

Collection of Tips for Building a Content Unit for a Tens Convention

“Gathering in Tens” | World Kabbalah Convention | May 2026

Why do we build content?

Content at the convention is not meant to fill time. It is meant to help the ten connect, warm up, draw closer, and leave each meeting with a bit more shared desire.

Every content unit should answer one question:

What do we want to happen to the ten as a result of this meeting?

There is no need to build something big or impressive. What is needed is something alive, close, and clear.

Principles Before Starting

1. **Do not build alone** – every content unit should be created at least in pairs.
 2. **Start with a goal** – before looking for sources or clips, define what you want to achieve: strengthen the greatness of the friends, open the heart, enter joy, give thanks for the path.
 3. **Do not get attached to what you prepared** – if the ten needs something else, let it go. Connection is the main thing, not the material.
 4. **Every friend participates** – one finds a source, one prepares a question, one keeps time, one maintains the atmosphere.
 5. **Every moment at the convention can be content** – lesson, meal, walk, travel, even cleaning. Everything is part of the process if the intention is held.
-

How to Choose a Topic?

- According to the convention’s axis: greatness of the Creator in the ten, greatness of the friends, mutual guarantee, common prayer, gratitude.
- According to the state of the ten: need more joy? choose joy. need responsibility? choose mutual guarantee.
- According to the emotional situation of the friends: unite around it by strengthening specific friends.
- According to a Rabash article: take one article, read short excerpts, and build around it.
- According to source excerpts: importance of the friend, self-nullification in the ten, positive envy, prayer of many.

- According to a lesson by Rav Laitman: a short clip, one or two questions, and let it lead.

Do not choose a topic that is too broad.

Better a small, clear topic that opens the heart than a big one that remains abstract.

How to Build a Content Unit?

A simple four-part structure:

1. **Short Opening**
A few words to bring the ten into intention. Not a lecture—just warming the heart.
 2. **Short Source**
One or two excerpts only. Better a short, touching piece than many sources without time to absorb.
 3. **Question for the Ten**
Simple, personal, positive, and connecting.
Example: instead of “What prevents us from connecting?” → “What can help us get a bit closer?”
 4. **Short Summary**
Sentences from the friends, a song, short prayer, or gratitude. Close the meeting with shared feeling.
-

How to Build a Good Workshop?

A good workshop begins with the feeling you want to create—not the question.

Ask yourselves:

- How do I want the friends to feel at the end?
 - What heart do I want to open?
 - What will help them speak from connection, not prepared answers?
 - Is the question clear without long explanations?
-

Rules of Thumb for Questions

- Simple and short
- Positive, not critical
- About our ten, not abstract ideas
- With a short warm introduction

- Equal participation—each speaks briefly
 - Each builds on the previous
 - Ends with gratitude or common prayer
-

Examples of Effective Questions

- What do I especially appreciate about my friends in the ten?
 - What gift have I received from the ten recently?
 - What does our ten look like at the next level of connection?
 - What will help us keep one open heart at the convention?
 - What do I want to ask for my friends?
 - What can I do so each friend feels needed?
 - What do we want to thank for at the end of the day?
-

Experiential Activities (Without Losing Direction)

These are not breaks from content—they can *be* the content.

Goal: joy, breaking barriers, discovering new sides of friends, shared breathing.

Red line: cynicism, sarcasm, mockery.

Ideas:

- Silent walk with intention
 - “Speed connection” circles
 - Secret admirer
 - Ten-based word games
 - Kahoot quiz
 - Collective gift (song, clip, prayer)
 - Treasure hunt from sources
 - Watching a short film with intention
-

How to Ensure Everyone is Involved

If only two friends prepare everything, the ten loses the process.

Suggestions:

1. Divide convention slots among all friends
2. Each team gets one slot only

3. Shared preparation meeting
 4. Give practical roles to less content-oriented friends
-

Possible Roles

Preparation: logistics, transport, purchases, accommodation, equipment

During convention: sources, questions, timing, songs, atmosphere, meals, summary, prayer, facilitation

Suggested Convention Content Flow

Day 1: Entering One Heart

Goal: warm up, open hearts, feel shared building

Day 2: Building Mutual Guarantee

Goal: each friend responsible for the spirit

Day 3: Leaving with a Shared Decision

Goal: consolidate and continue forward

Template for a Content Unit

- Unit name and topic
 - Goal (desired feeling)
 - Source (1–2 excerpts)
 - Opening
 - Questions
 - Activity
 - Conclusion
 - Roles
-

Checklist Before Each Session

- Is the goal clear?
- Are sources short and precise?
- Are questions simple?
- Can everyone participate?

- Is time structured?
 - Is someone keeping time?
 - Is the space suitable?
 - Are transitions clear?
 - Is the activity truly connecting?
 - Are we coming with intention—not to impress?
-

Key Takeaways

- It doesn't have to be a perfect convention—just *our* convention.
- Content itself is not important—connection is.
- Better simple and alive than complex and scattered.
- A plan is only a starting point—flexibility is key.
- Each ten should discover its unique form.

In the end, the question is not how much we did—but how much we connected.

Convention website:
convention.kli.one