Dharmaduta Services
Buddhist AI & Content Creation

Buddhist Creators Convention 2026

Jan 29 - Feb 6, 2026

Bodhgaya



Executive Summary

The Buddhist Creators Convention represents a groundbreaking initiative to expand the reach of Buddha Dharma through digital platforms, with an ambitious vision to reach a total of 100 million followers across all Buddhist creators' accounts combined by 2030. Led by Dharmaduta Services and supported by strategic partners including OpenPecha, Indrajala, Shechen, and Sherab (digital materials), this inaugural convention exceeded all expectations in both scale and diversity of participation.

Originally targeting 50 participants, the convention attracted 110 selected participants (27 Female, 83 Male) from a pool of over 360 registered applicants. The event demonstrated

remarkable diversity, bringing together representatives from all major Buddhist traditions: Mahayana, Vajrayana, Theravada, Zen and lay practitioners representing 10 countries across the globe.

To guarantee quality and participation, participants went through a thorough two-stage selection procedure. A minimum of 1,000 followers or subscribers on any social media platform, content centred around Buddhist teachings, and intermediate English ability were requirements for eligibility. The organising committee conducted virtual interviews with each applicant.

The convention brought together creators from diverse backgrounds, including YouTubers, Instagram dharma educators, podcast hosts, bloggers and written content specialists, and multi-platform influencers. Participants ranged from emerging voices with 1,000 to 10,000 followers to established influencers commanding audiences of over one million.

To maximize accessibility and inclusion, organizers implemented several key measures. All convention materials were translated into Hindi, Tibetan, and Nepali to accommodate participants' linguistic diversity. Every master class and presentation was offered free of charge to all attendees, with lifetime access provided on the Sherab e-learning platform as a token of appreciation for their participation.

The convention successfully established a global network of skilled Buddhist content creators, bridging timeless wisdom with contemporary digital platforms. It demonstrated strong demand for community-driven, strategic approaches to sharing the dharma in the digital age.

The program was thoughtfully designed across three distinct phases spanning January 29 to February 6, 2026.

Phase 1, held on January 29-30, focused on community building and knowledge exchange. The opening phase centered on building connections among participants through registration, icebreaking sessions, the inaugural ceremony, panel discussions, lightning talks, and community circles, establishing a collaborative foundation for the week ahead.

Phase 2, running from January 31 to February 5, delivered the core educational component through an intensive masterclass titled "Marketing the Dharma." Led by renowned coaches from Dubai : Mr. Milan Amin and Dr. Jaimin Shukla—this comprehensive training equipped participants with modern digital marketing strategies specifically tailored for Buddhist content creation and community engagement.

Phase 3, held on February 6, brought the convention to a meaningful close with recognition and forward planning. The final day featured the Buddhist Influencer of the

Year 2026 award ceremony, celebrating exceptional contributors to digital dharma dissemination.

Introduction

Background and Vision

While Buddhism has flourished for over 2,500 years, the practice of Buddha Dharma continues to transform lives across the globe. The Buddhist Creators Convention 2026 emerged from a recognition that digital platforms offer unprecedented opportunities to share these timeless teachings with new audiences.

Vision 2030: Empower Buddhist creators worldwide to collectively reach 100 million followers with authentic Buddha teachings through digital platforms.

The convention's focus on "Marketing the Dharma" may initially appear commercial, but the fundamental purpose is to make Buddha's teachings more accessible and relevant in today's world. Marketing, in this context, refers to thoughtful communication and strategic outreach that honors the authenticity of the teachings while meeting people where they are on digital platforms.

Bridging Traditional Wisdom and Modern Technology

The convention addresses a critical gap in contemporary Buddhist practice: connecting traditional lineages with digital-native audiences.

Key objectives include:

Bridging the Gap: Creating meaningful connections between teachers (gurus) and students (disciples) through digital means

Empowering Creators: Supporting Buddhist content creators to reach broader audiences while maintaining authentic roots

Leveraging Technology: Utilizing AI and digital tools to enhance accessibility without compromising traditional wisdom

Building Community: Fostering a global network of creators committed to ethical, authentic dharma dissemination

Introduction of WeBuddhist Platform

In support of the convention's mission, organizers introduced WeBuddhist, a pioneering Buddhist digital application that simplifies Buddha's teachings for contemporary audiences while maintaining authenticity and traditional accuracy. The application integrates AI-powered features for personalized learning, provides accessible entry points for new practitioners, and offers multilingual support for global accessibility.

Key Activities:

Phase 1: Community Building and Knowledge Exchange

Pre-Convention Preparation and Registration(January 29)

Prior to the convention, all program details were shared via WhatsApp to ensure a smooth registration process. This included meal restrictions, ID requirements, weather forecasts, and room allocations.

Registration was scheduled from 2:00 PM to 6:00 PM to accommodate all participants in a hassle-free manner. Before the actual event, the organizing committee conducted a simulation exercise with individuals outside the committee to identify potential challenges and ensure the most satisfactory experience for participants. However, due to unforeseen circumstances such as flight delays, some participants were unable to arrive on time. To accommodate them, we extended registration into the following day.

We received excellent feedback on the registration process from participants. Additionally, we arranged accommodation directly adjacent to the venue to enhance their overall experience.

Opening Dinner and Networking

The opening dinner was held at 6:30 PM at Shechen Monastery. Organizers deliberately mixed participants and seated them in different spaces to foster a sense of inclusivity and help them build connections by introducing themselves to one another.

