

TOP TIPS FOR PLANNING A SUCCESSFUL **MARTIAL** **ARTS EVENT**

THE HOME OF
MARTIAL ARTS BUSINESS



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While there is no one-size-fits-all approach, this comprehensive guide aims to provide thought provoking insights into the critical key components to consider when putting on a Martial Arts event, such as summer camps, holiday clubs and after class additional activities.

Explore our guide on the 'Top Tips for planning and running a successful Martial Arts event', looking at setting business goals, budgeting, marketing, logistics, health and safety and lots more.



IDENTIFYING YOUR TARGET AUDIENCE AND SETTING EVENT GOALS

Understanding your audience is the key to planning any event so you can plan and cater to their specific preferences and expectations, plus setting business goals will provide a roadmap for every aspect of the event planning process, which will guide you to not only host a fantastic event but also earn additional revenue.

The Martial Arts community is diverse, and events can cater to a range of audience segments. To ensure the success of your event, you need to identify the specific demographic you are targeting. Consider the following factors when defining your target audience:

AGE:

The age of your audience will influence your event's atmosphere and marketing strategy. For instance, a young audience (under 10) might be attracted to high-energy, fast-paced activities, while an older audience (adult) may prefer a more traditional, technical approach.





LOCATION:

What you want to achieve with your event will determine your location. Will you want to host it at your school or club to keep things familiar with your students, or will you want to make it a bigger event at a new location to excite and engage your students further. Perhaps even an outdoor location to practise the art within nature would appeal more to your target audience.

It is also worth considering the locations of your students, as an event too far away from their regular classes may decrease the level of attendance.

Once you have identified your target audience, you can set the goals you want to achieve with your event.

FINANCIAL:

How much you charge for your event will determine the level of effort required to plan and allow you to set a realistic budget.

First you need to consider the cost included for hosting, beverages, marketing, and any other expenditures you may face. From this budget planning you can then calculate how many attendees you need to either break even or make a profit. It might also be beneficial to include other elements of income such as equipment, gear or even merchandise. Make sure to set a budget and allocate resources accordingly to achieve your financial goals while ensuring profitability too.





ATTENDANCE:

Determine the desired number of attendees for your event, based on your target audience's size and the venue's capacity. This goal will guide your marketing and promotional efforts.

PROMOTION:

Define how you want to promote your event and which mediums will work most effectively to your target audience. Consider using online and offline depending on budget and whether your event is local to your club or further afield.

EXPERIENCE:

Focusing on the planning and promotion of your event is crucial, but it's equally as important to devise a strategy for the attendee experience. This is what will leave a lasting impression on your attendees.

Consider the atmosphere you want to create, activities you want to achieve and additional entertainment or catering you will provide to give your attendees the most memorable event experience.

Understanding your target audience and setting clear, actionable goals are the cornerstones of organising a successful event. Make sure you are realistic with your planning timeframes as this will ensure you organise, promote, and run a successful event for your school.



DOING RESEARCH ON COMPETITORS AND PROMOTING YOUR EVENT

No one knows everything, so researching into what other schools have done previously is a good way to build your knowledge on event planning, plus removing too many failed attempts in the process. Researching into what other schools do for their events will give you a great starting point to make your event better than your competitors.

RESEARCH:

It might sound basic but simply googling your local area for competitors, making a list, and reviewing their website is a good place to start. Find schools with similar size students to your own so it's easily comparable.

Understanding how they promote their events on their website and their online advertising will allow you to review and plan how you can improve yours, which will set your event above the rest, especially when it comes to directing your audience to event bookings. Standing out from other events and schools will instantly put your event on the road to success.



Allowing time to research how others promoted their event whether online or offline and the engagement they achieved will help you determine which promotional paths to take.

ONLINE:

Facebook Advertising is a great promotional tool to reach a specific audience with a specific message. Set a budget for your online advertising campaign and stick to it, this will allow you to keep track of your spending and make sure your profit isn't affected.

OFFLINE:

Printed posters and handouts can be most beneficial in your local area such as posting on school boards, in nearby shops and around your location. Although online is the dominant form of promotion in today's world, offline can attract those who aren't as tech savvy.



REALISTIC PLANNING TIMELINE AND EVENT LOGISTICS

Life is full of stress and time restraints so making sure you set realistic planning time frames will ensure reduced stress and increased productivity. If you want to run regular events for additional revenue and retention incentives, it's important to have a structured planning process.

ATTENDEES:

Having an estimate of who might attend will give you a good idea of what type of location and planning you need to do. If you are aiming at your current students putting the feelers out for future events and getting ideas on numbers will increase ease of planning to a specific audience size. It is also important to be as inclusive to all as much as possible especially in terms of accessibility for disabilities.

VENUE:

Does the location of your event require a booking in advanced and how far in advanced? Planning your events for the year ahead and booking your venue is your first step as it will determine who can attend in that particular location. Or if you are staying within your club then you already have that part ticked off.

EQUIPMENT:

Having your event goals and what you want to achieve by hosting this event will determine which equipment you need.

