

MAKE YOUR CONFERENCE A TEAM EFFORT

It is human instinct to ultimately be concerned about one self-preservation than of your neighbors. This is not necessarily a bad thing or ethically wrong. We equate success to achievement and goal obtainment and should not feel guilty as long as we do not take advantage of others in what our society has determined as unrighteous methods of business.

Every person is born dependent and innately strives to become independent of others. It is a matter of pride and a sign of success to achieve independency. There is however a higher level of achievement of success than independency called interdependency. This is where a successfully independent person interacts and becomes cohesive with other constituents to improve the growth level of all those that cooperate with each other, thus uplifting himself to an even more successful status. Examples of this can be seen in modern business practices everywhere.

Analyze your own reactions as an example to see the advantage of cooperation of teamwork in sport karate. If you were a competitor would feel more accomplished winning a single tournament that's not affiliated with an association or league or earning the admiration of those that only attended that event or live in that local area, or would you feel more successful winning a tournament that has status as an event that is part of group of events that are presented as the elite status of sport karate. The choice as a competitor trying to achieve notoriety is obvious.

With that thought in mind it should be the smart tournament promoter that strives to make his tournament more successful by cultivating the success of his constituents' tournaments as well. People gravitate toward success or what is perceived as success when they see strength in numbers or strength of unity of the already most successful people. In other words success is perceived and ultimately achieved through teamwork. Conference teamwork is paramount for your highest level of success.

Take into consideration players that have never been to your tournament, but attend one of the tournaments in your conference and it is poorly run. Are they more or less likely to attend your event since you are a member affiliate? If you want to have your tournament grow don't wish your tournament to be better than the other tournaments in your conference, wish theirs to be better than yours. If each of the Conference Promoters genuinely express their desire and work towards having the next tournament in your conference be the best event to date, that will be seen and felt by all that consider attending other NBL tournaments. If all the Promoters do this for each conference tournament that is next up then obviously all the promoters will be genuinely working towards the success of your event when it is next. Remember is should not be your goal to have the biggest tournament in your conference to the detriment of the other promoters, but rather to have a more successful tournament than your had the prior year. Your success is not achieved by the failure of others. If your tournament is the most successful event in your conference, but is less successful than the prior year, did you or your constituents advance?

You need to become tournament promoters that can run perfect tournaments independently of each other, but elect not to because you all realize that the higher level of success is perceived and obtained when you appear as, and is reality are, a team. In other words you should have the ability and staff to run a tournament independently, but instead you use that staff to work with the staff and Promoters of the other tournaments in your conference to better all of you and show the followers your conferences' strength as a team.

A few considerations:

1. **Meetings** - Have a conference meeting on a regular basis at each other's tournaments. Also have one or two non-tournament meetings. One should be preferably after the season and before the SG to encourage each other to get their brochures out before the SG and plan conference strategy for the next year. The other meeting should be prior to the start of the season to enact strategy and discuss conference tournament staffing for the season.
 - a. **Sept or Oct Meeting** - To get brochures out before SG and discuss the following year.
 - b. **Jan or Feb Meeting** - To discuss exchange of tournament staffing and discuss the upcoming season.
2. **Brochures by SG** - I cannot express enough as to the importance of having your following year's brochure out by the SG. Enthusiasm is the highest at SG and everyone is discussing and planning their next season. Schools and parents plan ahead. You will lose people for every day you don't have your brochure out. Statistics will also prove that those with their brochures out the earliest have the better run tournament as well.

The smart conference is the one where all the promoters have their brochures out before SG and have a special envelope made with their conference name and logo printed on it with a cover letter and each of the conference's tournament brochures inside. These would be picked up by SG attendees as well as all the potential NBL followers in your area as you distribute them at your local tournaments.

3. **Conference Staffing** - If you're a smart tournament promoter you will realize there is no loss of pride taking on any job and learning and processing it to its entirety at each others events. As promoters you should take turns learning to become Ring Coordinators, Scorekeepers or Head Scorekeepers and participants in the Registration process and as Finals Coordinators (National Conference Promoters), etc. Likewise you should allow and encourage your tournament staff to become staff for your other conference events and as a promoter you should allow and encourage staff of the other events to be your staff as well.

At your Conference meeting (where you have this workbook of course) you should decide your staffing for each event as a group and write it down.