The Opening Ceremony

The Opening Ceremony commenced at the main venue. The stage came alive with a traditional Scarf Presentation offering, followed by the solemn lighting of butter lamps in front of the Buddha statue that cast a warm, contemplative glow across the gathering. Mrs. Deepa Thakur led the assembly in the chanting of the Heart Sutra in Pali, creating a sacred atmosphere that grounded everyone in the spiritual essence of the retreat.

The session featured a video-recorded keynote address by **Shri Abhijit Halder, Director General of the International Buddhist Confederation**, in which he spoke on the intersection of social media and social responsibility. He emphasized that in an era where digital content can spark revolutions or shift cultural paradigms, influencers must adopt mindfulness as their core operating principle. Mr Abhijit highlighted the "game of the mind," noting that while creators control their message, they do not control how millions of diverse minds interpret it. Consequently, he urged participants to be consciously aware of ethical norms, inclusivity, and the potential for positive trends to shift into negative domains, necessitating timely intervention to neutralize adverse social impacts.

Mr Abhijit further highlighted the IBC's commitment to supporting creators in disseminating the Buddha's teachings to combat modern global challenges such as conflict, social instability, and digital division. Pointing to the recent Global Buddhist Summit in New Delhi, he noted how the Dhamma has transcended traditional borders to reach regions as diverse as Finland, Brazil, and Tanzania through modern technology. He encouraged the gathered influencers to use their borderless platforms to push the subtle, relevant teachings of the Buddha for the benefit of global society. By fostering a collaborative environment of healthy discussion, Shri Halder envisions a network of "mindful creators" capable of molding digital discourse into a force for peace and positivity.

Followed by video messages from **Dzongsar Jamyang Khyentse Rinpoche Rinpoche** who reflects on the paradoxical human nature regarding influence. We resist being influenced by others while simultaneously wanting to influence them ourselves. He observes that in today's world, particularly in the current political climate, power ("might") is often used to control and influence others, referencing how America has historically operated. However, he suggests that might doesn't necessarily have to be about dominance or force; it can manifest through various means such as communication, presentation, appearance, and messaging.

Given this inevitable human desire to influence rather than be influenced, Rinpoche expresses his hope that we at least strive to use our influence with good intentions and meaningful content. Though he acknowledges uncertainty about what exactly constitutes "good content" in today's complex world, his essential message is a call for ethical responsibility in how we exercise whatever influence we possess, encouraging participants to be mindful of using their power, however it manifests for positive purposes.

Shechen Ramjam Rinpoche: Rinpoche underscored the vital importance of Buddhist content creation in an era of rapid and unprecedented change. Reflecting on how technologies like smartphones were unimaginable just 10-15 years ago, he emphasized

that traditional education alone cannot adequately prepare people for an unpredictable future.

Buddhist teachings, however, remain universally relevant because they address timeless human challenges: managing destructive emotions such as desire, anger, and jealousy, and dispelling ignorance to perceive reality clearly. These core teachings transcend changing circumstances and offer the most essential education for future generations.

Rinpoche acknowledged the attendees as influencers with platforms reaching millions and encouraged them to inspire genuine interest in the dharma, which provides profound meaning to life. However, he noted that this requires skillfulness—making content engaging and accessible while preserving Buddhism's authentic messages, even when adapting presentation methods for contemporary audiences.

Ultimately, Rinpoche emphasized that this work is not about promoting Buddhism as a religion, but rather about making essential wisdom available to all humanity. Buddhist teachings are a necessity for human flourishing and the wellbeing of future generations. He expressed his full support for the convention's mission and confidence that participants would generate valuable insights and forge collaborative networks in service of this greater purpose.

In the final keynote session, **Kyabje Trulshik Yangsi Rinpoche** graced the stage for the very first time with a heartfelt message. In his address today, Rinpoche emphasized that sharing the Buddha Dharma through digital platforms is both timely and profoundly meaningful. He acknowledged that your videos bring peace and kindness into the world. "If someone watches one of your videos and is inspired, even for just one day, to cause a little less harm and do a little more good," he said, "I sincerely ask you to hold a pure motivation in this work." Rinpoche concluded by offering his best wishes for the fulfillment of your aspirations.

Following the keynote, Ms. Palkyi from Dharmaduta Services gave a visual presentation that demonstrated the range of attendees using demographic graphs that showed the gathering's global reach across various regions, age categories, Buddhist sects, and communities of followers. She then presented Dr. Jaimin Shukla and Milan Amin, two renowned coaches whose knowledge will help steer the seven-day Masterclass. The community felt more connected and trusted when the facilitators and staff as a whole were introduced. To make sure everyone felt informed and ready, Ms. Palkyi gave a thorough rundown of the location, the week's itinerary, and the resources that would be accessible.

As the ceremony drew to a close, Ms. Senge invited participants into a moment of profound reflection with the Setting the Intention exercise, where attendees were asked to

spend one minute in silence writing down their intention, the one seed they wished to plant during the week, the transformation they hoped to create by the convention end.

The participants collectively expressed intentions centered on learning, growth, and service to others. Many emphasized a desire to learn and unlearn with openness, deepen understanding, and apply insights in daily life with mindfulness and compassion. There is a strong commitment to supporting youth and communities by sharing knowledge, mentoring, and creating safe, positive environments that nurture wellbeing and peace. Participants also highlighted building meaningful connections, strengthening collaboration, and fostering a sense of global responsibility. Creativity, ethical use of digital platforms, and personal transformation were recurring themes, with several intentions focused on spreading awareness, inspiring others through example, and contributing to a kinder, more harmonious world through small but consistent actions.