Everything from mats and uniforms to tables and chairs plus if you want to play music or show videos make sure your venue has the system to support your event activity plan. Will you need to hire any of these items? If so, you will need to consider turn around time and availability especially with PA systems and specialist equipment hire.





REFRESHMENTS:

Will you be putting on refreshments for your event attendees? If so, you need to cater for all, as well as being cautious of allergies. The number of attendees will determine whether you pop to your local supermarket or mass purchase from a wholesaler.

Make sure you consider when you need to purchase refreshments and consider expiry dates. Plus, if you are ordering in bulk, how long might they take to be delivered? Buying in bulk is a great way to save you money in the long run especially if you are putting on multiple events.



DATE:

Whether you are targeting your event at adults, children or both it's worth considering what is the best day for the highest attendance. Not only will it benefit you and the success of your event, but by considering your students preferences it is a great retention strategy. It also promotes the ethics and values of your club - that you put the students first. Options could include half term, school holidays, bank holidays and weekends.

As well as planning ahead with realistic time frames and keeping your stress levels in check, you will need to consider event logistics for the benefit of your attendees.



TIME:

Most adults and children are preoccupied in the day with school and work so the majority of activities are done after school, in the evenings or at the weekends.

Something to think about when planning your event are realistic times for the majority of your attendees. Think about when people have dinner and a child's bedtime.

Giving yourself enough time to plan for the event will not only help with making sure you don't miss anything but is also good for your mental health management.

Stress plays a huge role in planning and running a business and considering your own mental load and setting realistic time frames will ensure you are not running on empty.

TEAM MANAGEMENT AND RISK ASSESSMENT

Everyone needs help from time to time, especially with planning a successful event. It's important to have the right team around you who know what their responsibilities are, in the planning stage and the running of the event.

TEAM:

Delegating tasks for your team will not only reduce the workload and stress on your shoulders but including others will ensure things aren't missed. As they say, two heads are better than one. Work to the strengths of your team members and divide tasks accordingly.



AVAILABILITY:

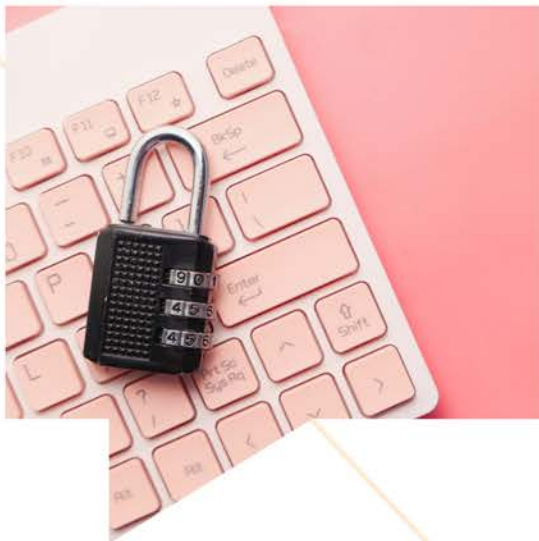
You also need to consider your team and their availability for the actual event date and what they will be doing on that day. Make sure you pre-plan for any unforeseen illness or absences reducing the risk of an understaffed event or tasks being in-completed. Before you plan anything big you must make sure you have the right health and safety protocols in place for not only your students but for your team members too.



On top of all the planning and fun stuff that contributes to hosting a Martial Arts event you also need to be cautious of the business protocols and government guidelines in terms of health and safety.

RISK ASSESSMENT:

When planning an event especially with children you need to identify any potential hazards and evaluate the risk. Plus, what is the likelihood and severity of any injury and what is the worst that can happen, so that you can put the measures you need in place to reduce and control the risk.



With this comprehensive guide on the key components to consider when putting on a Martial Arts event you will reduce risk, stress and budget issues and increase retention, attendance, and revenue. Ensuring that your event runs smoothly and provides the best experience for you, your team and most importantly, your students.



SAFEGUARDING:

If you are running an event that has children attending you have to make sure that safeguarding protocols are put in place. If you are planning on taking pictures and videos for marketing or social media purposes, do you have the parents consent in writing?

Protecting your students and showing you are putting them first in health and safety protocols is a great retention incentive for parents and a great promotion to prospects who want to join a reliable and safety conscious club.

HOW NEST CAN HELP YOU:

We have a range of products and services specially created to help Martial Arts business owners to run successful events for the benefit of their business and their students.

EVENTS SYSTEM:

Our Events System allows you to create events such as seminars, gradings, appointments and courses plus allows instructors to create free or paid events for their students at the click of a few buttons. Easily increase student engagement with an end-to-end integrated service experience to your students. You can also efficiently track and optimise the performance of your events and booking process by reporting on your attendees including attendance, payments, refunds and cancellations.

For more information [click here](#).

ATTENDANCE SYSTEM:

Our integrated system monitors attendance of your students digitally, removing the stress of doing it manually. With it's easy to use admin mode you can also set up and access additional information of your students including medical issues to monitor in class and suspended payments.

For more information [click here](#).

SAFEGUARDING TRAINING:

We offer a range of business training to our NEST clients including safeguarding so we can keep you up to date and in the know of important protocols. Email our team today to [find out more](#).



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