



**BUSHIDŌ-KAI**  
INNOVATIVE TRADITIONALISM  
SINCE 1970

# Seminar Hosting Guide & Checklist

# Bushido-kai Seminar Hosting Guide and Check List

## 1. Date and Location

- a. **Date:** the best practice is to schedule 6 months in advance
  - i. Allows the optimal time for publicity and attendance
  - ii. You should check to ensure there are no conflicts with holidays, vacations or local events
  - iii. Confirm the date in writing with visiting instructor
- b. **Location:** the ideal is to hold the seminar at your dojo if large enough
  - i. Reinforces the value that your dojo delivers to students and drives more traffic to the dojo
  - ii. Other options are renting a room or gym at a local school/college, or renting a hotel ballroom.
    - 1. Double check that you have the optimal use of the facility, for example, that the locker rooms are available as well as the gym itself.
    - 2. Check that no other event will affect the quality of your event, for example, a wedding reception next door to your hotel ballroom.

## 2. Setting price and structure

- a. **Decide on the format of the seminar.**
  - i. A full day event or a half-day seminar
  - ii. Limited to members of your dojo or open to the public
- b. **Determine your strategy:** break-even on expenses or make a profit.
  - i. Based on the strategy, set a price that achieves your goal at 70% of your projected attendance.
    - 1. Remember to include a portion of students who register early to get a discount. Typically the discount would be 20% off for registering by a certain date. A greater discount is fine to insure earlier registrations, but means fewer will pay full price.
    - 2. Here's an example:

Total expenses, half-day seminar (fee, transportation, food & lodging)	\$1000
Desired profit	\$250
<b>Total</b>	<b>\$1250</b>
Ideal early bird registration	\$50
Regular registration	\$75
Number of students at \$50	15 @ \$50 = \$750
Number of students at \$75	10 @ \$75 = \$750
<b>Total</b>	<b>\$1250</b>

- ii. Estimate projected attendance by thinking about what percent of your students might attend, and whether any other martial artists might be attending.
- c. **Create a method for registration**
  - i. Ideal is online registration on your site, if you support payments on your website.

- ii. Next best is a form on your site. Students can download it, complete the information and method of payment and mail or hand deliver to you.
- iii. Alternate method is a phone call or email to you from students requesting registration.
- iv. Be sure to include a map to your location.

### 3. Publicity – use a multi-channel approach

#### a. Your dojo's students

- i. **Email:** 90 days out - send a save-the-date email to your students with a link to your website and Facebook page. Best practice: send emails on Friday.
  - 1. 60 days out: 1<sup>st</sup> email with seminar details and “early registration discount” to all relevant students. Give link to registration on your website or information on how to register.
  - 2. 45 days out: 2<sup>nd</sup> email similar to above “early registration discount” to all relevant students.
  - 3. 30 days out: 3<sup>rd</sup> email, mention any motivating factors (such as “10 people registered, we’re filling up quickly”); note that the early registration discount is expiring in 10 days.
  - 4. 2 weeks out: 4<sup>th</sup> email “early bird registration expires tomorrow”. Call to action to students to save \$
  - 5. 1 week out: final email “last chance to register”
- ii. **Flyers:** customize a flyer with the seminar & dojo details. Print and post flyers around dojo and in selected locations in your town. *See sample at the end of this guide.*
- iii. **Announcements:** 60 days out: use the flyer as a guide and have your instructors promote the seminar to appropriate students. Make sure they mention the early bird registration discount.
- iv. **Facebook:** 90 days out: set up an event in Facebook with all the pertinent details. Refer people back to your website for registration and more details.
- v. **Your website:** 90 days out: put a promotional photo (*see sample at the end of this guide*) and text on the front page. If possible, add a page for seminar details plus registration.

#### b. Other martial artists

- i. **Email:** use your prospect mailing list or ask your students to refer martial arts friends by giving you their email.
  - 1. Email local dojo owners/instructors to offer a discount for their participation. (get their email addresses from their websites)
  - 2. Consider additional discount (such as dojo owner/instructor may take seminar for free) if the school brings 5 or more students.
- ii. **Phone:** call local dojo and talk to the owner/instructor about the upcoming seminar and make the discount offer above.
- iii. **Facebook:** 60 days out: ask your “friends” to refer others to the event you’ve set up. Email/message them every two weeks.

**c. Local newspapers**

- i. Print:** submit a press release 45 days in advance to the appropriate department.  
*See the sample at the end of this guide.*
- ii. Online:** submit an online event plus information to the appropriate department.

**d. Local radio:** call the community events person and ask them to cover the seminar. Use your flyer and website to get them informed.

**e. Local television:** call the light news or events person and ask them to cover the seminar. Use your flyer and website to help them see the interest in the story.

