

## 6 Weeks Before Event

- ◆ Announce the event at the end of every class. Remind students that they can start registering in 2 weeks and that space will be limited.

## 5 Weeks Before Event

- ◆ Order any printed materials and print any necessary safety forms needed
- ◆ Schedule the 4-week Email
- ◆ Schedule the 4-week Facebook Post (use the same text from the email and use a video ad)
- ◆ Schedule a 4-week Instagram Post (use hashtags from your local towns, cities, counties, your martial arts school, etc.)

## 4 Weeks Before Event

- ◆ 4 Week Email should have been sent out this week
- ◆ 4 Week Facebook and Instagram posts should have been posted
- ◆ Put a Sign-up Sheet at the Front Desk or in a visible spot in the lobby
- ◆ Hand out Invite Cards & Safety Forms in every class
- ◆ Put up a display that shows how many spaces are left for the PNO (Sign, Dry Erase Board, etc.)
- ◆ Create a Facebook Event Page and invite all of your students
- ◆ Order any equipment or supplies that are needed this week

## 3 Weeks Before Event

- ◆ Continue to hand out Flyers
- ◆ Continue to update the Spaces Left sign
- ◆ Make a Facebook post with an update on how many spaces are left
- ◆ Schedule the 1 Week Email
- ◆ Schedule the 1 Week Facebook post
- ◆ Schedule the 1 Week Instagram Post
- ◆ Post a video of your instructors playing a couple of the games

## 2 Weeks Before Event

- ◆ Review SOP, Game Instructions, and Outline with your Team and assign who will be running each activity
- ◆ Have any audio instructions loaded on your music-playing device
- ◆ Repost the Video Ad on Facebook & Instagram

## 1 Week Before Event

- ◆ 1 Week Email is sent out
- ◆ 1 Week Facebook Post is posted
- ◆ 1 Week Instagram Post is posted

## Day of PNO Event

- ◆ Have Parent Sign-In Sheet at front desk
- ◆ Have one person assigned to check in, one assigned to greet kids at the door and hold the door
- ◆ Open studio for attendees and one person to keep an eye on the kids before the PNO starts
- ◆ Have all supplies/equipment are organized and ready
- ◆ Food items are ready to be handed out
- ◆ Meet with your team at least an hour before the event to make sure that everyone knows their roles and to review the plan one last time
- ◆ Take lots of pictures and videos and make sure the kids have a blast!
- ◆ Do a Facebook or Instagram Live video during one of the games
- ◆ Post pictures & videos on Social Media at the end of the night