



Session 9A, Section # 3

Pro-MAC National Section #3

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TOPIC 1 – BUDDY Bash/ Parent’s night out

Buddy Bash/ Parents Night Out

Things that are needed:

1. Have a table with two people at the front door to take names, information, collect money (if you are charging for this event) and hand out tickets for VIP contest. Have one of the helpers at the table writing out names for tags.
2. Prizes
3. Name tags for students and buddies, so you can identify new faces and guest.
4. Stars for name tags: Any one who will be helping you during the Parents Night Out should be given stars (stickers) or some sort of small stickers to put on the guests and students name tags. Announce at the beginning of the event what the name tags and stars are for. At the end of the party you will pick the student and guest with the most stars. It’s the job of the team captains to give stars or sticker during the party at all time.
5. Magical Kung Fu Hamster (That sings Kung Fu Fighting) - The Magical Hamster is for team spirit and to bring excitement to the group. It’s a contest to see which group has the most energy and who will be the keeper of the Magical Hamster. Until another group wins the right to be keeper.
6. Order Pizza and have drinks for the Parents Night Out.

Activities

Sizzle Time 10-15 minutes

- The reason for Sizzle Time is to warm-up the class, bring energy to the group and make sure no one misses the martial arts portion of the class. Groups - Break the kids into age appropriate groups for example:
 - Little Dragons 4-6 years old
 - Youth groups 7-9 yrs old
 - Youth groups 10-12 yrs old
 - Kids 13 & up yrs old

*Note: Assign a team captain (SWAT member, Teen or helpers) to each of the groups. Their job is to be a good finder and keep their group in control by acting like a professional Black Belt. Also have each group choose a name for their group.

Rules of the School

Set the rules for the night. Let them know that you have Rules at your school and have them repeat it after you.

Rule #1 Have Fun!

Rule #2 Be Your Best!

Rule #3 Improve Every Time!

Rule #4 (which is the unwritten rule) Don't kill yourselves or any one else. We want everyone to be safe and have fun during our Parents Night Out.

Martial Arts Class

1. Star Block Set in Horse Stance
2. Single Punches in a Horse Stance
3. Guard Stance – Have them do it on both sides.
4. Front Kick – In the air and then on pads.
5. Combination – High Block, Reverse Punch and Rear Front Kick; in the air the first couple of times and then on pads.

Games

1. Dodge ball or pad - Have two separate groups come up so everyone gets a chance to do dodge ball/pad.
2. Dragon Tail – Call two groups at a time. You'll need a punch (hand gear) and two water noodles. The instructor straps the punch to the back of his belt. The students have to get the punch while the instructor is striking them with the water noodle to their head. The object of the game is to have the students running around while trying to do a high block. Once they are hit in the head they should sit to the side like a professional Black Belt.
3. Sandwich – You will need 8-10 kicking shields for this drill/game. The people with the kicking shields are moving around the room while the students are changing them and doing combinations to the kicking shields. If they get sandwiched between the kicking shields they are out of the game.
 - Serve the pizza and drinks.
 - Bring all the kids together and have them count their stickers.
 - Pick the winner and give the prizes
 - Make announcement about the next upcoming event.

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- Ask this question: **“Who had fun raising your hands?”** Then ask this question next, but to your guests: **“Buddies how would you like to come back and earn their official karate white belt and free uniform.”** Announce the special class time and when you want them to come back.
- Pass out the invitations which should have the time and date of the class.
- Allow you or your staff enough time to call and confirm those appointments for your Mass Intro class.
- If any one shows interest before leaving the party, confirm the appointment and put them in the appointment book.

Things to Buy and Have For Event: (RECAP)

- Get Name Tags
- Tickets for VIP contest
- Small stickers for name tags
- Order pizza and have drinks and paper goods for party.
- Prizes to give out to winners
- Singing Kung Fu Hamster (not necessary but fun)
- Extra white belts and uniforms for mass intro class
- Invitation guest passes
- Balls, Pads and blocker/water noodles to do drills/games

Final Note: There are 3 things to remember when doing a special paid event.