Day 2 (January 30):

Panel Discussion: Future of Buddhism in the Digital Age



Mr. Rahul Dongre, the convention's moderator, facilitated the panel discussion titled "Future of Buddhism in the Digital Age" that brought together prominent Buddhist digital influencers to examine how Dharma is changing in the digital sphere. The panelists Aachen Tenzin Thupten, Ayye Shakya Dhammadinna, and Quinthup Pema Bhutia were carefully selected based on three key criteria: the size and reach of their follower base across platforms, the quality and authenticity of the Buddhist content they shared, and the measurable influence they wielded within their communities. This selection process confirmed that the panel represented voices who were not only popular but also trusted and effective in their digital Dharma work.

The discussion centered on three critical dimensions that defined the current state and future trajectory of Buddhism online. First, the panel examined questions of authenticity, exploring how teachers and content creators could maintain the integrity and depth of Buddhist teachings while adapting them to digital formats, modern language, and the rapid-fire nature of social media. Second, they addressed accessibility, investigating how digital platforms could break down traditional barriers to Buddhist teachings and make the Dharma available to seekers from diverse backgrounds, languages, and levels of technological capability. Finally, the panel tackled the digital divide, discussing the

disparities in access to online Buddhist resources and the growing gap between traditional sanghas and emerging digital communities. This conversation aimed to provide both inspiration and practical frameworks for creators navigating these complex challenges.

The panel discussions were well-received by participants, with many expressing complete satisfaction with the content covered. Attendees appreciated the comprehensive approach that touched on essential topics for Buddhist digital creators, including content creation strategies, technical skills, and the intersection of spirituality with digital media. The expertise shared was recognized as valuable, particularly for those new to digital content creation. Participants found the sessions relevant and informative, with several noting that all their areas of interest were adequately addressed. The overall sentiment reflected gratitude for the knowledge shared and the quality of instruction provided.

Lightning Talks: Creator Showcase

Following the panel discussion, the convention shifted to a dynamic, interactive format with two Lightning Talks sessions. These sessions featured 27 presenters on various topics, with rotating presentations across four concurrent areas named after four significant places in the Buddha's life: Lumbini, where the Buddha was born; Bodh Gaya, where he attained enlightenment; Sarnath, where he delivered his first teaching (the first turning of the Dharmacakra); and Kushinagar, where he passed into parinirvana. Each area hosted three to four creators presenting in sequence. The format was designed to maximize both participation and attendee choice, allowing people to curate their own experience by moving freely between presentation spaces.

Each creator was allocated fifteen minutes: seven minutes for their core presentation or interactive activity, followed by five minutes for questions and discussion with the audience. Between presentations, a two-minute buffer allowed for smooth transitions and gave attendees time to move to different areas based on their interests.

The session deliberately brought together creators representing remarkable diversity within the Buddhist digital landscape. Presenters came from multiple countries and cultural contexts, represented various Buddhist traditions including Theravada, Mahayana, and Vajrayana, and worked across the spectrum of the three vehicles. This diversity strengthened that attendees were exposed to different approaches and perspectives on what it meant to share the Dharma in digital spaces.

Each creator shared their personal digital journey, discussing how they came to Buddhist content creation and how their work had evolved over time. They showcased current works-in-progress and creative projects. Importantly, creators were candid about the challenges they faced whether technical, ethical, or spiritual in balancing traditional

teachings with innovative presentation methods. They also shared key lessons learned and practical insights that could benefit fellow creators in the audience.

Buddhist Creators Convention

LIGHTNING TALK:
CREATORS SHOWCASE (1 HR)

GAYA

MORNING LIGHTNING TALK CREATORS LIST

Time	Creators	Topic	Language
10:30 AM - 11:30 AM	Karma Chimmi Wangmo	How I Shoot Videos Using the Essentials Shots That Matter	English
	Tenzin Phuljung	How Monastic Education Changed My Life	English
	Gangkar Metok	Social media as a Bridge Between the Ancient Wisdom and Modern World	English

AFTERNOON LIGHTNING TALK CREATORS LIST

Session	Creators	Topic	Language
13:15 PM - 14:15 PM	Ayye Shakya Dhammadina	Bridging Stories, Perspectives, and Backgrounds Across the World	English
	Yeshi Dorjee	Preparation before Content Shoot	English
	Bhuchung Kata	Bridging Stories, Perspectives, and Backgrounds Across the World	English

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LIGHTNING TALK:
CREATORS SHOWCASE (1 HR)

KUSHI NAGAR

MORNING LIGHTNING TALK CREATORS LIST

Time	Creators	Topic	Language
10:30 AM - 11:30 AM	Chhewang Dorjee	Why I Started Content Creation and My Future Goals	Hindi
	Bharat nakwal	Bringing History to Life Through Content Creation	Hinglish
	Nishchal Pakhrin	How to Handle Negative Comments with Equanimity	English

AFTERNOON LIGHTNING TALK CREATORS LIST

Session	Creators	Topic	Language
13:15 PM - 14:15 PM	Yash Dixit	My Journey to Buddha Dharma and Why and How our Prestine Dharma must be preserved	English
	Chow Tze Jen	Analyzing the Elements of a Viral Video	English
	Dorjeepa	From Edit to Engagement: Sharing Buddhist Content on Social Media	Hinglish
	Deepa Thakur	You, Buddhism and Everyday life!	English

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LIGHTNING TALK:
CREATORS SHOWCASE (1 HR)

SARNATH

MORNING LIGHTNING TALK CREATORS LIST

Time	Creators	Topic	Language
10:30 AM - 11:30 AM	Jay Liao	Collaborating with Buddhist Experts to Build Practice Plans on WeBuddhist	English
	Munpa Rabsel - Rigzen Angmo	The Heart Behind the Lens	English
	Norbu Tsering	Seed of Intention behind content creation	Tibetan

