

Birthday Party Manual



MALTA

Martial Arts Leadership Training Association



Martial Arts Leadership Training Association

www.maltaus.com



BIRTHDAY PARTIES

Although one person can do everything it is **HIGHLY** recommended that you have at least *two people work the party*: One to teach the class, and the other to greet any late clients, and if needed -get release forms signed. The second person can be a front office manager or eligible JR. Instructor/ STORM Member. Both people will work together to get the items below in order and the party ready for success!

Reminder.....THE PREP:

4-6 weeks out: Book the date & collect the deposit for party **Give parent of birthday child** the “birthday party pack kit” Inside the pack should be: our custom invitations w/envelopes, our custom Thank you cards, the party guideline sheet, The A la Carte sheet, along with your basic school information.

- **1-week out:** Check and organize the “birthday box” have plenty of matching napkins, plates, nice CLOTH table cloths, (no cheap plastic) dry erase markers, drinking cups, and suction cup ninja stars. Get paper goods online for low price and high quantity at www.amazon.com, www.orientaltrading.com or www.partypro.com
- **72 hours in advance:** confirm via phone or email with the PARENTS the date, time, and amount of children who are attending the party- review the party rules- specifically “one parent of each child must attend the party” Stay positive and upbeat and be **EXCITED** about how much fun **EVERYONE WILL HAVE!**
- **48 hours in advance:** collect the remaining balance due for the party. You collected the credit card info during the deposit phase.... Right?
- **24 hours in advance** put together birthday party “gift bags” for attendees (ex: 4-5 small candies, one suction ninja star, studio stickers, dollar store toy, birthday party guest pass) make sure we have “NAME TAGS” for the kids as they enter.
- **Prepare the “Parent Packs”** for each attending child’s family (inside should be, Birthday Party price sheet, special birthday enrollment offer sheet, VIP Pass) Birthday party advertising brochure, bonus insert- your studio’s commercial DVD.



THE DAY OF THE PARTY:

- Print out and place on clipboard the sign-in sheet for all attendees (see attached)
- Set up tables, - all tables are to have REAL tablecloths on them. One table is set for birthday cake and 1 table for presents. (Presents can be in dojo or in front area.)
- Decorate: Put up balloons, assorted Birthday decorations, birthday banner, etc.
- Prize wheel inserts—make sure they look SHARP and professional.
- NO HAND WRITTEN INSERTS!
- MAKE SURE ALL GUESTS SIGN IN!! Get them a NAME TAG

THE SET-UP:

- Karate ball “Dodge Ball” (use really soft balls like Nerfballs)
- The Rope (for the timing game)
- Birthday sword (sword just for cutting the cake)
- Birthday lighter & CANDLES (*you’ll be amazed at how many people forget to bring these*)
- Pop/ fun Music (make sure it’s playing as people come in)

✓ *A parent of EVERY child must sign the release form & or the INVITATION, for liability and to gather NAP for prospects. No exceptions. (All this info is already on the **custom invitation**- if they bring this item to the studio- it’s all we need -just make sure it’s FILLED OUT) If applicable have front office or S.T.O.R.M. member enter this info into PROSPECTS for future marketing.*

THE SIZZLE TIME: 5-10 minutes

- While the kids are arriving one of the assistants should be having fun with kids in the studio, sitting in a circle: play- NINJA NINJA TURTLE (duck duck goose) it is a great game to get kids moving and make them feel comfortable.
- When about 80% of the guests have arrived and are on the floor it’s time to start the party. BUT FIRST.....

 **TALK TO THE PARENTS.** Welcome them to the school (This is part of the RAPPORT building process) SAY: *“This birthday party is unlike ANY PARTY you’ve experienced. Our birthday parties are interactive and exciting and the kids will need your help. At random moments during the party I’ll ask for your “Applause” this way the kids KNOW mom and dad are here and are part of the action”* Let’s practice.... At this point have them give a round of applause, if its great- tell them. If it’s not.....SMILE and SAY *“Well if we were at a golf tournament that would be ok, but this is a MARTIAL ARTS party we want you to go wild and crazy!!”* Let’s try again. The party kids will reward their parents with one of two parent cheers.