- 1. Retention – for current students***
- 2. Make extra cash***
- 3. Prospects (New Students)***



TOPIC 2 – How to Schedule and Conduct Booth Opportunities

Overview of event: Conducted over several hours at an event which is usually theme based. Examples: Summer-fests, Community Events, Fairs and Carnivals

Objective(s) of event: To be out in the community showing support for the event while trying to generate interest and excitement by drawing people to the booth to win prizes and discuss enrolling them into a trial program. A Demonstration Team performance is a plus.

Identifying opportunities and booking events: Be active in your community and offer our services and expertise. Local Chamber of Commerce's have annual calendars for all events happening in the community. Contact civic organizations such as the Kiwanis, Lions Club, Boy & Girl Scout Troops, etc. to find out if they are sponsoring any events.

Materials needed: Developing a checklist of items needed is essential. Establish a Booth "Box". Get a large clear plastic tub to place all the needed items. Having something to attract people to the booth is also essential. Utilizing a "Spinning Wheel" with prizes on the wheel is always a crowd pleaser. Each event might require slightly different items and materials. Below is a list of items that could be used and should be placed on the list or in the Booth Box.

Booth	Table cloth
Table & Chairs	Spinning wheel
Great Job Passes	VIP Passes
Single hole punch	Scissors
Tape	Duct Tape



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Stapler	Staple remover
Velcro	Sharpies
Holders for brochures, etc.	Note pads
Pencils & Pens for prizes	Paper clips
Stamp with ink pads	String
Balloons with studio logo	Helium tank
Balloon String	Bottled water
Business Cards	Appointment log
Studio Banner	Appointment Cards
Boards w/logo stamped	Tri-folds

Staff needed: Depending on the size of the event. Normal events will require 2 – 4 staff members.

Attire: Uniforms should almost always be worn. If there will be volunteers helping at the event, they need to be wearing Satori polo shirts with a Name Badge that might read something like: “Supporting Parent”

Preparation prior to event:

One month before the event –

- Book the event and begin training staff and volunteers
- Check inventory for all materials needed for the event.
- Order any items not in stock
- Make arrangements for music & microphones, if necessary.
- Start printing any items needed. (Or order items from Corp.)
- Check out the site of the venue and confirm where your spot or spots will be.
- Confirm event with the event coordinator-date, time, place, times for booths, times for demos, location of booth, location of demo, are any other MA schools going to be attending?
- Set training date & time for the staff. (Even if it is an experienced staff it is best to get everyone together at once and go over what offers will be offered, what our goals are at this event, who will be doing what, what

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we will be doing at this event, and what verbiage is to be used. Every event is different.)

- Confirm Demo Team for the event- Let them know how long they will be performing and what Demos they will be doing.

One week before the event –

- Re-inventory all items needed.
- Confirm any rental items
- All printing should be complete and collateral should be in the school
- Reconfirm with event coordinator. Schedules for performances constantly change
- If needed revisit site for set up
- Conduct staff training
- Reconfirm demo team

One day before the event –

- Pick up rental items
- Final check in with event coordinator
- Final Check in with Demo Team
- Load up

One hour before the event –

- Arrive 1 hour early
- Greet event coordinator
- Make any final adjustments to site
- Unload & set up

Summary of steps at event:

- **Initial steps upon arrival –** Always check in with Event coordinator. Ask if there is anything you can do for them. Building this relationship is crucial for future events. Find booth location and begin setting up.

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- **Set up instructions** – Look for any traffic flow problems that could hinder people from coming into the booth. Display any collateral neatly and get staff in place for the start of the event.

Conducting the event – Everyone needs to know which job they are performing prior to the event getting underway. Once the event is under way, everyone should be smiling and at their best even if the booth is not busy.

- “Ringmaster”: This is the individual that will bring people into the booth. They should be very personable, have a sense of humor and not offensively aggressive in their approach. Bring people into the booth is done by asking everyone to come participate in spinning the Wheel, punching the pad, or whatever activity that is planned. This staff member is usually the one that help the person perform the task.
- “Balloon Brigade”: For larger events, three volunteers are needed. One to blow up the balloons with helium, one to tie the string to the balloons (with VIP attached) and one to distribute them to the crowd. Smaller events require one to two people.
- “Presenter”: This staff member awards the prize (2 weeks free with a purchase of a uniform, or whatever offer) and escorts (even if it is only two feet away) the prize winner to the table where the prize card is filled out and handed to the “Scheduler”.
- “Scheduler”: This staff member schedules an appointment for that person to come in and get sized for their uniform and where the Program Director will answer all their questions.

