with a week before hand of barely 4hrs sleep a night. It was brutal. We did everything to cut costs. From our own cooking of vegan food and more.

But the 2018 Zday was a lot easier. A lot less presenters. Their flights weren't paid for (not that I recall), the food was catered. The event was a lot easier to pull off in comparison and more effort was put into networking with the global team the day afterwards before everyone flew off.

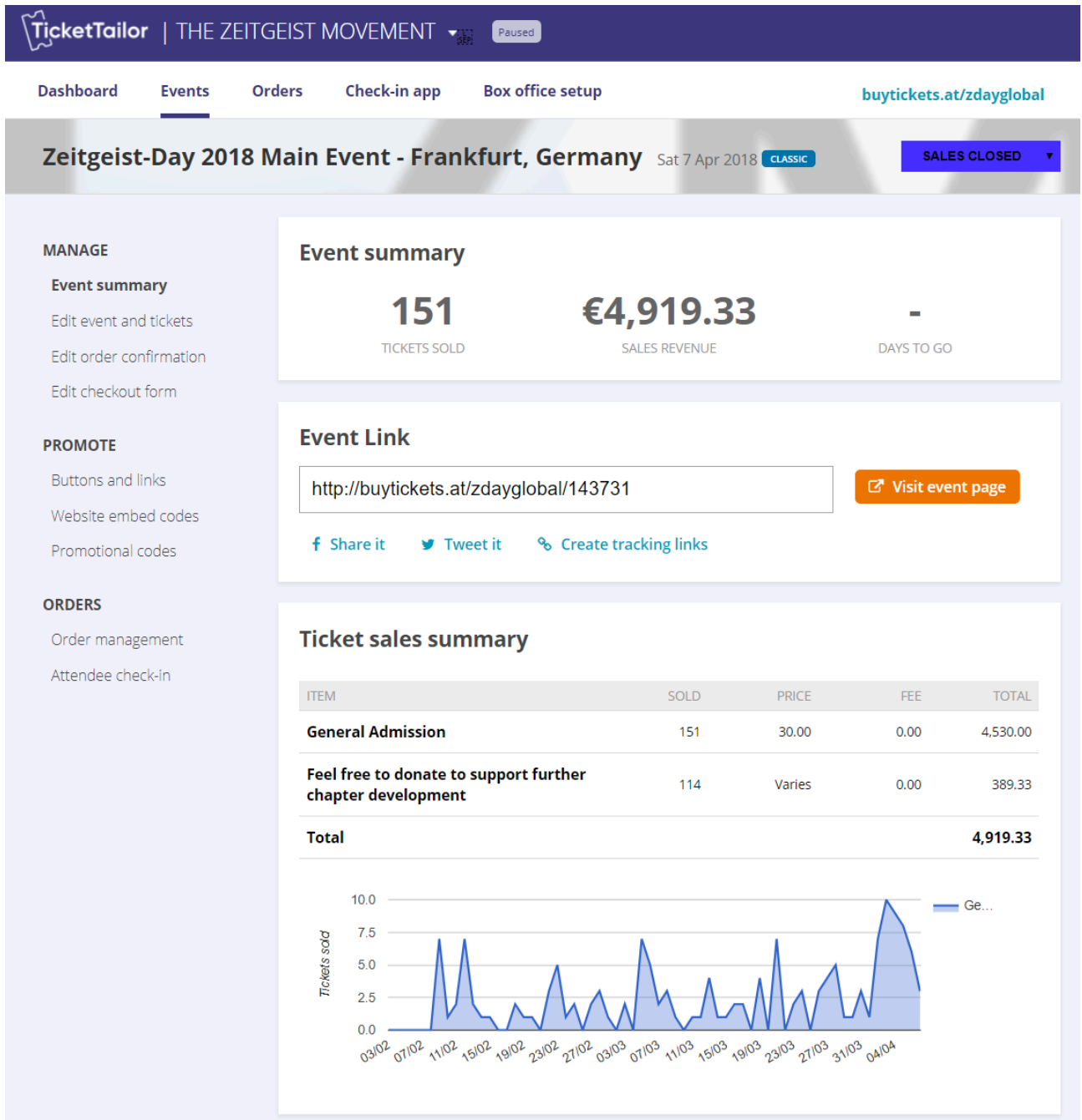
The 2018 budget was also about half that of the 2017 one.

So you decide. It depends what you can pull off without completely burning yourself out.

Ticketing info

Zday 2018 - 151 tickets sold for €4,919.33

There was also some on the day, last minute sales.



2017 Eventbrite info

224 tickets sold (including pro-bono ones)

YOUR EVENT URL

https://zday2017-aus.eventbrite.com.au



[Edit](#)

Sales by Ticket Type

TICKET TYPE	PRICE	SOLD	STATUS	END SALES
General Ticket - 2 days	\$60.00*	130/130	Sold Out	26/03/17 9:00 pm
Altruistic Ticket - 2 days	\$120.00*	12/20	On Sale	26/03/17 9:00 pm
Phantom Ticket (no seat - contribution only)	Donation Format	18	On Sale	26/03/17 9:00 pm
> Pro Bono Ticket - APPROVED	\$0.00	61/66	Hidden	22/02/17 5:30 am
Philanthropic Ticket - 2 days	\$240.00*	3/25	Hidden	26/03/17 9:00 pm

* Service fees will be deducted from your payout and depend on your ticket fees settings.

Zday 2021 in Mongolia

The event in Mongolia was Live Streamed and had members who translated for the live stream for the event.

Live Stream Direct video link: <https://www.facebook.com/tzmglobal/videos/4907511892627411>

Due to the [global website](#) having recently been migrated to Squarespace neither Michael Kubler nor Cliff S were able to easily make changes, as such the [Global Facebook Page](#) became more important as a source of fast information distribution.

(note: only PJ can update the Global website currently)