SECTION 1: THE START OF THE PARTY: done in 10-15 minutes

- Order pizza (*ratio- 1 Large pizza for every 8 kids*)
 - Have all guests (and the birthday person) sit against the wall or mirror. Officially welcome the guest to the party, introduce yourself and your assistant(s)
 - The party must have the birthday child in the front of the class they are the “SENSEI” for the day highlight & praise them often. Bring the birthday person up. Talk (briefly) about respect/bowing, then, from a locked up (kneeling) position, all guests will bow to the birthday person, using the “*traditional birthday bow*” while chanting “happy, happy, birthday”
 - Teach & explain to everyone **the studio/party rules**- 1. Have FUN. 2. TRY YOUR BEST. 3. GET BETTER every time.
- Teach studio protocols: Ready position, Take a knee, Attention stance, Lock it up. Then make this a GAME of “Sensei Says” (just like SIMON Says- but cooler)
- **EXPLAIN the “POINT SYSTEM”**- how they can earn them and WHY! (Hint: it’s all about the WHEEL- they need “enough” points to be able to spin it at the end of party)

THE SKILL BASED MARTIAL ART GAMES: This section should be done in 20-30 minutes.

- **Instructor says:** “The Martial arts are used for self-defense to keep ourselves safe”. Tell the guests that all of the games they are going to play today will teach them something about how to keep themselves safe. Have fun and *include the birthday child FIRST in all THINGS!*
- **GAME 1-Talk about timing and distance:** Demonstrate with the birthday person child – PRETEND to attack him/her using your best punches, kicks, or whatever you want. (YOU get to act like a HOLLYWOOD Stunt man, they get to look like the HERO- Miss on purpose, have them dodge your “awesomeness”)
- **Play Spinning Laser rope** - Using a long nylon rope grab one end and your assistant grab the other, start swinging it like a jump rope. The guests each take turns running through the rope without getting hit. (I use The ELECTRIC power analogy. ”This rope is electric and has a 1 Bazillion jigawatts” if you make it through you get one point..... if you don’tYou get to act like you got ZAPPED” Make the kids pretend to “get Zapped”- Then go through the line about 3 or 4 times (depending on the number of guests). This is a great place to talk about



- timing and rhythm two essentials for great fighting skill. Variations Spin the rope towards them for round one and away from them for round two- (It's harder than it sounds)
Then go to..... (Choose any one below).
- **NINJA (dodge) ball** Have the guests line up in front of the wall or mirrors at the front of the floor. Then the instructor(s) throw the balls at the kids (SOFTLY, do not kill the children) NERF balls work great as do BEACH BALLS. Focus mitts and hand targets can also be used. Make sure to have a clearly defined, designated area for the kids when they get out. Last guest standing wins and gets TWO points. Have the other guests give the winner a round of applause. You should be able to play this game about 3 times.
OR go to.....
- **FREEZE FRAME-** Explain to the kids that the next game uses the power of listening (focus) and the control of their body (discipline). All the children can do “*anything” (EXCEPT- hit or touch each other) If they want to dance, jump, have fun, etc., while the music is playing its GAME ON, but when it stops – they have to “FREEZE” any child moving is ‘out’. The last three kids earn 2 points each. Try to get at least 2 – 3 rounds of this fun game. THEN it's time for.....



PIZZA TIME: serve drinks/ snacks- 10-12 minutes.

SPECIAL NOTE- *When it's time for pizza- have a staff member LEAD the kids in groups to the food. Put on upbeat MUSIC as filler. **THE BIRTHDAY CHILD GOES FIRST** followed by the kids who have the **MOST POINTS**. During this time **make small talk with parents**. TELL THE PARENTS: “Your kids are doing a GREAT JOB they almost have enough points to spin the wheel.” Our wheel has cool martial arts moves on it and each move is good for a FREE WEEK of training with us AND they also get to break a board, just like our BDAY kid will today.” This is our special gift to you for having such cool kids.” Have them applaud the kids (and themselves) for the GREAT JOB they've done so far!*

THE MARTIAL ARTS LESSON:

This section should be done in 20-30 minutes

**Parents are watching... KIDS are excited; be POSITIVE, UPBEAT, SINCERE, AND ENTHUSIASTIC!*



- After pizza have all the guest line up on the floor putting them in listening position number one (LOCK IT UP-say: *“This is a (insert your style) school, so I’d feel a bad if I let everyone leave here without teaching you at least a little bit of martial arts.”* REMIND the kids -that at the end of the party, **if they continue to follow the rules of the school and they have EARNED enough points, they get to spin the prize wheel and earn a cool prize.**
- **SAY**-*Welcome to the martial arts. The Martial Arts is used for self defense, so we train to make ourselves stronger not just on the outside, but more importantly, on the inside.*
- **Start super intro #1** *Remember to use the birthday child as your assistant instructor, it is their special day! Teach basic words relevant to your style: (*Sensei, Dojo, Domo etc.*), REVIEW & RE-EXPLAIN Protocols: Focus, stance, Lock it up, etc., then TEACH -Base stance, single punch, double punch, sweep block, use blockers and disguised rep drills. Teach forward stance, front kick, & 1 safe & easy self-defense technique.
- Remember to **AWARD** points during the class to help you **PULL OUT** the kids best **“Black Belt effort”**
- Remember we are **TEACHING BENEFITS**- Make sure the **parents HEAR you**. Get a call to action from parents by their applause at each moves completion. Punches, to blocks, to stances, to kicks.
- **At the Self defense portion**- depending on time the class has taken so far, either A.) Have the birthday child **DEMONSTRATE** the move on YOU or ASSISTANT.) Have every kid try it on you and the assistant. Keep the parents (and kids) cheering.
- **To close out the Martial arts section- have the BIRTHDAY CHILD BREAK THEIR BOARD!**
- After the cheering has stopped ask the kids *“Who else wants to break a board?”* Every kid will raise their hand so you say *“You almost all have enough points to spin the wheel... we have just one more thing to do..... You can earn 5 points for being the best singer.”*