Follow up after the event:

- Send Thank you letter to event coordinator
- Make Thank you phone call to event coordinator
- Enter all leads & Appointments into system
- Add all leads to mailing list
- Send appt. Postcards and Make appt. confirmation calls
- Send follow-up letter to all leads with no appt.



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- Start calling all leads with no appt.
- Send Thank you cards to all volunteer staff

Any other important information unique to this event:

Parent volunteers are great! Parents like to hear how great you are from another parent, versus someone being paid to say something. They also do not expect them to know all the information & prices about signing up so they book the appointment with them a little quicker without demanding too much price info. If you are using Parent volunteers, they are usually better utilized with booking appointments and letting the individual know that at the appointment the Program Director will go over everything.

TOPIC 3 – How to Schedule and Conduct Demonstrations

Overview of event: A 2-5 minute demonstration of usually extreme martial arts (dynamic kicking, weapons etc) Demo's should not be "cookie cutter" and should vary based on the location of the event. For example, if they audience is very young children, you wouldn't have adults demonstrating gun defenses. There should be an announcement prior to the demo and immediately following the demo a call to action.

Objective(s) of event: To generate interest and excitement for the spectators at the event so they will be likely to book an appointment that day.

Identifying opportunities and booking events: School fairs, Church functions, schools assemblies, Races, Football games, Basketball games, Parks N' Rec events (best), and anywhere where people are gathered and where there is room for us to put on a demonstration

Materials needed: VIP's, appointment calendar, pencils, bookmarks, toys (to toss to kids), table, brochures, and any booth items that you want for that particular event.

Staff needed: VIPers, Demo Team, Demo Team Leader, Announcer (usually the same person)

Attire: Gis

Preparation prior to event:

- *One month before the event* – Book the event and prep demo team and VIPers. Decide what kind of demo would be most appropriate. Prep the team so that they are 100% ready to go at the event.



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- *One week before the event* – Confirm date time and place with event organizer. Confirm with demo team members. Verify that the team knows exactly what to do, before during and after the demo.
- *One day before the event* – Confirm with demo team (especially the young ones) make sure your staff is ready. If necessary, remind the team what to do at the end of the demo.
- *One hour before the event* – *Set up your table if you have one. Usually the event coordinator gives you a time frame in which you should be completely set up by.* Warm up your demo team, prep them to VIP and represent Satori Academy in a positive way. Stay in contact with event coordinator.

Summary of steps at event:

- **Initial steps upon arrival** – Make contact with event coordinator. Ask to announce you're your demo. You will do it with considerably more enthusiasm than the event organizer. Meet and greet other vendors. Prep the team.
- **Set up instructions** – If you have a table it should be interesting for kids and parents to look at. This is why it's beneficial to bring toys, pictures, weapons, or anything "cool" to look at. You want to draw people to the table not bore them with literature.

Conducting the event – If possible, give a "2 minute warning" announcement that there will be an awesome Martial Arts Demo. At this point, have the team warming up in front of the gathering crowd. When it's time for the demo, do it like it's the most important demo you'll ever do. Announce your team with high energy and enthusiasm. This will set the tone for the audience and it will also ensure that your team's energy is at its peak.

- **Final steps** – End with impact and huge smiles. And always have a call to action. Make an announcement like, "If anyone is interested in 2



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free weeks of Martial Arts lessons, ask any of our team members and they'll be happy to give you a coupon. This is the key to the whole event: Your demo team will be able to hand out a large number of VIP's right after they just performed due to the excitement of the crowd. They are like movie stars signing autographs. Have your team leader and other senior members at the event ready to follow up and book appointments.

Train your team not to wait for people to come up to them. Have the team meet the crowd, particularly the children in the crowd. Look for every opportunity to make contact with people in your audience immediately after your demo. (If you also have a booth, you can announce that we will be doing a board breaking demonstration there in 5 minutes. This is optional but it can increase your opportunities to meet people and give out VIPs.)

Any other important information unique to this event: Although this was stated earlier, take the time to train your demo team on how to hand out VIPs and talk about how much they love doing martial arts. This will make a huge difference in making your demos effective NSA events. This is especially effective if your team is primarily juniors. Kids relate to other kids and parents will see how awesome the kids on your demo team are.