**4. Day of the Seminar**

**a. Make sure all bathrooms, sales areas, changing rooms, etc. are clearly marked and clean.**

**b. Have the following supplies on hand:**

- i. A table or desk, easily seen, for registration
- ii. Enough blank waiver forms (*see sample at the end of this guide*) for all the students plus 10 extra.
- iii. Printed registration forms for all who have pre-registered
  - 1. Indicate who has paid
  - 2. Or use a list that shows paid and still due
- iv. Pens
- v. Credit card supplies, lockbox for cash and checks
- vi. First aid
- vii. An area for sales – dojo items, seminar DVDs (you may wish to assign a different attendant to this area with a separate lockbox and credit card supplies)

**c. Process**

- i. Have someone assigned to serve the front desk
- ii. Greet each person and check him/her off if paid, then obtain signed waiver form and attach it to the registration list
- iii. If not paid, obtain payment from the student, then get the waiver signed and attached to registration list
- iv. If not registered nor paid, obtain registration and payment, then get the waiver signed and attached

**d. Form and formality**

- i. Begin the seminar on time – announce that you will be starting 10 minutes prior to start time.
- ii. You may begin the event with the formal bow-in used by your school or with one that is used by visiting instructor's school, or you may begin informally to avoid discomfort of guests from other styles. Discuss this with visiting instructor first, please.
- iii. It is customary to give a short introduction with or without announcements.
- iv. Have all breaks planned in advance and clear them with the visiting instructor. Keep him/her aware of the time by having a watch or clock handy or by supplying

the instructor with 30-minute updates and a 5- or 10-minute warning before the end of the allotted time.

- v. If the seminar is to be recorded in any way, make sure to get prior permission in writing from the guest instructor. If copies of the recording are to be made, make this desire known to your guest. You may be asked to pay a fee for this privilege.
- vi. When the seminar is near to its termination time, give the instructor a 10-minute warning, so that he can plan accordingly or ask for more time if he needs it. Let him close with a few words if he wants to, but it is just as appropriate that you close the seminar more formally yourself since you are the host.

## Checklist

### I. DATE AND LOCALE

\_\_\_\_\_

discuss with guest instructor if acceptable \_\_\_\_\_

down payment needed \$ \_\_\_\_\_ date due \_\_\_\_\_

other items which I must provide for rented locale \_\_\_\_\_

\_\_\_\_\_

will all areas of facility be available? \_\_\_\_\_

does date conflict with other function in facility which might disturb seminar? \_\_\_\_\_

does date conflict with other event of martial arts or general nature in area which may detract from attendance? \_\_\_\_\_

does date conflict with holiday, holiday weekend, etc.? \_\_\_\_\_

WHO WILL BE HELPING	THEIR FUNCTION
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_____	_____
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_____	_____
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_____	_____
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_____	_____
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NOTES \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## II. PUBLICITY /INVITATIONS

Email campaign planned? \_\_\_\_\_

Flyers? \_\_\_\_\_

In dojo announcements? \_\_\_\_\_

Facebook? \_\_\_\_\_

Press release for local press? \_\_\_\_\_

Contact local radio and TV? \_\_\_\_\_

Website changes made? \_\_\_\_\_

Waivers for at-the-door registration \_\_\_\_\_

NOTES \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## III. REGISTRATION

Do we have registration area set up or planned? \_\_\_\_\_

How many registration people? \_\_\_\_\_

Do we have signs made up to clarify areas, rules, etc.? \_\_\_\_\_

WHO WILL BE HELPING?

THEIR FUNCTION

_____	_____
_____	_____
_____	_____
_____	_____

NOTES \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

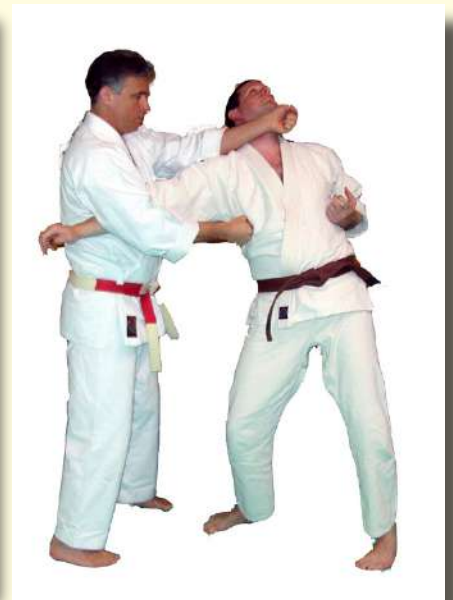


SAMPLE PHOTOS:



Click photo  
for link





[Click photo for link](#)





[Click photo for link](#)



## SAMPLE PRESS RELEASE:

**Your Logo Here**

**Contact:**     **Your Name**  
                  **(888)888-8888**  
                  [youremail@yourdojo.com](mailto:youremail@yourdojo.com)

### **Name of Seminar**

#### **Your city, state**

On *date*, over *number* martial artists will gather in *your city, state* to study *topic of seminar*. Seminars are an important element in the ongoing education of a traditional martial artist. The concept of “kaizen”, or continuous improvement, is the cornerstone of this education and a key differentiator of traditional vs, contemporary martial arts.