AFTERNOON LIGHTNING TALK CREATORS LIST

Session	Creators	Topic	Language
13:15 PM - 14:15 PM	Aachen Tenzin Thupten	My Journey Into the World of Digital Creation	English + Tibetan
	Tashi Chosgon	If the Buddhas Were Online Today, What Would they Teach?	English
	Karmavajra Dhammachari	Reaching the Unreached: How to Support Emerging New Buddhists	English
	Tenzin Chemi	On-Camera Confidence for Content Creators	English

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LIGHTNING TALK:
CREATORS SHOWCASE (1 HR)

LUMBINI

MORNING LIGHTNING TALK CREATORS LIST

Time	Creators	Topic	Language
10:30 AM - 11:30 AM	Gabriel Kobler	Digital tools for Tibetan Dharma texts: Research and Translation	English
	Munpa Rabsel - Deckyi	The Modern Vessel- Carrying an Ancient Flame	English
	Nawang Dechen	Building Confidence on Screen	Tibetan

AFTERNOON LIGHTNING TALK CREATORS LIST

Session	Creators	Topic	Language
13:15 PM - 14:15 PM	Quinthup Pema Bhutia	The Story of My Content Creation Journey	Hindi + English
	Munpa Rabsel - Chhering Wangmo	Voices from Spiti Valley	English
	Kunsang Tenzing	Turning Lived Experience into Digital Stories	English
	Suresh Kumar	From Ground reporting to Digital Dhamma - A Buddhist Creator's Responsibility	English

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The venue design reflected the informal, exploratory nature of these sessions. There was no fixed seating; instead, the space was open and flexible, encouraging movement and spontaneous engagement. Participants could freely flow between presentation areas based on their interests, arriving at one creator's talk and moving to another as they wished. To help navigate this dynamic environment, printed schedules and "room menus" were available, displaying the topics, creators, and timing in each area so attendees could plan their path through the session.

This session also provided an opportunity for people to connect and created a space for future collaborations. All the presenters were participants during the convention, and the topics they selected were based on their experiences as Buddhist content creators. The Lightning Talks session was a pilot initiative inspired by Wikimania

Following the creative showcase, the convention shifted to a more reflective tone with **The Why Behind the What,** a session led by Mr. Ngawang Trinley, one of the visionaries behind this convention and the founder of OpenPecha Trust. The session began with a video message from **Yongey Mingyur Rinpoche's,** where Rinpoche emphasizes that while Buddhist wisdom has abundant knowledge and living experience spanning 2,600 years, the main challenge today is effectively conveying this timeless wisdom to the modern world. Drawing from the example of Atisha, who thoroughly studied Tibetan culture before teaching, he stresses the importance of understanding 21st-century mentality, personality, and interests. This requires engaging with modern disciplines like psychology, neuroscience, and social sciences to bridge ancient dharma with contemporary life.

For effective teaching, Rinpoche advocates three essential qualities: simplicity (making teachings accessible to everyone), relevance (connecting to everyday emotional experiences and challenges like panic attacks), and uniqueness (offering something distinctive). He notes that emotional problems are becoming a critical global issue, and Buddhist teachings can serve as transformative medicine that helps people explore their true nature beyond mere symptom relief.

The teaching methodology should integrate three dimensions—cognitive understanding (view), experiential feeling (meditation), and practical application (habit) following psychology's ABC model (affect, behavior, cognitive). Teachers must personally practice what they teach, present material through stories and humor, and structure teachings with clear introduction, elaboration, and conclusion. Most importantly, the intention must be genuine to help others find peace and happiness, not to impress them.

Following the video, Mr Ngawang Trinley did a presentation addressing the fundamental question of why this convention exists and what it hopes to achieve within the broader context of Buddhism's adaptation to the digital age.

He articulated the deeper purpose and vision guiding the event, helping participants understand how their involvement contributes to the larger mission which by 2030 is to spread Buddha Dharma to **100 Million people** . The session included dedicated time for questions and answers, allowing attendees to voice their curiosities, concerns, and suggestions about the event's objectives and structure. This transparent dialogue fostered alignment around shared goals and strengthened the sense of collective purpose within the community.

The last session was on **Community Circles led by Ms. Senge,** The convention culminates in Community Circles, a collaborative problem-solving session designed to translate the day's insights into practical action. Participants divide into seven thematic groups, each aligned with one of the core topics covered in the convention's masterclass sessions. The Topics were:

1. Digital Bodhisattva : How can we use platforms designed for 'ego-promotion' and 'distraction' to cultivate genuine 'selflessness' and 'presence' for our followers?

2. Knowing the World's Needs : How do we bridge the gap between 'the Truth they need to hear' and 'the content they want to click on' without compromising the Dharma?

3. Storytelling : The Dharma is timeless, but attention spans are shrinking. How can we turn a profound sutra or teaching into a story that a distracted teenager would find unforgettable?

4. AI as Assistant : If AI can generate a perfect Dharma talk, what is the unique 'human' or 'spiritual' element that only a practitioner can provide? Where do we draw the ethical line?

5. Virality & Consistency : Digital platforms reward 'more' and 'faster.' How do we maintain a consistent daily posting rhythm without burning out or losing our meditative peace?

6. Sustainability : Many creators feel 'monetization' contradicts 'non-attachment.' How can we redefine financial support as a form of 'Dana' (generosity) that sustains the wheel of Dharma?

7. On-Camera Presence : When the lens is pointed at us, we often become self-conscious or performative. How can we transform the camera into a window of compassion rather than a mirror of the ego?

Rather than simply discussing theory, each group receives a problem statement, a real challenge facing Buddhist creators in the digital space that relates to their assigned theme. This problem-based approach encourages concrete, solution-oriented thinking.

