



# Event at a Glance

## FRIDAY, MAY 3, 2019

9:00 AM Opening Ceremony  
Keynote Speaker  
11:45 AM Business Sessions  
12:45 PM Lunch  
1:45 PM Business & Training Sessions  
6:00 to 8:00PM Martial Arts Group Training

## SATURDAY, MAY 4, 2019

6:00 AM Morning Workouts  
8:30 AM Business & Training Sessions  
11:45 AM Lunch & Coaching Sessions  
1:00 PM Business & Training Sessions  
3:45 PM Keynote & Awards  
5:30 PM Charity Training Event  
7:30 PM Social Event

## SUNDAY, MAY 5, 2019

6:00 AM Morning Workouts  
8:30 AM Business & Training Sessions  
12:15 PM Group Session & Closing Session



# MORNING WORKOUT SCHEDULE

## SATURDAY, MAY 4, 2019

	ROOM 7	ROOM 8	ROOM 9
6:00AM	On the Mat Training Bryan Nay	On the Mat Training TBD Speaker	On the Mat Training Nick Wilson
7:00AM	On the Mat Training Rachel Greenbaum	On the Mat Training TBD Speaker	On the Mat Training TBD Speaker

## SUNDAY, MAY 5, 2019

	ROOM 7	ROOM 8	ROOM 9
6:00AM	On the Mat Training TBD Speaker	On the Mat Training Apolo Ladra	On the Mat Training Dave Kovar
7:00AM	On the Mat Training TBD Speaker	On the Mat Training TBD Speaker	**Location: Pool** Karel "Silver Fox" Pravec

# BREAKOUT SESSION SCHEDULE - ON-MAT TRAINING

## FRIDAY, MAY 3, 2019

	ROOM 7	ROOM 8	ROOM 9
11:45AM	203 - Cutting Edge Classroom Concepts Dave Kovar		
1:45PM	203/303 - Implementing Retention-Based Sparring	Self-Defense Seminar Ryan Hoover	BJJ Seminar Caio Terra
3:00PM	303 - Building Progressive Drills for Improved Retention Patrick Rivera	On the Mat Training Duane Ludwig	On the Mat Training TBD Speaker
4:15PM	103 - Taking Control of Your Class	On the Mat Training Katalin Zaimar	On the Mat Training TBD Speaker

## SATURDAY, MAY 4, 2019

	ROOM 7	ROOM 8	ROOM 9
8:30AM	204 - Satori Alliance Certification Test Prep	On the Mat Training John Whitman	On the Mat Training Eric Paulsen
9:30AM			
10:15AM	200 - Classroom Formatting	On the Mat Training Mark DellaGrotte	On the Mat Training Pedro Sauer
11:15AM	200 - The 3-Way Switch		
1:00PM	203 - Tonality and Non-Verbal Communication Chad Shepherd	On the Mat Training Chip Townsend	On the Mat Training Karel "Silver Fox" Pravec
2:15PM	303 - Teaching Krav Maga to Kids Tony Morrison	On the Mat Training Matt Brown	On the Mat Training Apolo Ladra

## SUNDAY, MAY 5, 2019

	ROOM 7	ROOM 8	ROOM 9
8:30AM		On the Mat Training TBD Speaker	On the Mat Training TBD Speaker
9:45AM	Alliance Level 1 Certification	On the Mat Training Harinder Singh	On the Mat Training Jorge Gurgel
11:00AM		On the Mat Training Katie Hurd	On the Mat Training Amal Easton

