

THE ULTIMATE KIDS' PARTY SURVIVAL GUIDE

How To Guarantee Your Child's Party
Is Absolutely Unforgettable
- The Easy Way!

By 'Mad' Marc Wileman



The Ultimate Kids' Party Survival Guide

Dear Busy Parent,

You're probably rushed off your feet with a-million-and-one things to do but your child's special day is a truly special thing.

I understand how important your little one's big day is to you and that's why I've put 'The Ultimate Kids Party Survival Guide' together to guarantee this year's party is the talk of the playground!

In just a moment, I'll share with you seven common mistakes you'll want to avoid. Plus I'll offer nine top party planning tips. And I'll give you four vital things you should look for before you call a kids party company. I've even thrown in a 'not-to-forget-last-minute' checklist just to make sure your party runs smoothly!



Who is 'Mad Marc' & Why's He Worth Listening To?

I founded Sublime Science over 5 years ago with a mission to 'Inspire children to discover how awesome science can be' and nowadays we entertain and educate over 100,000 children per year with our Award-Winning Sublime Science Party.

The Sublime Science Party is the Most Popular Kids' Party in the UK - at the last count we'd received 1,016 (and counting!) Thank-You-Notes from parents who loved what we do so much they took the time to say thanks - all proudly displayed here:

www.SublimeScience.com/birthdaypartyreviews.html

I'm immensely proud to say Sublime Science has been featured by the BBC, ITV & Telegraph and we've worked with the British Science Association & National Science Museum and I'm thrilled to say that we won the Netmums Kids' Party Award for the Best Children's Party!



The advice in the book isn't wishy-washy theory, it's practical, sensible information that I'm sure you'll find to be a real help!

Anyway, I know you're busy so that's enough about me. This guide is all about you and what you can do to guarantee your child's party is the roaring success that we both want it to be.

Here's to an awesome party!

Mad Marc



The Ultimate Kids' Party Survival Guide - Contents

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- Common Mistake No5 - Holding Your Party in the 'Wrong' Place
- Common Mistake No6 - Booking the Cheapest Party??? (huh?)
- Common Mistake No7 - Leaving it Too Late!

Extra Valuable Info & Top Tips

- 9 Top Party Planning Tips
- 4 Vital Things You Should Look For Before You Call A Kids Party Company
- The Most Important Thing...
- Pre Party Checklist

That's a quick snapshot of just some of the party planning info that's coming up so without further ado - let's get started on making sure your child's party will be the talk of the playground!



'Mad' Marc, Founder, Sublime Science & Kids' Party Expert



Common Mistake No1 - Booking an Unoriginal Boring Party!

Whoah! That seems pretty obvious I hear you cry! I guess it is obvious but that doesn't make it any less true or necessarily that easy to avoid.

We all know that children demand more and more these days and the type of party entertainment that they used to love just doesn't seem to measure up anymore. Kids seem to grow up quicker too - it seems that the age they 'grow out of' clowns and bouncy castles gets younger every year.

The other big 'problem' is that kids get invited to more and more parties than ever before and there's only so many disco parties, swimming parties or play-centres you can go to before they all seem to blend together and merge into one.

What kids' always crave is something different...

How To Avoid Booking An Unoriginal Boring Party

Good news first - there are loads of different children's parties to choose from! So, it's easy then? Nope, unfortunately not! The bad news is that the quality of these different parties varies enormously too....

Where to find a Party with that 'Something Different'?

A great place to begin your search is, of course, asking friends, family and colleagues - the only problem with that is it can lead to the same party 'doing the rounds' at your child's school or within their friendship group and we know how much children love new things!

Nowadays more and more busy parents jump online to find an original kids party and normally do a Google search but the amount of different results mean it might be round to next year's party before you've narrowed it down!

The 4 Top Tips of How to Pick a Kids Party Online:

No1. Clear Professional Video of what happens at the party - it's great if you can see the children interacting and having fun and, of course, it's always encouraging when it's been professionally recorded (not filmed off a mobile phone in a dark village hall!)

No2. Great Testimonials From Loads Of Customers, not just one or two! At the time of writing we've got 1,016 testimonials on the Sublime Science website including **Audio & Video Testimonials** - I don't want to sound cynical but if all the testimonials are just written, how do you know they are real? I've heard of party companies start up and a week later have 30 'customer testimonials' on their website! I've never seen a company like that get audio or video reviews from their customers!

