

## Host a Children's Personal Safety Seminar to Generate Leads and Publicity for Your School's Community Leadership

The media continues to publish and broadcast stories about child-age abductions, abuse and bullying incidents. This has created a heightened awareness for children, parents, educators, public officials and the public.

Now is the time to take action and demonstrate your leadership and expertise as a personal safety professional and help your community by hosting a children's personal safety seminar. More importantly, it is one of those sure-fire events, when properly planned and presented, that will generate loads of leads and new enrollments. What parent wouldn't want his or her child to learn more of what you teach during the seminar?

### Basic Tips and Ideas

Follow these simple tips and tactics and you are more likely to have a successful seminar that both protects children and immediately boosts your intro appointments.

- We recommend a one-hour seminar that is suitable for children, age eight and older, and their parents.
- Consider hosting the seminar for free or charging a donation at the door for a charity that helps missing children.
- The seminar contents should both educate parents and children as well as improve their peace of mind.
- Host the seminar at your school, preferably on a Friday night or Saturday.
- Select the date and time three weeks in advance, so you have plenty of time to promote it.
- Based on the size of your school, determine a limit as to how many people can attend your seminar.

- To help you develop the contents of your seminar, we've included a sample children's personal safety lesson plan below.
- Promote your seminar internally, with the matching flyer and ads. Distribute the flyer to students, especially parents and adult students, so they can give it to their friends and family members.
- You can publicize your seminar both before and after the event. Customize the matching pre-event press release that includes those same benefit statements, attributed to you to promote yourself as the community's personal safety expert. Your press release should also state the number of guests you can accommodate and contact information.
- You can then send a post-seminar press release, reporting how successful it was, how many attended and the names of special guests. Include photographs of the seminar, professionally shot when possible.
- Follow-up both press releases with phone calls or emails to your local media contacts to determine if they will be covering your event, publishing your release or, at least, listing your seminar announcement.
- Consider offering some type of enrollment incentive to those attending your seminar. You may waive a down payment for those who join on the spot, or give them a discount to enroll in your future EZ Defense seminar.

By hosting this seminar for the public, you will be providing a valuable community service and, simultaneously, attracting a large group of potential new students without spending much of your marketing budget.

## Sample Children's Personal Safety Seminar Lesson Plan

### **First 10 Minutes: Summarize the content of the seminar.**

Present information about other personal safety programs you offer for children and adults.

If you're planning a future EZ Defense or other self-defense class, then be sure to mention the time and date at the beginning and end of your seminar.

### **11-15 Minutes: Discuss awareness.**

Explain that not all adults are bad. In fact, most are very nice and would never want to hurt a child; however, there are "bad apples." Just as you practice what to do in case of a fire, you should also practice what to do in case of a bad apple.

A bad stranger may look for easy targets, including kids who look weak. Ask the group to demonstrate how to look weak. Ask them to look at the others in the group and try to mirror their looks of weakness.

Next, discuss how to look confident. Ask the seminar participants, "How would a confident child stand? Where would they look with their eyes when someone is speaking to them? How would a confident voice sound?"

Let the kids command you to assume a pose of confidence, based on the answers and information discussed.

### **16-25 Minutes: Discuss common lures.**

Discuss some of the common lures that adults use to attract children. Since this can be a rather heavy topic, you may want to lighten the mood and make it fun by acting like the stranger offering a lure to a child.

For example, ask the question, "How many of you really love ice cream?" Most children will raise their hands.

Next, ask them, "Would you go with a stranger if you were offered a big bowl of your favorite ice cream?"

Finally, ask them, "What do you think could happen to you if you did?"

Continue to ask "what if" questions, using common lures, such as video games, puppies and money.

Teach them to stay at least four arm lengths from strangers, if they approach.

Ask the children in your seminar, "Why should you stay at least four arm lengths from strangers?"

The answer you want to hear is that adults are bigger and may be fast, so they may be able to grab you if you stood too close to them.

Demonstrate how you are able to grab them if they are too close. You may want to use one of your current students to illustrate this point or a volunteer from the audience. Another option is to organize a group-participation drill around this point. Instruct the seminar attendees to stand in pairs, with one of them role-playing the adult and the other the child. Make it fun with adults role-playing children and children role-playing adults.

### **26-35 Minutes: Teach verbal boundaries.**

Remind the group again about remaining at least four arm lengths from a stranger.

Tell them that you will now teach them some basic verbal boundaries or commands that they can use if they are in a situation where they need to attract attention and help.

Instruct the entire group, including the parents who want to participate, to stand and take a "guard" type of stance in a straight line across the floor. Their hands are up and open and palms facing out, as if to say, "Stop!"

# BLACK BELT PROMOTIONS

---

TURNKEY PROMOTION FOR OWNERS AND OPERATORS

Teach them to say and repeat the following verbal boundaries, being louder and louder each time they repeat them.

"I don't know this person!"

"This is not my father!" or "This is not my mother!"

"Someone help me!"

To make it fun, ask someone to role-play as a bad stranger and walk toward the group. When the group thinks the stranger is close enough, instruct them to shout each of the verbal commands above at the stranger. The stranger should react, accordingly, and back up slightly each time a verbal command is used correctly.

## **36-45 Minutes: Summarize.**

Recap the entire seminar briefly and discuss what the group accomplished.

Ask the children, "What did you learn?"

Ask the parents, "What did you learn?"

Ask the group, "How can what you learned today help you?"

Thank them for coming. Remember to announce information about any future events, including a complete EZ Defense seminar you may have planned for children. Consider offering a discount to those that enroll during your personal safety seminar.

## **46-60 Minutes: Mingle.**

Ask the group to remain for refreshments and be available to answer questions—AND, of course, gather lead information, schedule intro appointments and/or enroll new students on the spot.