# BREAKOUT SESSION SCHEDULE - BUSINESS

## FRIDAY, MAY 3, 2019

	ROOM 1	ROOM 2	ROOM 3	ROOM 4	ROOM 5	ZEN ROOM
11:45AM	201 - Why You NEED a Program Director	302 - Leveraging Technology to Improve Student Service	400 - What is Your School Worth? How to Value Your Business and Sell It Dave Chamberlain	200/300 - The 2019 Zen Planner Martial Arts Industry Report	103 - Built for Growth: An Introduction to Rotating Curriculum and Class Scheduling	
1:45PM	201 - Best Practices for a Website That Works	301 - Getting Your School in the News Derrek Hofrichter	100 - The Seven Stats You MUST Track & How to Track Them	404 - A School That Survives You - Succession Planning	303 - Setting Student Standards You Can Be Proud of	Zen Planner User Workshop - 302 - Leveraging Technology to Improve Student Service
3:00PM	101 - Working with Local Elementary Schools	202 - Creating Amazing Customer Service Moments Jeff Cvitak	300 - Expansion - How to Go From One Location to Two	204/304 - How to Deliver Constructive Feedback with Anyone	300/400 - Next Level Statistics	Zen Planner User Workshop - 100 - Seven Stats You MUST Track
4:15PM	301 - Marketing Expert Panel - Takeaways from 2018	202 - Handling Quit Conversations	100 - New School Owner Fundamentals	104 - Starting a TNT Team from the Ground Up	405 - Out of the Dojo, Into the World Tom Callos	Zen Planner User Workshop - 300/400 - Advanced Statistics

## SATURDAY, MAY 4, 2019

	ROOM 1	ROOM 2	ROOM 3	ROOM 4	ROOM 5	ROOM 6
8:30AM	201 - Your Sales Funnel and Building Real Projections	102 - Pro Shop Sales Best Practices for New Schools	303 - Implementing Secondary Programs into Your School	405 - Mindset of Success		100/200 - Program Director Certification Introductory Workshop Elaine Warrener
9:30AM	104 - Why You Need a Coach	302 - Creating a Great Student Culture	302 - Retail Strategy and KSA Lessons	204/304 - Taking Your Junior Instructors From Wallflowers to Having Parent Conversations	203 - Rotating Curriculum Implementation Workshop	
10:15AM	404 - Why You Don't Want to Be the Smartest Person in the Room	202 - Social Media & Creating Your Online Student Community	100/200 - P&L/Balance Sheet - Essential Financial Documents	300 - Keeping Your Instructors Training	305 - Creating Great Video Content with Low Time and \$ Investment	200 - Zen Planner Business Tool Walkthrough Chris Mierzwik
11:15AM	101 - How to Build and Ad on Facebook and Instagram	102 - The 8-Step Progress Check	400 - Protecting Yourself From Chargebacks	204/304 - Handling Difficul Parent Conversations Elaine Warrener	303 - Selecting the Right Gear/What Kovars Uses	
1:00PM	301 - Summer Camps for New Students	302 - Making Parents Your Ally	100 - Quitting the Day Job - How to Make Martial Arts Your Full Time Career	204 - Running Effective Staff Meetings	405 - Cognitive Kali - Ancient Arts for Modern Minds Paul McCarthy	404 - Building a Support Structure for Large Teams
2:15PM	301 - Improving Your Conversion Rate Elaine Warrener	102 - The Super Summer Series	200 - Choosing the Right CRM	404 - Creating an Outstanding Company Culture	101/201 - Establishing Your Value at Any Price	205 - MAAB - The Anti-Bullying Movement

## SUNDAY, MAY 5, 2019

	ROOM 1	ROOM 2	ROOM 3	ROOM 4	ROOM 5	ZEN ROOM
8:30AM	101 - Preparing for Back to School	402 - Hosting a Student Tournament	303 - Women's Self-Defense	101 - Phone and Online Communication Skills for New Students	200/300 - Lease Negotiation Dave Chamberlain	Zen Planner User Workshop - 300 - Improving Your Conversion Rate
9:45AM	101/201 - 90 Day Marketing Planning	102 - The 100 Days Process	300 - How to Create Your "Standard Operation Manual" for Your School Fariborz Azhakh	404 - Working with Millennials and Generational Differences Bryan Nay	305/405 - 40 Years in Business - Lessons from 4 Decades in the Industry Dave Kovar	Zen Planner User Workshop - 101/102 - Preparing for Back to School
11:00AM	101/201 - The Enrollment Process	301/401 - Improvping Your Retargeting and AdWords Campaigns	200/300 - Managing the Bottom Line and Common Mistakes to Avoid	304 - How to Empower Your Team and Delegate Dave Chamberlain	305 - The Satori Lifestyle Dave Kovar	Zen Planner User Workshop - 102 - The 100 Days Process