

HOW TO SET UP A SCHOOL ASSEMBLY SESSION

Promote confidence, respect, and anti-bullying through martial arts — and grow your student base at the same time.

Why School Assemblies Are a Powerful Tool: For Martial Arts clubs in the UK, connecting with local schools is one of the most effective ways to raise awareness, deliver community value, and attract new students. A school assembly session allows you to position your club as a positive role model for children, while directly showcasing what martial arts has to offer. With a clear anti-bullying message and a short, high-energy taster session, you'll leave a lasting impression — and open the door to trial bookings, referrals, and long-term partnerships with schools.

STEP 1: REACH OUT TO LOCAL SCHOOLS

Create a short email or letter to introduce yourself and your club.

Mention:

- Who you are and where you're based
- The purpose of your visit (anti-bullying message + martial arts values)
- What the school and students will get from the session
- That it's free and aligned with PSHE curriculum goals

 **Top Tip:** Aim for primary schools first — they're often more receptive to external enrichment sessions.

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STEP 2: SCHEDULE AND PLAN THE SESSION

Offer flexible time slots — such as during morning assembly, a PE session, or end-of-day wrap-up.

Ideal Format:

- 20-minute assembly (anti-bullying focus)
- Optional 10–20 minute martial arts taster in small groups
- Q&A or shout-out for confident kids

 **Top Tip:** Keep it interactive! Ask questions, get a few volunteers involved, and keep the energy high.

STEP 3: DELIVER AN EMPOWERING ANTI-BULLYING MESSAGE

Keep it age-appropriate, practical, and engaging.

Focus on:

- What bullying is and isn't
- The power of standing up (not fighting back)
- Using martial arts for confidence, not aggression
- Respect, inclusion, and supporting others

 **Top Tip:** Use phrases like “confidence is your superpower” and “real strength is walking away” — they stick!

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STEP 4: RUN A SHORT DEMO OR TASTER

Showcase:

- Basic stances or focus drills
- Pad work or light technique demos
- Confidence-building games
- A respectful bow-in/bow-out to demonstrate structure and discipline

💡 **Top Tip:** Involve teachers or staff if possible — students love seeing familiar faces take part.

STEP 5: PROVIDE FOLLOW-UP MATERIALS

Give each student:

- A flyer or postcard promoting a Free Trial Class
- QR code or website link for parents
- Optional bonus: stickers, wristbands, or club bookmarks for engagement

💡 **Top Tip:** Add a line like “I trained with [Your Club Name] at school today!” — kids love showing it to their parents.

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STEP 6: FOLLOW UP WITH THE SCHOOL

Send a thank-you email within 24–48 hours.

Ask:

- If they'd like another session in the future (PE takeover, self-defence week, etc.)
- For a quote or testimonial from a teacher
- If you can share a photo (with permission) for your club's social media

 **Top Tip:** Build the relationship — don't just make it a one-off visit.

BENEFITS OF RUNNING SCHOOL ASSEMBLIES

-  Reach Dozens of Local Families in One Session
-  Promote Positive Messages of Confidence and Respect
-  Build Strong Community Ties and Reputation
-  Position Your Club as a Trusted Youth Role Model
-  Drive Trial Bookings Through Real-Life Engagement
-  Create Word of Mouth Among Students and Parents

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MAKE A REAL IMPACT — AND GROW YOUR CLUB

School assembly sessions are more than a marketing tool — they're an opportunity to make a difference. By sharing the values of martial arts through anti-bullying messages and interactive tasters, you're showing students that martial arts is about more than kicks and punches — it's about respect, self-control, and personal growth.

At the same time, you're putting your club in front of dozens of potential students — and their parents — in a fun, memorable way. Set it up once, deliver it well, and it could become one of your most powerful lead-generation and community-building tools.