No3. An Established Company, not just a flash in the pan. I'm not saying they've got to have been around since the dawn of time but a couple of years (Sublime Science is almost 6 years old!) shows that it's a company that you can trust. Remember they may well require a deposit from you!

No4. Lots Of Paperwork! - All entertainers should be CRB checked (that's a suitability to work with children check now often called a DBS), have several million pounds of Public Liability Insurance for your peace of mind and have written Risk Assessments they can send to you too!



Common Mistake No2 - Inviting Too Many Children!

Should I just invite the whole class? This must be one of the most common questions I'm asked. It comes up pretty early in your party planning and it's crucial to get right!

First of all it depends on how many children there are in the class. Class sizes vary enormously but I **never recommend inviting more than 30 children to your party!**

How many children you want to come to your party is a personal thing and it is up to you but here's just a few thoughts based on my experience:

Too many children can ruin your child's special day - Big parties can work really well but the fact of the matter is that as the number of children goes up and up the amount of involvement and attention that each of the children will get will have to go down.

Particularly when the children are younger (around 5 years old) and have just started school there is a pressure to invite the whole class. Many of the parties that we run do have the whole class in attendance and are a great success but if you have a large class size of 30 or so, don't invite any more!

Not only is it more children for the entertainer to handle - it's more for you too!

One really important thing to consider is that after the fun of the party entertainment has come to a close it's you (and friends and family) who'll be 'in charge' of the children while you're waiting for their parents to come and pick them up!

How to Avoid Inviting Too Many Children!

What you really want is to have enough children to get a bit of a party atmosphere going but not so many that the whole thing becomes unmanageable!

Enough children to get a good atmosphere may far fewer than you think - **I'd recommend around 8 children as a minimum.** Between 8 & 15 children is a really nice number of children for a party and we really recommend up to 20 as ideal (that's why we price exactly the same for up to 20 children).

I definitely wouldn't recommend having more than 30 children so if there are around 30 in the class just invite the class and no more!

If possible I'd recommend having a slightly smaller group of children, that way the group is a more manageable size and everyone can get more involved.

Isn't it ok to invite loads of children as lots won't come?

Well that really depends on what kind of party you're doing - but assuming you're having a fun, different, awesome party and you're getting the invites out in good time (more about this later) then almost everyone who RSVP's will come!

Think about it, when was the last time your child has RSVP'd for a party and didn't go?

Now we've covered who to invite to your party - let's look at how long your party should last?



Common Mistake No3 - Having the Party Last Too Long!

Don't make the mistake of thinking that because parties are so much fun the longer the better!

I know the children really look forward to parties and you want to make the most of it but please remember that children's attention spans can be fairly short and parties are really excitable, action-packed environments. If the whole thing goes on for too long then the children tend to get tired and become agitated. They don't enjoy the party as much and it's certain the parents won't either!

How to Avoid Having the Party Last for Too Long!

Two hours is the perfect total length for a children's birthday party!

Please remember that for the children how much fun they have at the party is all about what they do not how long they are there for!

It seems that there is a consensus that's formed in recent years that parties should be two hours in total. This is just about the perfect length of time and it's what parents are expecting their kids to be invited to.

We'll talk about party timings and formats next but first a few extra bonus tips!

Mad Marc's Top Tips

- **Mad Marc's Top Tip No1 - What about the children getting into a mess at the party?**
At children's parties the children want to look their best and so often wear their best clothes. This isn't normally a problem as the vast majority of parents realise that at a children's party a small amount of mess is to be expected. Eating the food is almost always the messiest part of a party!!
- **Mad Marc's Top Tip No2 - What about Invitations and Thank You Notes?**
It's great to use invitations and thank you notes based around the theme of the party. It helps to let everyone know what's going on and sets things up nicely for the special day. (We provide free invitations and thank you notes that are sent to you electronically upon booking that are science themed - bubbles, smoke and slime feature heavily!)
- **Mad Marc's Top Tip No3 - The birthday certificate Idea...**
Having a 'birthday certificate' that all the children sign on the day is a great memento to keep hold of and look back on for years to come! (We provide these with all of our parties but you can, of course, make your own with Google and a bit of imagination)
- **Mad Marc's Top Tip No4 - Name labels are great...**
A great idea as everyone can use the children's names straight away. Nice and simple but makes the atmosphere so much more friendly!