THE CAKE & CLOSING THE PARTY:

- Invite the parents and any other guest into the dojo with the kids to “Sing happy birthday” (shoes off please)
- Light the cake candles; have the guest line up in front of the table with the cake. Bring the birthday person up to the front, and have the guests—and parents—sing “Happy Birthday”-Have the birthday child blow out the candles, then cut the cake



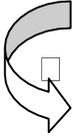
with the sword (caution: make sure to take the candles out of the cake before you cut it!) -Serve up the cake; (5-minutes max),

- AWARD points for best BIRTHDAY SONG SINGER.



After the kids are done eating cake (5 minutes max) have them come back in the room to **spin the prize wheel**, after they SPIN give them the “YOU WON BIRTHDAY PASS” to come back with the NAME OF **THE MOVE** they landed on written on it. While this is happening, with a junior instructor, the LEAD instructor should tell the parents: “**WHEN** (not if) set up their appointment to come back and break their board- we will also hook you up with our official studio t-shirt”. YOUR GOAL is 100% booking on NON students. If you have a responsible assistant, they can be invaluable helping with this task.

- **IMPORTANT!!!**-**WE DO NOT OPEN PRESENTS AT THE PARTY.** It takes too much time AND it takes away from the FUN & excitement. You will have 1 happy kid (the birthday child) and 10-15 kids who are “bummed” they aren’t getting a present. TRUST US- Don’t open presents at the party! For good customer service, do offer to take the birthday child’s gifts out to the car at the end of the party.
- When everyone has spun the prize wheel, bring all the kids to the front area and **DO a MASS BOW OUT**- HAVE THE BIRTHDAY KID SAY: A **BIG “THANK YOU”** (or YOU ROCK) to the friends that attended!! SAY: (*birthday kid’s name*) *has a special gift for each one of you here today.* (this is the “goodie bag”) Have all the kids meet you and your assistant up front and distribute bags. EVERYONE is OFF the floor at this time.(play music)



Say: Thank you to all the parents for being here today and doing *such a good job of helping with their applause*-remind them **to get their free shirt they just have to schedule their first free lesson, & if they enjoyed the party, they can also set up their child’s Birthday**..... You of course can assist them with that! J

THE FOLLOW UP:

1. Send “Birthday letter”(after party) to parents of all non-booked participants.
2. On Monday, Tuesday call and / or send email with web link: to all non-booked parents, offer our special complimentary intro’s. Remind about Free week/ T-shirt/ board break with special move etc.
3. Birthday party goal: 100% booking rate.
4. Instructor and staff booking bonus: \$5 for each intro booked and shows.
5. Use the **BIRTHDAY Party report** sheet to show results to studio Owner or Manager.



If You Think Our Instructors Are Fun in Class You Should See Them at a Party!!!!



Dear Valued Parent,

We are excited about your child's up-coming birthday, and we wanted to alert you about the special {YOUR STUDIO} birthday parties we provide at the {studio}.

Imagine who better to help celebrate your child's birthday then the fun and professional instructors here at {YOUR STUDIO}. I'm sure you have seen the energy and enthusiasm our instructors put into their Martial Art classes, now imagine that energy mixed with the fun and entertainment of a birthday party. It will be one of the most thrilling and entertaining birthdays your family has ever experienced.

During the party the kids will enjoy fun games of skill, challenge and adventure, along with pizza and drinks followed by a specialized martial art class that is exciting, entertaining and fun. Then to wrap things up the birthday child has a fun cake cutting ceremony.... Your child will assist the instructor as they cut the cake with a real *Samurai Sword!*

What's the investment? A lot less than your might imagine and certainly a lot less than other birthday party services in the area. {YOUR STUDIO} Birthday party includes- custom birthday invitations, decorations, a 1 ½ hour party with our dynamic instructors, lots of pizzas, drinks, fun interactive games, Special free prizes for the friends, and all the place settings (napkins, forks, table cloth, etc).