Each group is provided with a poster to document their discussion, capture key insights, and visualize proposed solutions. Over thirty minutes, groups engage in focused dialogue, drawing on the expertise and experiences of their members to address the challenge at hand. The diversity of participants, creators, monks, laypeople, technologists, and traditional practitioners ensures that multiple perspectives inform each group's approach. Following the discussion period, groups have time to prepare a ten-minute presentation summarizing their conversation, proposed solutions, and actionable next steps. These presentations, shared with the broader community, serve as both a synthesis of the day's learning and a roadmap for future collaboration. The seven discussion themes correspond directly to the masterclass topics, creating a cohesive arc from learning to application and encouraging participants to immediately put concepts into practice in a collaborative setting.

Phase 2: Marketing Dharma Masterclass (Jan 31st - February 5)

The second and most critical phase comprised a comprehensive master class and capacity-building session for all creators. Led by Milan Amin and Dr. Jaimin Shukla, the program was thoughtfully designed to balance theoretical learning with practical application.The Master Class utilizes a diverse range of teaching methodologies to maximize learning effectiveness. Participants engage in interactive lectures and presentations, followed by hands-on workshops that bridge theory and practice. The program incorporates peer review sessions to develop critical evaluation skills and facilitate collaborative learning. Case study analysis allows learners to examine real-world applications, while live content creation exercises provide immediate practical experience. Additionally, one-on-one guidance during the breaks, which offer personalized support, ensuring each participant receives targeted guidance aligned with their individual learning goals.

Master Class Coaches

Mr. Milan Amin, Senior Brand Strategist with 15+ years in marketing and a decade of C-level leadership, having led global brand strategy for multi-billion-dollar companies and high-profile Web3 partnerships with icons like Cristiano Ronaldo, Lionel Messi, and Formula 1. Based in Dubai, he has advised over 30 startups, governments, and consultancies across Crypto, AI, and FinTech sectors. An eight-year Buddhist practitioner trained under Theravāda, Vajrayāna, and Dzogchen masters, he regularly undertakes solo retreats and pilgrimages to sacred sites across Asia in pursuit of realization and compassion.

Dr. Jaimin Shukla, a Global Chief Marketing Officer with 14 years of experience driving exponential business growth through multi-channel marketing and technology, holding a Shell-sponsored PhD from University College London with internationally published

research in advanced fuel systems. He is the founder of The School of Insights and author of Transform Every Moment, combining his business expertise with deep spiritual practice. An eight-year Buddhist practitioner trained under Theravāda, Zen, and Vajrayāna masters across Thailand, Japan, and Tibet, he has undertaken pilgrimages to sacred sites including Nepal, Char Dham, Bodhgaya, and Wutaishan, receiving blessings from His Holiness the Dalai Lama alongside Milan, and continues annual sacred retreats to share authentic Buddhist wisdom with the modern world.

Program Structure:

The coaches structured the master class to include:

- A balanced mix of theory and hands-on practice
- Daily doubt-clearing sessions lasting one hour at the end of each day
- Interactive engagement through digital tools (Mentimeter) and open mic Q&A sessions
- Strategic short breaks between sessions to maintain participant engagement and prevent fatigue
- Practical tips and tricks to enhance content creation skills
- Daily workbooks will be shared one day prior to each Master Class session via Sherab.org in four languages: English, Hindi, Nepali, and Tibetan to prepare participants for master class and future reference
- Community sharing and networking in the evening

Duration and Coverage:

The six-day master class featured distinct modules each day, ensuring comprehensive coverage of essential content creation topics. This modular approach allowed participants to build their skills progressively while absorbing new concepts at a manageable pace.

Module 1: Digital Marketing Foundations

This foundational module introduces participants to the essential principles of digital marketing as they apply to dharma teaching and spiritual content creation. Participants will explore how digital platforms function, including the algorithms that determine content visibility and reach. The module covers comprehensive content strategy development and planning techniques that align with dharma principles while achieving measurable outcomes. Through audience analysis exercises, students learn to develop detailed personas representing their ideal community members, enabling more targeted and effective communication. The module concludes with an examination of analytics and metrics, focusing on measurements that truly matter for spiritual teachers rather

than vanity metrics, helping creators understand what success looks like in the context of dharma transmission.

Module 2: Content Creation Excellence

This hands-on module equips dharma teachers with practical skills for creating compelling content across multiple formats. Participants learn the art of storytelling specifically adapted for conveying dharma teachings in the digital age, discovering how ancient wisdom can be presented through contemporary narrative techniques. The module provides comprehensive instruction in video production basics, covering everything from lighting and framing to editing and post-production, ensuring teachings are presented professionally. Audio quality receives dedicated attention, with specific guidance on podcast creation, recording environments, and sound editing to ensure teachings are clear and accessible. Students develop skills in writing engaging captions and descriptions that capture attention while maintaining depth and authenticity. The module also covers visual design principles tailored for social media platforms, teaching participants how to create aesthetically pleasing and spiritually meaningful imagery that supports their dharma message.

Module 3: Platform-Specific Strategies

This comprehensive module provides detailed guidance on leveraging specific platforms to maximize the reach and impact of dharma teachings. Participants learn YouTube optimization techniques including SEO, thumbnail creation, playlist organization, and algorithm-friendly upload strategies that help teachings reach seekers worldwide. The Instagram section focuses on engagement strategies that build meaningful connections through stories, reels, posts, and interactive features while maintaining spiritual authenticity. Facebook community building techniques are explored in depth, teaching participants how to create and manage groups that foster genuine sangha experiences online. For audio-focused teachers, the module covers podcast distribution across major platforms and discovery optimization to help teachings find their audience. Blog SEO and content marketing strategies are thoroughly examined, showing how written dharma content can rank well in search engines and serve as evergreen teaching resources. The module concludes with an exploration of emerging platforms like TikTok and Threads, helping teachers evaluate which new channels might serve their mission and how to adapt teachings for these evolving spaces.

