

	On-Demand	Virtual	In-Person
Format	Pre-recorded	Livestream	Live
Location	On any screen	On any screen	In your town
Individual Experience	View anywhere, at your own pace (repeatedly or at x2 speed!)	View anywhere, in sync with your guild	One-on-one time with Heidi, touch the quilts, mingling, etc
Group Experience	Watch as a group online or in-person, or learn book club style (watch solo, discuss together)	Participate in a community sewing room with Heidi projected live on a screen	Hands-on participation in a community sewing room with Heidi present
Q and A	None	Live online	Live in person
Yoga Options	Stream Heidi's Hand Yoga Club videos for free on YouTube	15-min live yoga breaks with Heidi—or longer if requested	Live yoga class (small group or whole guild), tailored to you
Bonus Content	--	--	Choice of one on-demand class <i>and</i> one on-demand lecture, free for whole guild
Recording	--	Lecture: Optional Workshop: Participants only	Lecture: Optional Workshop: Participants only
Number of Attendees	Lecture: Whole guild Workshop: min 10, max whole guild	Lecture: Whole guild Workshop: 10-95	Lecture: Whole guild Workshop: 10-25
Cost	\$	\$\$	\$\$\$
Guild Workshop Savings	50% or more savings for 20+ people	25%-50% savings	50% - 80% savings
Coordination with Heidi	None	3-5 emails	Phone call to plan, and follow-up emails
Legal Requirements	Fulfilled with purchase *No 1099 required	Contract and 1099	Contract and 1099
Transportation, Lodging, and Per Diem Costs	\$0	\$0	Required, varies by region