The only thing you need to bring is the cake and presents.

We have party packages that start as low as \$249.



We know your child's birthday isn't for awhile, however, we would feel terrible if we didn't give you plenty of time to respond. Please don't delay!!!! There are only 4 openings for next month, call us today in {YOUR CITY} at {(your) NUM-BER }and schedule their fun {YOUR STUDIO NAME} birthday party before we are booked solid.

Respectfully,

Your Name here!

{Your Name HERE}
 {YOUR STUDIO.com}
 {YOURBIRTHDAYSITE.com}





Birthday Party Guidelines

1. Get ready to have an AWESOME & FUN PARTY! Make sure to pick up the official Birthday party invitations from any staff member.
2. A deposit of \$75 is needed to secure your preferred date and time. Cancellation of the birthday party must be done at least 5 days in advance, or a \$50 cancellation fee is deducted from your deposit. The balance of the birthday party fee is due 48 hours prior to the event.
3. You may arrive up to 30 minutes early to set up extra decorations (*don't worry we've got plenty of cool decorations already*) or to drop off cake. To keep your party running efficiently *we must start your party on time.* Please inform your guests to be as prompt as possible with your scheduled start time.
4. At least one parent of all children attending the event must be present. Upon arrival please have the parents of the children sign in at the front desk.
5. The staff of our school will show the kids where shoes and personal items go. To ensure a clean learning environment please keep all personal items (*shoes, socks, toys.*) in the designated area at all times. We are not responsible for missing or lost items.
6. To keep the children focused on the instructors we ask that you please do not speak to the children during the martial arts portion of the class, as this will disrupt the class.
7. All presents for the birthday child can be set in a special area and the staff will be happy to help you load them in your car at the end of the party.
8. Your Party staff will gladly accept tips for service of a job well done.

Birthday PARTY Packages

ALL BIRTHDAY PARTIES ARE 90 MINUTES AND INCLUDE:

BASIC BIRTHDAY PACKAGE-

Birthday Invitations

SPELLBINDING Martial Arts Class

Fun Games and Prizes-

Pizza & Drinks for all kids

GOODIE bags for all KIDS

Up to
10 Kids



ALL Paper Products- All for only 249

DE LUXE- BIRTHDAY PACKAGE-

All Basic Package plus...

Custom Thank you cards

Birthday Child gets to **Break a real board**

Custom GOODIE bag gift for every KID

Pizza and Drink for all kids

Birthday child gets to cut their Cake w/ **Samurai Sword**



Deluxe package COMPLETE FOR ONLY 299

X-TREME BIRTHDAY PACKAGE-

ALL Deluxe Package Benefits PLUS

Birthday Child custom party shirt

Customized Birthday Invitations

Birthday child gets to keep their SAMURAI SWORD!

X-Treme Package Complete FOR ONLY 399

Up to
20
kids



Unlimited Kids
& Free
Samurai Sword

In addition to your current party package, the following items are available as add-on amenities:

- *Thank you notes-** \$5/ package of 10
- *Additional Invitations-** \$5/ package of 10
- *Additional Party Hours-** \$10/ per hour/ per child
- *Additional Pizzas -** \$15/ per pizza (feeds 8)
- *Candy filled Knunchuck"party favors" \$5 per child**
- *Extra Samurai Sword for 2 Child Party-** \$75
- *Custom SUPER HERO Theme:** \$50

www.YOURWEBSITE.com

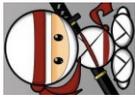
EXTRAS & GOODIES

For your Child's special day

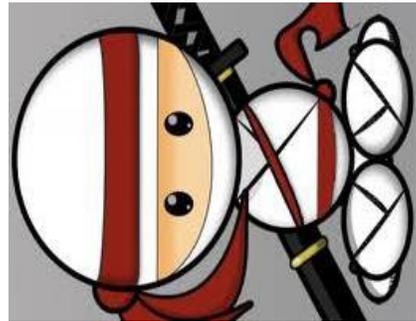
PALM HEEL



SIDE KICK



NINJA CHOP



	Basic	Deluxe	X-treme
Max Number of kids	10	20	Unlimited
Invitations	✓	✓	Custom
Ma Class	✓	✓	✓
Pizza/Drinks	✓	✓	✓
Goodie Bags	✓	Custom	Custom
All Paper Products	✓	✓	✓
Thank You Cards	-	✓	✓
Break a real board	✓	✓	✓
Cut cake with a sword	✓	✓	✓
Custom tee-shirt	-	-	✓
Keep sword	-	-	✓
	\$249	\$299	\$399



{FAMILY NAME}

{BIRTHDAY CHILDS NAME} and I would like to thank you for attending our {"YOUR STUDIO"} Birthday Party". We hope you and your children had as much fun as we did! I'm sure the kids are very excited about breaking their board!