Traditional martial arts offer continual self-improvement along with their practical self-defense skills rather than the flash and violence of TV cage fighting. Many of the seminar’s participants have been practicing for decades, and yet they still study to continuously improve. *Add detail about seminar if you desire.*

[Kyoshi Tony Annesi](#) has been a martial artist since 1964 and holds black belts in judo, aiki-ju-jutsu, karate, and judo, and has studied numerous other arts. As early as 1977, Annesi received the title of Ichiban Deshi no Soke (#1 student of the stylistic leader) in aiki-ju-jutsu from Albert C. Church, Jr. In 1984, the Goshin-kai International, a French federation, and the International Brotherhood of Martial Artists, a German-based organization, both decorated Annesi for his dedication to the martial arts. Kyoshi Annesi has taught martial arts for over 46 years and is featured in Corcoran and Farkas’s landmark reference, Martial Arts: History, Traditions, People as well as Jose Fraguas’s Karate Masters, Vol 4.

*Yourdojoweb site.com* is a professional Martial Arts School that centers on *your style’s focus*. *More great words from your website about your dojo here.*

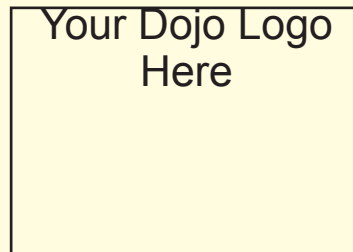
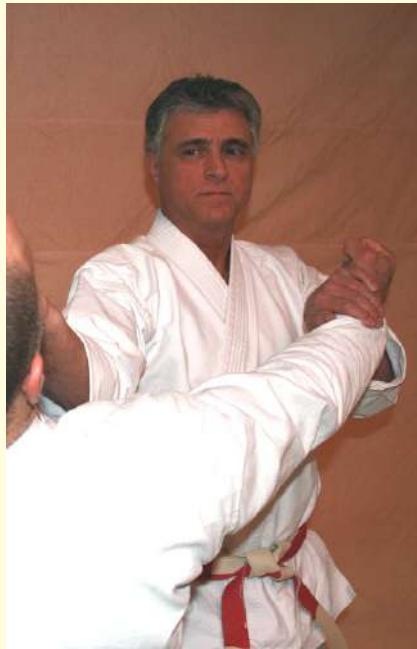
Multimedia: view details and a short video from a seminar here: [tonysamplevideohere.com](#)

Suggested links: [www.bushido-kai.net](http://www.bushido-kai.net) to learn about Kyoshi Tony Annesi.

**Yourdojoweb site.com** to learn more about *Your Dojo*

SAMPLE FLYER 1:

# Name of Seminar



## Your Photos Above

Join (**your dojo name or your name here**) at a special seminar on (**topic here**). Taught by Kyoshi Tony Annesi, the seminar will offer (**benefits to students here**). Kyoshi Tony Annesi has been a martial artist since 1964 and holds black belts in judo, aiki-ju-jutsu, karate, and has studied numerous other arts. A martial arts teacher for over 47 years, Kyoshi Annesi is featured in Corcoran and Farkas's landmark reference, *Martial Arts: History, Traditions, People* as well as Jose Fraguas's *Karate Masters, Vol 4*.

Your Dojo Name

Location: Street Address Here

When: Day, Date here

Time: 11 a.m. to 2 p.m.

Contact info: (999) 999-9999

Cost information here: \$X in advance, \$X+ at the door

SAMPLE FLYER 2:

# Featured Instructor

Your Dojo Logo Here



Join (**your dojo name or your name here**) at a special seminar on (**topic here**). Taught by Kyoshi Tony Annesi, the seminar will offer (**benefits to students here**). Kyoshi Tony Annesi has been a martial artist since 1964 and holds black belts in judo, aiki-ju-jutsu, karate, and has studied numerous other arts. A martial arts teacher for over 47 years, Kyoshi Annesi is featured in Corcoran and Farkas's landmark reference, *Martial Arts: History, Traditions, People* as well as Jose Fraguas's *Karate Masters, Vol 4*.

Your Dojo Name, Street Address Here

Day, Date here

11 a.m. to 2 p.m.

Contact info: (999) 999-9999

Cost information here: \$X in advance, \$X+ at the door

WEBSITE PAGE OR WEBSITE NOTICE:



