

Video Conference Call Notes

19th May 2020

Speaker: Steve Jennings

Subject: Training Athletes in Lockdown

- Might seem basic, but these are fundamental skills and drills I need all my GB athletes to master
- Themes – Movement, faking and presence, clashing, clinch and leg control
- Perfect themes for when you don't have much space
- Movement is the key to everything in Kyorugi competition
- Have the athletes practicing minimal steps and movement, small, fast, controlled movements
- When creating a fake, change your rhythm to draw a reaction from your opponent, from slow to fast, fast to slow etc.
- Visualisation, always tell them to imagine an opponent and visualise them competing against them, to make the drills more realistic
- Can redo basic kicks to include varied footwork, forward, back side to side etc. movement is key again to progressing these drills
- All themes are based around movement and can be made harder or easier by adding or taking away some movement during the drill
- Clash is a defensive action and makes you hard to hit and score points against
- Is a foul if used on its own, but should be used as a kick to avoid losing points and can create a counter
- Can work when retreating to stop an opponent advancing, should be accompanied by movement
- Battling with legs when in clash position to score potential points and avoid a Gam-Jeom
- Clinch is when chest to chest, short step away from the clinch is where most points are scored and this is the single most important distance for scoring
- Get into a solid stance and position when in the clinch, to avoid being caught off balance
- When you push the opponent off, be ready with a scoring kick
- When practicing the clinch and push-off, use something solid as a boundary to get used to limited space behind you
- Use walls or other static objects to get close and practice breaking form the clinch with a scoring kick or punch
- Leg control – Not always in a good kicking position when in competition, so try varying the type and angle of your kicks e.g. kick from difficult positions as if facing an opponent advancing on you
- Spend a lot of time doing leg drills for balance and agility, not just kicking drills e.g. single leg, multi-directional hops with variations and make it more challenging
- Teaching your students online – try doing a kick or other technique to the camera and your members have to block and/or counter
- Try asking members to be front of screen to do the kick and the other do the block and/or counter

- Sessions with no kicks – Tactics: With a group of competitive athletes, discuss tactics and ask them to give their input whilst you facilitate and ask their feedback during and after the discussions. This will bring their knowledge to the fore and help them learn more about tactics
- This strategy could also be used for self-defence and other disciplines
- Just because we're in lockdown, doesn't mean we have to be super-creative and make up whole new sessions. Plan for 2 – 4 weeks of sessions and your members will be fine with it. You can then repeat the sessions across a cycle with one or two small changes
- Remember! Everyone is feeling up and then down in these difficult times, it is completely normal in this situation, be kind to yourselves and each other.

Key Points:

- Everything relies on doing the basics well
- Mastering movement/footwork is key to everything
- Plan your sessions ahead and don't try to reinvent the wheel
- Repetition is a good thing when learning skills and drills, don't be afraid to repeat certain lessons and drills

Speaker: Phil Payne

Subject: Facebook Marketing Crash-course

- Setting up a campaign – Campaign Objective e.g. get people to message you to send them your class details, don't just ask people to like your page, who cannot attend or help your club
- Daily/lifetime budget: set budget to spend of advertising with Facebook and they will target it specifically for you e.g. £10 per day for 4 – 7 days
- Ad-Set – Schedule, Audience – Facebook so popular as you can select your actual target audience
- Take your reach down to a small area around your club – up to 5 or so miles, depending on the density of population around your facility
- Placement, Facebook feed, messages, Instagram etc.
- AIDA – Attention - Interest - Desire – Action
- Get their attention, find out their interests, cater to their desires with your advertising, images etc and encourage action
- Be careful putting text on images, as Facebook will only publish images with a small amount of text on
- Taking Bookings – If they comment on your booking thread, make sure you respond to them
- Create a Facebook form, which will create you a spreadsheet with their contact details etc on.
- Re-targeting through custom audiences – Can target them via an email list from Facebook, through your existing page, targeted ads for people that clicked on, liked or shared your page
- Facebook record figures of who has watched your videos and clicked on them to help you target those who are interested

- Lookalike audience – Facebook can create you a new audience based on the demographic of a sample audience group you provide them with
- Now is a great time to pay for ads that will be more expensive when everyone is back working and advertising, get your paid ads sorted now and can re-issue them when things are back to normal and more expensive
- Easiest and most cost-effective marketing tool for Phil's club/business
- Can all be done from home

Key Points:

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Speaker: Phil Payne

Subject: Designing and delivering sessions to younger children

- Five-K Objectives – Fun For the kids – Increased Retention and Revenue – Value for the Parents – Easy to Plan and Teach – Knowledge of Age Appropriate Content and Delivery
- Value has to be for parents, coaches and children – if one of these is not there, it will fall away
- All on Phil's slides

Key Points:

- Sessions have to be fun and have to have value for the children, the parent and the coach or else it will fall down
- Always plan your sessions in advance, as children have to be continually engaged and motivated
- Involve the children in naming exercises or drills etc where possible to give them ownership
- For 3-4 year olds focus on fun, movement, balance and coordination and change the theme every 5 – 10 minutes or they will get bored
- For 5-6 year olds can begin some work on movement, balance, coordination, strength, speed, flexibility, power and agility