The {"YOUR STUDIO"} Birthday Party" is designed to teach kids about self defense and bully prevention, while at the same time making it fun for everyone. The Martial Arts is a fun and positive character building sport to be involved in. Every instructor in {"YOUR STYLE"} has many students who have improved their grades, given up bad habits, found better friends, or in some way changed dramatically because of the martial arts. These changes are all directly linked to the child's improved self-image along with the confidence that comes with learning {"YOUR STUDIOS NAME}.

Exciting Classes- Our dynamic training floor is packed with energy and enthusiasm. Our instructors have dedicated themselves to every student's personal growth. The fitness, self-defense, and mental training benefits experienced at {"YOUR STUDIO"} are second to none. We have the best all around martial arts program in the country.

{YOUR SCHOOL} Birthday Party Buddies

The {"YOUR STUDIO"} starter program is a (YOUR SPECIAL OFFER HERE) that starts with (DESCRIBE YOUR OFFER)) ex: 3 private training sessions taken with our motivational and certified Black Belt instructors. The private training classes are scheduled by appointment and during the second class, we invite you to watch your child earn their White belt, which is their first step towards Black Belt Excellence. Once they earn their official White Belt they are then ready to start our exciting group classes.

The ((YOUR SPECIAL)) is our 'thank you' gift for attending {NAME'S } party.

The next step is up to you, so don't wait- all the self confidence, dedication, respect, fitness and quality your child needs to succeed in the martial arts, in school and in life, are just a phone call away. Please call us at (YOUR NUMBER) and schedule your free week of classes.

Thank you,

SCHOOL OWNER NAME

PS> Want to do a fun Martial Art and board breaking party for your kids next birthday? Call us today and schedule it!((YOUR PHONE NUMBER OR WEBLINK)



Staffing and Birthday parties:

Unless you want to spend weekends in your studio-Your staff must see the importance of how birthday parties tie in with your overall marketing plan and their growth as teachers and leaders.

BUT

You simply cannot afford to have just any instructor or manager read a “how to” birthday manual, watch a DVD and expect great results. Although you do need those materials to educate yourself and your staff, The OWNER or HEAD instructor of the school must also master these steps and actually do a few birthday parties *with* your potential instructor candidates assisting. All people regardless of age learn in one of three ways, by seeing, hearing, doing. We want you to cover all three areas so your birthday party leaders are well equipped to do their job. After they watch you, then let them try to do one -with you watching/ assisting-

In a nutshell, here is the formula we use for birthday parties at AFKF to develop new talent and future floor managers:

I do- You watch and take notes. (Sometimes “I do” more than once)

You do- I watch and give feedback.

You do- I watch and give additional feedback

You do solo.

How do we know they are ready to continue to do the parties solo? - The amount of intro’s booked. Our expectations at a birthday party are 100% of available prospects booked to come back. We have a secret about HOW we do the booking and It is in this B90Z manual and is a BIG part of our success. Learn it and use it!

How to pay staff:

Once staff is trained and ready we suggest paying your birthday party instructor up to \$50 for doing an hour and half party. That’s almost \$35 dollars per hour. We are pretty sure most martial art instructors don’t get that hourly rate. This will help them immediately see real value in birthday parties. As a bonus we also suggest offering the instructor \$5 for every intro booked from each party. They could easily set four, which would add \$20 for that party. Using this formula they could make \$90 (or more) from one party! Two per Saturday should make them \$180 or \$720 per month. What a great way to give someone a \$720 raise! DO NOT be cheap with the people who run your parties! The school is making **\$249-\$499 per party.** (So giving a staff member (or two) an extra \$50 for their part is well worth it) Full pay rate break downs are included below. Show your staff **how** this benefits **them AND the school** and they will be raving fans. When your teams’ vision matches yours, success is inevitable. The entire staff will take birthday parties a lot more serious, and your school will reach its enrollment and financial goals.

Suggested Instructor Pay Scale- excludes new or potential staff members who are “training” *All parties include a “booking bonus” of \$5 per appointment booked. All “tips” are SPLIT between staff.*

Party rate \$199-249

Main instructor \$30 Assistant \$10

Party rate \$249-\$349

Main instructor \$35 Assistant \$15

Party rate \$349-& up.