Common Mistake No4 - Doing the Party at the Wrong Time!

What!?! - There's a wrong time to have a kids' party?

Yes-ish! There's no hard and fast rules but one thing is for certain, kids enjoy parties a whole lot more when they are not hungry, so I always advise that you base your party timings around the best times to eat!

How to Avoid - The Children Getting Hungry!

There are two main options that work really well! **In both cases the best thing to do is normally to have the fun 'kids party entertainment' bit first, then the food bit after.** This is purely because when children arrive at a party they are really excited and energetic. This is a great time to get them involved in the fun of a party but a really bad time to try and get them all to sit down and have something to eat!

Best Times For Parties - 2 Best Party Formats!

Key Points:

- **15 minutes to Arrive** - It's always best to plan to get your party started 15 minutes after your official start time (the time you tell the other parents!). So if you say your party starts at 11:00 on the Invitations then expect to get properly started at around 11:15 (remember a couple of kids will always be late for parties)
- **1 hour to 90 minutes Party Entertainment** - Entertainment should last for between 1 hour to 90 minutes - if you do the full 90 minutes then simply get your party started a little bit quicker - 10 past not 15 past and have 20 minutes for food at the end!
- **Food Bit** - Kids eat pretty quickly and will love your party food as it's at the time they are used to - you should allow between 20 - 40 minutes for food and cutting of the cake!

Option1 - The 'Going Into Lunchtime' Option

Sample Party Format - Hold the whole party from 11:00-13:00

- 11:00 - Official Arrival Time - Have music on as some children are always late for parties!
- 11:15 -12:30 - Party Entertainment - Should last for between 1 hour and 1 hour 30.
- 12:30 -13:00 - Food Time - Blow out candles, party bags handed out to finish.

Option2 - The Afternoon Party' Option

Sample Party Format - Hold the whole party from 3:00-5:00

- 3:00 - Official Arrival Time
- 3:15 - 4:30ish - Party Entertainment
- 4:30 - 5:00 - Food Time

Now you know when to have your party let's take a look at where to have it!



Common Mistake No5 - Having The Party in the Wrong Place

Home or hall? That's the age old question of where's the best place to hold your child's party?

Some people absolutely know they don't want it at home. If that's you, go with your gut and hire a local village hall, community centre, scout hut or other local venue.

Most people aren't so sure! There are pros and cons of both but the main thing to consider is how many children you have got coming along...

How To Avoid - Holding Your Party in the 'Wrong' Place

Doing your party at home means that you don't have to go out and hire a hall. You already have everything you need at home so there's nothing to transport but on the downside any mess at your party will be at your house!

Home Or Hall - Which is right for me?

- If you are having 15 children or fewer come to your party then home works really well.
- If you're looking at more than around 20 definitely go for a hall.

Before we look at our next disastrous mistake - let's have a few more top tips!

- **Mad Marc's Top Tip No5 - Should I encourage the parents to stay at the party?**
Based on entertaining thousands of children every year the general rule is that the fewer parents staying at the party the better! We know this seems odd and all professional children's entertainers will insist on some adults being present at all times but having all of the adults in the same room, chatting, can detract from the children's experience.
- **Mad Marc's Top Tip No6 - Keep the food out the way!**
Make sure the food table is as far away as possible from the children's entertainment, otherwise the children will be tempted to grab the food and this just disrupts the party and means they won't be hungry come tea time.
- **Mad Marc's Top Tip No7 - Air horns are only fun for about 30 seconds!**
Don't give the children party poppers, air horns or anything that they can make a really loud noise with. It's fun for about 30 seconds but then you'll have 20 children making a hideous noise for the next hour!
- **Mad Marc's Top Tip No8 - Get contact details!**
Get the parents to jot down their name and contact number on a piece of paper as they drop their children off.
- **Mad Marc's Top Tip No9 - Be easy to find!**
Tie balloons around a tree/lamppost at the edge of the road so that everyone (the entertainer too) can easily find where the party is! One more thing about balloons - Hang the balloons out of reach of the children! (They still look great but can't be popped or tripped over!)



Common Mistake No6 - Booking the Cheapest Party!