Module 4: Ethical Marketing of Dharma

This critical module addresses the delicate balance between effective outreach and maintaining the integrity of dharma teachings in the digital marketplace. Participants engage deeply with questions of authenticity, learning how to grow their audience without compromising the essence of their teachings or personal practice. The module provides

practical frameworks for recognizing and avoiding commercialization pitfalls that can arise when spiritual content meets digital platforms and potential revenue streams. Respect for lineage and tradition receives thorough attention, with guidance on how to honor teachers, sources, and traditional forms while making teachings accessible to modern audiences. Cultural sensitivity and appropriateness are explored through case studies and discussions, helping teachers navigate the complexities of sharing teachings that may originate in specific cultural contexts with diverse global audiences. Throughout the module, principles of transparency and integrity are emphasized, providing participants with ethical guidelines for disclosure, attribution, and honest communication about their qualifications, lineage, and the nature of their offerings.

Module 5: Community Engagement

This module focuses on the art of cultivating vibrant, authentic online sanghas that support genuine spiritual growth and connection. Participants learn proven techniques for building communities that go beyond passive followership to create spaces of mutual support, practice, and transformation. The module provides practical skills for handling questions and criticism with grace and wisdom, turning challenging interactions into opportunities for teaching and growth. Students discover methods for creating interactive experiences that engage community members actively in their practice, from live sessions and Q&As to challenges and group practices. The delicate art of moderating discussions skillfully is thoroughly covered, including managing conflicts, maintaining respectful dialogue, and knowing when and how to set boundaries. A key focus of the module is developing strategies for converting casual followers into committed practitioners, helping participants understand the journey from initial interest to deep engagement with dharma practice.

Module 6: Sustainable Creator Practice

This essential module addresses the practical realities of maintaining a long-term presence as a dharma teacher in the digital space while preserving personal wellbeing and practice integrity. Participants develop robust time management systems and content planning approaches that allow for consistent output without overwhelming their schedule or compromising their own practice time. The module provides honest discussion and practical strategies for avoiding burnout, recognizing warning signs, and maintaining the energy and inspiration necessary for authentic teaching. Monetization receives careful attention, with exploration of ethical approaches to receiving support for dharma work, including traditional dana models adapted for digital platforms, course offerings, and other revenue streams that maintain integrity. Collaboration and partnership opportunities are examined, helping teachers identify potential allies,

understand partnership structures, and create mutually beneficial relationships that expand their reach while maintaining authenticity. The module concludes with long-term strategy development, guiding participants through the process of creating sustainable, evolving plans that will support their unique mission as dharma teachers for years to come while remaining adaptable to changing platforms, technologies, and audience needs.

Over the six intensive days of the masterclass, participants expressed **heartfelt gratitude** for the experience, noting that they left equipped with practical new tools and perspectives. Those who had been working in content creation for some time found the programme served as a valuable and well-structured refresher. Given that the 110 participants came from diverse backgrounds, educational experiences, and environments, the organisers and coaches were intentional in designing a curriculum that could speak to varied levels of experience. While it was understood from the outset that the programme could not address every individual need, the results were encouraging over 82% of participants rated the masterclass as very effective, and a further 12% found it somewhat effective.

Participants enthusiastically shared feedback and suggestions for future sessions. The response reflected a highly engaged community with a strong appetite for continued learning and growth. These insights are actively informing our roadmap for the 2027 Buddhist Creators Convention and future programming.

Special session with Chokyong Palga Rinpoche

On the final day of the Master Class, a conversation session was organized with Chokyong Palga Rinpoche. Rinpoche graciously shared his life story with the participants, delivering teachings that were both relevant and accessible. His clear and relatable approach deeply resonated with the audience, and many participants expressed profound gratitude for his insights. The session included an interactive question-and-answer segment and concluded after an enriching hour of dialogue.

Phase 3: Recap, Recognition and Forward Planning (Feb 6)

The final phase of the convention was divided into three segments. The morning session began with a comprehensive recap of the six-day Master Class, followed by an award ceremony that commenced with the **prestigious Buddhist Influencer of the Year 2026 award**, and then proceeded with certificate distribution and acknowledgments to the participants, organizers and contributors. The day culminated in a joyous gala dinner, where participants celebrated with singing, dancing, and poetry sharing. The evening was further enriched by a special performance from Mr. Ladakh Phuntsok, who traveled all the way from Ladakh to showcase his singing on Dharma, creating an atmosphere of joy and

contentment that brought the convention to a memorable close. Celebrate achievements and contributions

The **Recap Session** was designed to provide a holistic review of the entire masterclass, reflecting on its overall significance and the connections between each individual session. While coaches had been conducting Q&A sessions on a regular basis throughout the programme, these tended to address only the content of the day. The Recap offered something broader: an opportunity for participants to step back and see the masterclass as a whole, understanding how each session linked to the next in shaping them into more well-rounded content creators. Participants were given dedicated space to raise any lingering concerns and seek clarity on areas they wished to revisit.

The session was widely acknowledged as a valuable and meaningful experience, a chance to consolidate learning collectively rather than in isolated moments. In addition to the group review, coaches encouraged every participant to revisit the material independently at their own pace. They also reassured participants that support would not end with the programme itself, and that coaches would remain accessible for guidance and follow-up through social media channels whenever needed.