Main instructor \$50 Assistant \$25



Staff Evaluation

Name _____ Helping Birthday Party # 1

School prep/ Party appearance 1 2 3 4 5 6 7 8 9 10

Welcome and Initial greeting 1 2 3 4 5 6 7 8 9 10

Welcome music/ Ambience 1 2 3 4 5 6 7 8 9 10

THE PARENT SPEECH (beginning) 1 2 3 4 5 6 7 8 9 10

Sizzle time 1 2 3 4 5 6 7 8 9 10

THE VISION/ party rules (kids) 1 2 3 4 5 6 7 8 9 10

Games/ benefits 1 2 3 4 5 6 7 8 9 10

Parent interaction (beg- middle) 1 2 3 4 5 6 7 8 9 10

Transitions (games to food) 1 2 3 4 5 6 7 8 9 10

Use of POINTS 1 2 3 4 5 6 7 8 9 10

Transitions (food to karate) 1 2 3 4 5 6 7 8 9 10

THE CLASS 1 2 3 4 5 6 7 8 9 10

Parent interaction (middle to end) 1 2 3 4 5 6 7 8 9 10

Transitions (karate to cake) 1 2 3 4 5 6 7 8 9 10

Cake cutting and song 1 2 3 4 5 6 7 8 9 10

Transitions (cake to wheel) 1 2 3 4 5 6 7 8 9 10

THE CLOSING 1 2 3 4 5 6 7 8 9 10

The goal of the party is to book 100% of nonmembers to return. The goal of this evaluation is to increase any areas of weakness and build on areas of strength. When every aspect of your party is at 8 or better your booking rate will increase 100%



Name _____	Helping	Birthday Party # 2
School prep/ Party appearance	1 2 3 4 5 6 7 8 9 10	
Welcome and Initial greeting	1 2 3 4 5 6 7 8 9 10	
Welcome music/ Ambience	1 2 3 4 5 6 7 8 9 10	
THE PARENT SPEECH (beginning)	1 2 3 4 5 6 7 8 9 10	
Sizzle time	1 2 3 4 5 6 7 8 9 10	
THE VISION/ party rules (kids)	1 2 3 4 5 6 7 8 9 10	
Games/ benefits	1 2 3 4 5 6 7 8 9 10	
Parent interaction (beg- middle)	1 2 3 4 5 6 7 8 9 10	
Transitions (games to food)	1 2 3 4 5 6 7 8 9 10	
Use of POINTS	1 2 3 4 5 6 7 8 9 10	
Transitions (food to karate)	1 2 3 4 5 6 7 8 9 10	
THE CLASS	1 2 3 4 5 6 7 8 9 10	
Parent interaction (middle to end)	1 2 3 4 5 6 7 8 9 10	
Transitions (karate to cake)	1 2 3 4 5 6 7 8 9 10	
Cake cutting and song	1 2 3 4 5 6 7 8 9 10	
Transitions (cake to wheel)	1 2 3 4 5 6 7 8 9 10	
THE CLOSING	1 2 3 4 5 6 7 8 9 10	

The goal of the party is to book 100% of non members to return. The goal of this evaluation is to increase any areas of weakness and build on areas of strength. When every aspect of your party is at 8 or better your booking rate will increase 100%



Name _____	Helping										Birthday Party # 4
School prep/ Party appearance	1	2	3	4	5	6	7	8	9	10	
Welcome and Initial greeting	1	2	3	4	5	6	7	8	9	10	
Welcome music/ Ambience	1	2	3	4	5	6	7	8	9	10	
THE PARENT SPEECH (beginning)	1	2	3	4	5	6	7	8	9	10	
Sizzle time	1	2	3	4	5	6	7	8	9	10	
THE VISION/ party rules (kids)	1	2	3	4	5	6	7	8	9	10	
Games/ benefits	1	2	3	4	5	6	7	8	9	10	
Parent interaction (beg- middle)	1	2	3	4	5	6	7	8	9	10	
Transitions (games to food)	1	2	3	4	5	6	7	8	9	10	
Use of POINTS	1	2	3	4	5	6	7	8	9	10	
Transitions (food to karate)	1	2	3	4	5	6	7	8	9	10	
THE CLASS	1	2	3	4	5	6	7	8	9	10	
Parent interaction (middle to end)	1	2	3	4	5	6	7	8	9	10	
Transitions (karate to cake)	1	2	3	4	5	6	7	8	9	10	
Cake cutting and song	1	2	3	4	5	6	7	8	9	10	
Transitions (cake to wheel)	1	2	3	4	5	6	7	8	9	10	
THE CLOSING	1	2	3	4	5	6	7	8	9	10	

The goal of the party is to book 100% of non members to return. The goal of this evaluation is to increase any areas of weakness and build on areas of strength. When every aspect of your party is at 8 or better your booking rate will increase 100%



