

EVENT: Backjoy Live Stream

DATE & TIME: Oct 23, Friday | 11:00am – 12:00pm

HOST: Janelle Tee

YOGI: Carla Paredes

VENUE: Gym, Marco Polo

EVENT SCRIPT

SEQ	PROGRAM FLOW	TIME	TECH
0	OPENING BANNER & TICKER	10:59 – 11:00	
1	WELCOMING REMARKS	11:00 – 11:03	
	<p>HOST: This is Janelle Tee, your host for today’s program. We’re welcoming you back as part of our ongoing celebration of World Spine Day.</p> <p>We have a very special treat for you guys today. For those of you who watched our live last week with posture expert Dr. Barry Kluner, you’ll know how good posture and core strength factors into our spine’s health. And what better way to achieve that than through a ... session of yoga to help you get #backontrack!</p> <p>Today, we’ll be delving into the basics of yoga; how it works, different poses that improve posture and core strength and how you can make the most out of each session by using BackJoy as part of your yoga routine.</p> <p>There will be a demonstration later on and as always, we’ll be answering your questions in the Q&A session at the end of the program so feel free take out your yoga mats now and let’s begin!</p> <p>But first, let’s watch a short video about BackJoy and its products. [cue in BackJoy video]</p>		CAMERA 1: HOST
2	BACKJOY VIDEO	11:03 – 11:05	

	<p>VIDEO PLAYING...</p> <p>BREAKER: PROD TEAM SETUP THE BACKJOY FOR YOGA SESSION</p>		BACKJOY PRODUCT VIDEO
3	ACKNOWLEDGEMENT INFLUENCERS & INTRO TO CARLA PAREDES	11:05 – 11:06	
	<p>SHOUTOUTS TO INFLUENCERS Host: Interesting, wasn't it? So, please don't forget to share this video link to your family and friends, so they too can learn how to power up their cores and learn how to maximize the use of their BackJoy products as we move along.</p> <p>Influencers:</p> <p>Before I introduce our special guest this morning, I would also like to thank Mica Pineda, Nicole Wuthrich- Dela Cruz, Rhea Camille Chong, Ginger Arboleda, Cassie Umali, Angel Jones, Rossel Taberna, Ka Tunying, JM Sunglao, Jazper Tiongson, Omni, Bryce, and Gerick Manalo for taking time out of their busy schedules to join our virtual yoga session.</p> <p>INTRO TO CARLA (YOGI) Host: Now, it is my pleasure to welcome fitness coach and yogi, Ms. Carla Paredes-Gadi.</p>		CAMERA 1: HOST & YOGI
4	YOGA SESSION W/ CARLA	11:06 – 11:45	
	<p>Host: HI, Carla! What do you have in store for us today?</p> <p>Carla: Hi, Janelle! Today we will be having a yoga session but with a twist. We will be incorporating our BackJoys into this yoga session. Now, what I prefer using is this one from BackJoy's Core Angel collection which is ergonomically designed for young adults of small to average body frame. They are proactive about maintaining a good physique and know that good posture is both healthy and attractive. The SitSmart Core Angel, on the other hand, has a petite pommel design made for maintaining good posture as it prevents the user from sitting too far forward.</p>		CAMERA 1: HOST

Host: That's amazing! Who knew BackJoy products could have such innovative use! Alright, should we get started?

CARLA STARTS WITH HER DEMO

* Host to copy yoga positions demonstrated by Carla. Here are the yoga positions, in order:

1. Prone with feet on sit smart

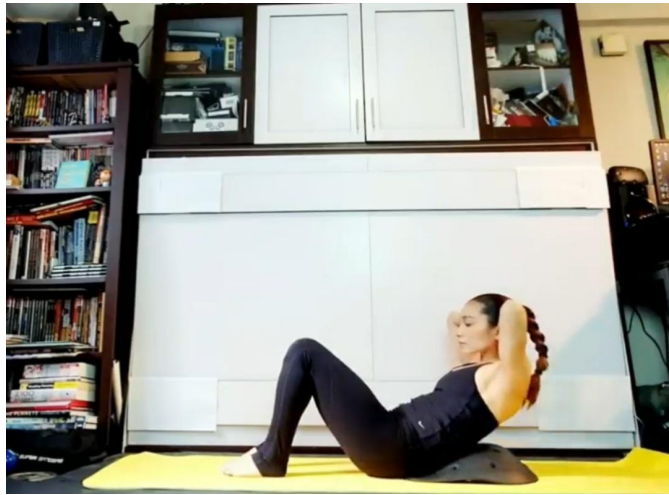


2. Prone or lateral with hands on sit smart

**CAMERA 1:
HOST & YOGI
ZOOM IN THE
ROUTINE**



3. Supine with upper body on sitsmart



4. Seated on sitsmart



HOST TALK POINTS WHILE DOING THE ROUTINE

1. When did you discover that BackJoy can be included in your yoga routine?
2. How did BackJoy change your yoga routine?

CARLA WILL SUMMARIZE THE ROUTINE

4	PROMOS STORE & SOCIAL MEDIA SEGMENT	11:45 – 11:48	
	<p>HOST: Well, thank you, Carla, that was indeed an enlightening experience. Our viewers and BackJoy users definitely learned something new again. But our treat for you, guys, doesn't end here.</p> <p>BackJoy Lazada will have storewide discounts and deals for you including a 5% discount on all regular-priced products and free shipping nationwide! But there's more: several vouchers are also up for grabs.</p> <p>Get a P1000 discount for every P5000 purchase, a P500 discount for every P3000 purchase and; P100 off for our new followers</p>		<p>CAMERA 1: HOST & CARLA</p>

	<p>So don't miss out! Head on over to our Lazada store after this live and purchase your very own BackJoy!</p> <p>Also, please don't forget to follow @backjoyphilippines on Instagram and @backjoyph on Facebook to keep you updated and to learn more about BackJoy and its products. Let us keep in touch by sending in your questions, inquiries, even testimonials in our social media accounts. The BackJoy team will be very much happy to assist you.</p>		
5	Q&A SEGMENT	11:48 – 11:55	
	<p>BACKJOY TEAM & CARLA WILL ANSWER QUESTION IN THE COMMENT SECTION</p> <p>HOST: Moving forward, it's time to send in your questions as we are now ready to answer them. BackJoy-related questions will be answered by the BackJoy team, whereas Carla here can also answer your fitness-related queries.</p> <p>We have our questions number one from [name]...</p> <p>Any more questions?</p> <p>I think we've answered all the questions sent in.</p> <p>Note: BackJoy team to answer all Backjoy questions and Carla will take on Sitmarts for fitness.</p>		CAMERA 1: HOST & CARLA
6	CLOSING REMARKS	11:55 – 11:56	
	<p>HOST: And so, that ends our program. We'd like to thank our viewers and influencers once again for taking part in today's session. Join us again next Friday, October 30 for the culmination of our World Spine Day celebration.</p> <p>Also, don't forget to follow us and share your thoughts by tagging us on your social media accounts. That's @backjoyphilippines for Instagram and @backjoyph on Facebook.</p>		CAMERA 1: HOST

	Again, thank you for joining us and we hope to see you again in our last session with Mr. James Deakin! This has been your host, Janelle Tee. Thank you and happy weekend, everyone!		
7	END BANNER	12:00	