Buddhist Influencer of the Year 2026 awards and its presentation

The award ceremony stands as one of the most significant occasions to recognize individuals who have made meaningful contributions to Buddha Dharma, reaching millions of people and inspiring a new generation of creators to share its teachings across digital platforms. The organizers approached this responsibility with great seriousness, engaging in rigorous and thoughtful deliberation throughout the selection process.

The organizing committee, guided by two esteemed coaches, established five distinct award categories for 2026:

1. Buddhist Influencer of the Year 2026
2. Rising Star Award
3. Audience Choice Award
4. Most Creative Video Award
5. Most Followers Gained Award

The award ceremony was led by Mr Milan and Dr Jaimin and presented by them

Buddhist Influencer of the Year 2026



The Buddhist Influencer of the Year is the most prestigious recognition of the ceremony, honoring a digital creator who has consistently shared Buddhist content throughout 2025. Selected from a shortlist of eight nominees, the recipient is chosen by a specialist committee based on a well-rounded set of criteria, spanning global reach and audience growth, as well as the integrity, authenticity, and innovation they bring to sharing the Dharma in the digital age. The final award is determined by the nominee's overall statistics and performance across these measures.

The organizing committee reached out to all nominees through official email and their respective social media channels. Each nominee graciously acknowledged the significance of the award and expressed heartfelt gratitude for being recognized.



After an extensive and challenging deliberation process, the committee and coaches proudly presented the **Buddhist Influencer of the Year Award 2026** in presence of Chokyong Palga Rinpoche to **Venerable Quinthup Pema Bhutia** of **Namdroling Monastery**, a creator who has built a following of over **1.2 million** across social media, with his content dedicated entirely to the teachings of the Buddha. His posts have collectively garnered over **100 million engagements**, reflecting the profound impact and reach of his work.

Upon receiving the award, Venerable Quinthup Pema Bhutia expressed genuine humility, sharing that he had not expected to win, as he felt the other nominees were equally deserving. He went on to say that this recognition meant a great deal to him personally, and that it had filled him with renewed inspiration and motivation to continue creating meaningful Buddhist content for audiences around the world.

Rising Star, Audience Choice and Most Creative Video Award

The award nominations were open exclusively to creators present at the convention. On the second day of the masterclass, we introduced the award to participants along with its eligibility criteria. Additionally, we encouraged everyone to submit content created during

the convention inspired by the knowledge gained through the masterclasses via the Google Form provided by the organizing committee

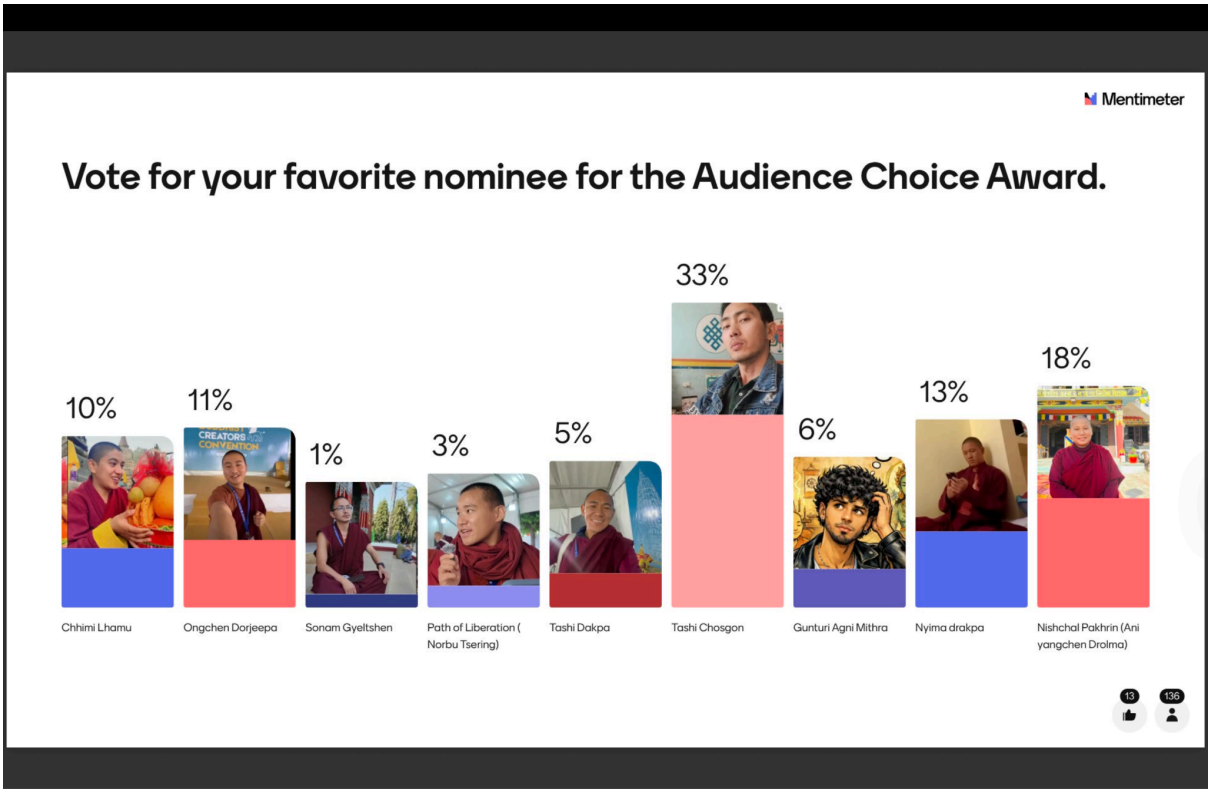
The Rising Star Award celebrates a creator who has demonstrated the most remarkable potential and progress over the course of the last 10 days. Recipients are evaluated by the coaches through a comprehensive set of criteria, including the quality of their research, uniqueness of their niche, originality of approach, video style, view counts, storytelling ability, and the practical application of Dharma teachings. The selection was made through careful observation of each contender's videos and detailed notes compiled by the coaching panel.