Name _____	Helping										Birthday Party # 5				
School prep/ Party appearance	1	2	3	4	5	6	7	8	9	10					
Welcome and Initial greeting	1	2	3	4	5	6	7	8	9	10					
Welcome music/ Ambience	1	2	3	4	5	6	7	8	9	10					
THE PARENT SPEECH (beginning)	1	2	3	4	5	6	7	8	9	10					
Sizzle time	1	2	3	4	5	6	7	8	9	10					
THE VISION/ party rules (kids)	1	2	3	4	5	6	7	8	9	10					
Games/ benefits	1	2	3	4	5	6	7	8	9	10					
Parent interaction (beg- middle)	1	2	3	4	5	6	7	8	9	10					
Transitions (games to food)	1	2	3	4	5	6	7	8	9	10					
Use of POINTS	1	2	3	4	5	6	7	8	9	10					
Transitions (food to karate)	1	2	3	4	5	6	7	8	9	10					
THE CLASS	1	2	3	4	5	6	7	8	9	10					
Parent interaction (middle to end)	1	2	3	4	5	6	7	8	9	10					
Transitions (karate to cake)	1	2	3	4	5	6	7	8	9	10					
Cake cutting and song	1	2	3	4	5	6	7	8	9	10					
Transitions (cake to wheel)	1	2	3	4	5	6	7	8	9	10					
THE CLOSING	1	2	3	4	5	6	7	8	9	10					

The goal of the party is to book 100% of non members to return. The goal of this evaluation is to increase any areas of weakness and build on areas of strength. When every aspect of your party is at 8 or better your booking rate will increase 100%



Staff Evaluation

Name _____	Leading	Birthday Party # 1
School prep/ Party appearance	1 2 3 4 5 6 7 8 9 10	
Welcome and Initial greeting	1 2 3 4 5 6 7 8 9 10	
Welcome music/ Ambience	1 2 3 4 5 6 7 8 9 10	
THE PARENT SPEECH (beginning)	1 2 3 4 5 6 7 8 9 10	
Sizzle time	1 2 3 4 5 6 7 8 9 10	
THE VISION/ party rules (kids)	1 2 3 4 5 6 7 8 9 10	
Games/ benefits	1 2 3 4 5 6 7 8 9 10	
Parent interaction (beg- middle)	1 2 3 4 5 6 7 8 9 10	
Transitions (games to food)	1 2 3 4 5 6 7 8 9 10	
Use of POINTS	1 2 3 4 5 6 7 8 9 10	
Transitions (food to karate)	1 2 3 4 5 6 7 8 9 10	
THE CLASS	1 2 3 4 5 6 7 8 9 10	
Parent interaction (middle to end)	1 2 3 4 5 6 7 8 9 10	
Transitions (karate to cake)	1 2 3 4 5 6 7 8 9 10	
Cake cutting and song	1 2 3 4 5 6 7 8 9 10	
Transitions (cake to wheel)	1 2 3 4 5 6 7 8 9 10	
THE CLOSING	1 2 3 4 5 6 7 8 9 10	

The goal of the party is to book 100% of non members to return. The goal of this evaluation is to increase any areas of weakness and build on areas of strength. When every aspect of your party is at 8 or better your booking rate will increase 100%



Name _____	Leading										Birthday Party # 2
School prep/ Party appearance	1	2	3	4	5	6	7	8	9	10	
Welcome and Initial greeting	1	2	3	4	5	6	7	8	9	10	
Welcome music/ Ambience	1	2	3	4	5	6	7	8	9	10	
THE PARENT SPEECH (beginning)	1	2	3	4	5	6	7	8	9	10	
Sizzle time	1	2	3	4	5	6	7	8	9	10	
THE VISION/ party rules (kids)	1	2	3	4	5	6	7	8	9	10	
Games/ benefits	1	2	3	4	5	6	7	8	9	10	
Parent interaction (beg- middle)	1	2	3	4	5	6	7	8	9	10	
Transitions (games to food)	1	2	3	4	5	6	7	8	9	10	
Use of POINTS	1	2	3	4	5	6	7	8	9	10	
Transitions (food to karate)	1	2	3	4	5	6	7	8	9	10	
THE CLASS	1	2	3	4	5	6	7	8	9	10	
Parent interaction (middle to end)	1	2	3	4	5	6	7	8	9	10	
Transitions (karate to cake)	1	2	3	4	5	6	7	8	9	10	
Cake cutting and song	1	2	3	4	5	6	7	8	9	10	
Transitions (cake to wheel)	1	2	3	4	5	6	7	8	9	10	
THE CLOSING	1	2	3	4	5	6	7	8	9	10	

The goal of the party is to book 100% of non members to return. The goal of this evaluation is to increase any areas of weakness and build on areas of strength. When every aspect of your party is at 8 or better your booking rate will increase 100%



