

School of Astonishment

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John Abrams Presents

Every assembly coordinator should read this

“The 5 Biggest Mistakes Assembly Coordinators make - and how to avoid them”

Dear Friend,

You may be brand new to the PTA/PTO or maybe you’ve been volunteering for a while. Either way, there are many pitfalls to hiring a less-than-stellar assembly entertainer.

There’s nothing worse than seeing 300 or so students bored out of their minds because you chose a sub-par assembly. You don’t want to let down your Principal, the teachers, other PTA/PTO folks or, most of all, your students.

Well, after performing over 6,000 assemblies at numerous schools, I’ve seen just about all the pitfalls an assembly coordinator can run into. In this FREE report, I’ve broken down a few so you or your assembly chairman don’t make the same mistake.

Here they are in no particular order...

1. ***“I’ll just do what the person before me did.”*** – Many assembly coordinators take this approach. Here’s where you run into a problem.
 - a. Students get tired of seeing the same assemblies year after year. They may have even seen this one two or three years in a row.
 - b. There are hundreds of assemblies out there. Take a look. There might be something that fits your school event perfectly that nobody before you ever thought of.
 - c. If you do decide to do what the person before you did, make sure to ask the teachers and some students which assemblies they thought were best. Which best suited the curriculum? Which were fun? Which were memorable?



2. **“I only have so much in my budget, so I chose the cheapest assemblies I could find”** – The cheapest is almost never the best option. You get what you pay for. I understand that budgets can be tight. And that you may be required to do X many assemblies on that budget. Instead of doing 3 cheap assemblies, use your budget for two worth-while assemblies and make the third a free one. Here are a few ways you can be creative and still make everyone happy.



- Contact your local Police or Fire Department. Or contact your local Hospital or Water and Electric Company. Most have FREE assemblies on Internet Safety, Stranger Danger, Conservation or Health.
- Have a Dance Party as one of your assemblies. It’s free and fun!
- Contact your local high school. Many do plays that you can bring into your school. The high schoolers can test the play out at your elementary school. Make sure it’s age appropriate. Also, FREE!



3. **“All assemblies are good for ALL grade levels”** – Most paid Assembly Entertainers will have different content for different grade levels. Sensitive subjects such as Bullying should be handled differently for different age groups. Subjects such as Math, Science or Reading must

be presented differently for each grade level. Let’s face it, assemblies for Kindergartners and 1st graders should have way different content than the ones for 5th and 6th. Some assemblies ARE for all ages. Ask your potential educational entertainer.

4. **“The Principal wasn’t there, but that’s O.K. He/She will just ask the teachers what happened”** – The Principal should be aware of any new terminology that the assembly entertainer introduces. He/She can also point to any programs that the school has implemented that can be used in the assembly (Ex: Some schools use the Three B’s, some use acronyms for their school mascot, etc.) If the Principal absolutely, positively can not be there (called out to a last-minute meeting or whatever), make sure to go over any material supplied by the educational entertainer. That way the Principal will know what’s been said.



5. **“We’re giving all the teachers a break during the assembly. After all, the entertainer will have the students’ attention for 45 minutes”** –

The teachers should be present at all assemblies. There are several reasons for this:

- They should be aware of what the assembly entertainer is teaching. They should also be prepared to use any follow-up material that the assembly entertainer provides. How can they present it if they haven’t seen the assembly?
- Students behave better and are more receptive when their teacher is there...AND PAYING ATTENTION. Not on cell phones, not talking to their fellow teachers.
- Yes, some assemblies are simply reward assemblies, with no educational value, and are just for fun. These are the best assemblies for the teachers. Gives them a break. And what’s better than a good laugh or two!

Make your assemblies the best they can be. Be there to make sure everything runs smoothly. But most of all, have fun. The assembly entertainer should be there to teach, but also to give you, your teachers and the entire staff an amazing time!

BTW – If you haven't received it yet, make sure to order the FREE REPORT “**The Ten Most Important Things You Must Know Before Hiring an Educational Entertainer for Your School Assemblies**”. It'll answer any questions you may have and make it easy to choose the very best assembly for your school. Just shoot me out an email with your request and I'll send it right over.

Thanks for reading my Free Report. Feel free in contacting me if you have any questions or would like to book an Amazing School Assembly.

Magical Regards,

John Abrams

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