The coaches invited all nominees onto the stage, acknowledging the difficulty in selecting a single winner. They expressed that the margin between the winner and the other nominees was remarkably narrow. The Rising Star Award was presented to **Chhewang Dorjee** for his video titled *Why Everybody Should Create Content.* In his remarks, he spoke about how content creation clears the mind, transforms confusion into clarity, and helps oneself develop a deeper understanding each day.

The Audience Choice Award is a unique and interactive category where the power of selection rests entirely in the hands of the participants. Videos created during the convention were shortlisted, with the board team curating a selection of **9 videos** to be played in front of the entire audience during the ceremony.

Once the videos were screened, participants cast their votes in real time with voting facilitated through **Mentimeter** to certify a smooth and engaging experience. The video that received the most votes from the audience was declared the winner.



Tashi Chosgon emerged as the clear winner of the Audience Choice Award, receiving 33% of the participant votes. The award was presented by the coaches. He was also nominated for the Rising Star Award, though he did not win in that category. Nevertheless, in his acceptance speech, Tashi Chosgon expressed that he felt deeply humbled in the presence of Palga Rinpoche, to whom he dedicated the award. He also pledged to continue promoting Dharma across digital platforms.

The Most Creative Video Award recognises the most outstanding video produced during the convention, celebrating creators who pushed the boundaries of creativity, technology, and innovation. Entries were evaluated on a rich set of criteria including the use of artificial intelligence, lighting, camera work, storytelling, authenticity, and emotional depth.

The selection process involved narrowing the submissions down to a **top 5**, which were then reviewed and voted upon by the **coaches and panelists** ensuring the final decision reflected the highest standards of creative and technical excellence.



The award was presented to **Tenzin Chime** from Arunachal Pradesh. Her video, centered around the message *'Smile wherever possible, it is always possible,'* was a collaborative reel made with fellow participants, set to a Bollywood song as the background score. The reel garnered more than 30,000 engagements within three days of its release. In her acceptance, she expressed

heartfelt gratitude to all her supporters and regarded the award as a motivation to continue doing more.

Most Followers Gained Award

The Most Followers Gained Award recognizes the participant who grew their following the most over the course of the convention. Eligibility is determined by comparing each participant's follower count at the time of registration against their count on the day before the award ceremony. Participants are required to record their follower count upon arrival, and the final selection is made by the Selection Committee.



After a rigorous evaluation, Sonam Dolma was presented with the Most Followers Gained Award, having achieved an impressive gain of over 16% in just eight days. Hailing from a village in Spiti, the aspiring content creator was visibly moved, shedding tears upon receiving the award, a moment she had never anticipated. In her own words, she expressed deep humility and heartfelt gratitude towards the coaches and the organizing committee for their encouragement and for helping her realize her true potential.

Certificate Distribution, Closing Ceremony & Prayer Meet

The convention drew to a heartfelt close with a certificate distribution ceremony, during which all participants were presented with their Masterclass Certificates by the coaches, in recognition of their dedication and learning throughout the event. Members of the organizing team were also honored with Certificates of Acknowledgement, a gesture of appreciation for their hard work, commitment, and invaluable support in making the convention a success.

For the closing ceremony, the organizing team had invited prominent dignitaries, including representatives from Shechen Monastery, the Mahabodhi Society, and a Tibetan Member of Parliament.

Following the closing ceremony at Shechen Monastery, the entire gathering made their way to the Main Temple, led by Palga Rinpoche himself, for a prayer ceremony held within the sacred grounds of the Mahabodhi Temple and group picture for future memory, a deeply meaningful conclusion to an inspiring and enriching convention.

The Gala Dinner and Expression

The Gala Dinner and Expression evening marked a bittersweet moment for everyone present. What had begun as a gathering of strangers had blossomed into a close-knit family over the course of the convention, and the prospect of parting was met with a tinge of sadness. Yet, as they prepared to go their separate ways, each participant carried with them something invaluable: newfound friendships, future collaborators, and inspiring mentors.

The dinner was graced with wonderful performances, beginning with Ladakh Phuntsok, who captivated the audience with his popular songs, followed by a heartfelt Tara performance by Deepa Ji. The evening was further enlivened by singing, dance, and poetry from the participants themselves, filling the night with warmth, joy, and an overwhelming sense of gratitude.

The Buddhist Creators Convention 2026 was a successful gathering. We are grateful to every participant, partner, and supporter who made it possible. With 110 creators from 10 countries coming together in Bodhgaya, we are confident that the seeds planted here will continue to grow and bear fruit for the Dharma for years to come.

Need for This Convention Report

This comprehensive report serves multiple critical purposes. It provides documentation and accountability by recording the outcomes and impact of a significant investment in Buddhist digital outreach, providing transparency for all stakeholders, sponsors, and participating organizations, and documenting best practices for future similar initiatives. The report facilitates knowledge sharing by capturing insights and learnings for the broader Buddhist community, providing a blueprint for other organizations seeking to enhance digital dharma dissemination, and sharing successful strategies for community building and creator development. It supports strategic planning by establishing baseline metrics for measuring progress toward the 2030 vision, identifying strengths to build upon and challenges to address, and informing planning for future conventions and related initiatives. Additionally, the report serves stakeholder communication needs by demonstrating value to sponsors and supporting organizations, showing participants the broader impact of their involvement, and providing evidence of demand and engagement to justify continued investment.