Name _____	Leading										Birthday Party # 3
School prep/ Party appearance	1	2	3	4	5	6	7	8	9	10	
Welcome and Initial greeting	1	2	3	4	5	6	7	8	9	10	
Welcome music/ Ambience	1	2	3	4	5	6	7	8	9	10	
THE PARENT SPEECH (beginning)	1	2	3	4	5	6	7	8	9	10	
Sizzle time	1	2	3	4	5	6	7	8	9	10	
THE VISION/ party rules (kids)	1	2	3	4	5	6	7	8	9	10	
Games/ benefits	1	2	3	4	5	6	7	8	9	10	
Parent interaction (beg- middle)	1	2	3	4	5	6	7	8	9	10	
Transitions (games to food)	1	2	3	4	5	6	7	8	9	10	
Use of POINTS	1	2	3	4	5	6	7	8	9	10	
Transitions (food to karate)	1	2	3	4	5	6	7	8	9	10	
THE CLASS	1	2	3	4	5	6	7	8	9	10	
Parent interaction (middle to end)	1	2	3	4	5	6	7	8	9	10	
Transitions (karate to cake)	1	2	3	4	5	6	7	8	9	10	
Cake cutting and song	1	2	3	4	5	6	7	8	9	10	
Transitions (cake to wheel)	1	2	3	4	5	6	7	8	9	10	
THE CLOSING	1	2	3	4	5	6	7	8	9	10	

The goal of the party is to book 100% of non members to return. The goal of this evaluation is to increase any areas of weakness and build on areas of strength. When every aspect of your party is at 8 or better your booking rate will increase 100%



Name _____	Leading	Birthday Party # 4
School prep/ Party appearance	1 2 3 4 5 6 7 8 9 10	
Welcome and Initial greeting	1 2 3 4 5 6 7 8 9 10	
Welcome music/ Ambience	1 2 3 4 5 6 7 8 9 10	
THE PARENT SPEECH (beginning)	1 2 3 4 5 6 7 8 9 10	
Sizzle time	1 2 3 4 5 6 7 8 9 10	
THE VISION/ party rules (kids)	1 2 3 4 5 6 7 8 9 10	
Games/ benefits	1 2 3 4 5 6 7 8 9 10	
Parent interaction (beg- middle)	1 2 3 4 5 6 7 8 9 10	
Transitions (games to food)	1 2 3 4 5 6 7 8 9 10	
Use of POINTS	1 2 3 4 5 6 7 8 9 10	
Transitions (food to karate)	1 2 3 4 5 6 7 8 9 10	
THE CLASS	1 2 3 4 5 6 7 8 9 10	
Parent interaction (middle to end)	1 2 3 4 5 6 7 8 9 10	
Transitions (karate to cake)	1 2 3 4 5 6 7 8 9 10	
Cake cutting and song	1 2 3 4 5 6 7 8 9 10	
Transitions (cake to wheel)	1 2 3 4 5 6 7 8 9 10	
THE CLOSING	1 2 3 4 5 6 7 8 9 10	

The goal of the party is to book 100% of non members to return. The goal of this evaluation is to increase any areas of weakness and build on areas of strength. When every aspect of your party is at 8 or better your booking rate will increase 100%



Name _____	Leading	Birthday Party # 5
School prep/ Party appearance	1 2 3 4 5 6 7 8 9 10	
Welcome and Initial greeting	1 2 3 4 5 6 7 8 9 10	
Welcome music/ Ambience	1 2 3 4 5 6 7 8 9 10	
THE PARENT SPEECH (beginning)	1 2 3 4 5 6 7 8 9 10	
Sizzle time	1 2 3 4 5 6 7 8 9 10	
THE VISION/ party rules (kids)	1 2 3 4 5 6 7 8 9 10	
Games/ benefits	1 2 3 4 5 6 7 8 9 10	
Parent interaction (beg- middle)	1 2 3 4 5 6 7 8 9 10	
Transitions (games to food)	1 2 3 4 5 6 7 8 9 10	
Use of POINTS	1 2 3 4 5 6 7 8 9 10	
Transitions (food to karate)	1 2 3 4 5 6 7 8 9 10	
THE CLASS	1 2 3 4 5 6 7 8 9 10	
Parent interaction (middle to end)	1 2 3 4 5 6 7 8 9 10	
Transitions (karate to cake)	1 2 3 4 5 6 7 8 9 10	
Cake cutting and song	1 2 3 4 5 6 7 8 9 10	
Transitions (cake to wheel)	1 2 3 4 5 6 7 8 9 10	
THE CLOSING	1 2 3 4 5 6 7 8 9 10	

The goal of the party is to book 100% of non members to return. The goal of this evaluation is to increase any areas of weakness and build on areas of strength. When every aspect of your party is at 8 or better your booking rate will increase 100%

Certification Completed _____ Date _____

Chief Instructor _____