What? Hang on a sec! Cheap is good, right? Well, don't get me wrong you definitely want to book a great value party! But I can almost guarantee that the cheapest party almost certainly isn't the one you want to book!

In this sense parties are no different to everything else; there are good and bad, original and bland, popular and not-so-popular, professional companies and...you get the idea!

In this section we'll talk about how a party should be priced, what it should include, when and how you should expect to pay and what will happen when you do!

How To Avoid Booking the Wrong Party

To be completely honest and fair just booking the most expensive party certainly isn't the best idea either!

I'm sure you want to work with a professional company with a proven track record of delivering awesome birthday parties - that are open 7 days a week and have an experienced party advisor at the end of the phone who can help make your day a roaring success. It's just not possible for the cheapest companies out there to offer this level of service.

The Most Important Thing - Honest Pricing!

I strongly believe that the price you're quoted should be the actual price that your party will be! In the world of kids parties this is NOT usually the case!

Honest Party Pricing Will:

- Include VAT
- Include Mileage charges
- Include a sensible number of children (Sublime Science base pricing is for up to 20)
- Any extra charges made clear and this should all be confirmed to you in writing!

This is really just common sense as VAT isn't optional (unfortunately!) and if we didn't come to you by car we wouldn't be able to get to you so charging mileage as extra seems a little silly!

Why Don't All Party Companies Use Honest Pricing?

The only reason I can think of that lots of companies make things so confusing is they like to put out adverts saying that their parties are ridiculously cheap! They try and make it look as cheap as possible and hide the other things you need in the terms and conditions! Far better to know what the pricing really is so you can budget accordingly and know 'where you are'!

Why Should I Want To Pay A Deposit?

Professional popular party companies will be very busy and will get booked up well in advance. Paying a deposit secures your slot in the diary and officially books you in (Sublime Science ask for a £50 deposit). You should be able to do this by all major credit or debit cards.

What Should I Expect After I Pay My Deposit?

You should receive a written confirmation (we send ours by email) so you have a simple double check of all the details so you can be sure they are correct. We also send Invitations, Thank You Notes and Hints & Tips to help things run smoothly too!

On to our final mistake...



Common Mistake No7 - Leaving it Too Late!

Parents are always super-busy with a million and one things to do but please please please get your party sorted in good time!

Why? It's easier and takes less time & effort the earlier you do it (and you're massively more likely to be able to get a great party - they do tend to get booked up ahead of time!)

How to Avoid Leaving it Too Late!

How far in advance should I book?

The short answer is... as far as you can! The most popular children's parties tend to get booked up a couple of months in advance.

I'd say you want to get your invitations out 5 weeks before the party - so you want to work backwards from that point!

If you have left it to the last minute, the best thing to do is to call (as opposed to email) and try to be as flexible as possible on the date and time and hopefully there's a space somewhere!

What are the advantages of getting my party booked earlier?

- More likely to **get the party you really want** - rather than what's left!
- More **flexibility with dates and times to suit you**
- More of your **child's best friends will be able to make it** - making the whole day **more special!**
- **Less Stress!** - This is probably the biggest advantage of the all! By getting your party organised nice and early you can sit back, relax and know you've got an awesome party coming your way!

The Most Important Thing!

Have fun!!! After all of the preparations, have fun on the special day. Take lots of photos, get involved and most of all enjoy it with the children!

Want Your Child's Party To Be Unforgettable then Get in Touch Now!

- **Call: 0116 380 0750 or 0845 508 5387**
- **Email: info@sublimescience.com**
- **Web: www.SublimeScience.com**

Unfortunately after 4762 Incredible Sublime Science Parties we do run into issues with availability - I'd love to be able to help everyone but we do often get fully booked up, well in advance!

Please don't miss out - check availability as soon as possible and see if we can help!

Mad Marc



EXTRA BONUS CHAPTER - Pre-Party Checklist

Make sure that you have everything you need for the special day. Have a quick look through this handy pre-party checklist and make sure that you've got everything!

- Pen and paper (for parents contact numbers)
- Balloons and decorations, streamers, etc
- Tea/Coffee & milk (for the adults)
- Food and soft drinks for the children
- Cups, paper plates, knives, forks etc
- Bin bags, Blu-tack, cloths, CD's of party music for before the children arrive
- Camera/Video Camera or fully charged mobile phone
- Birthday Cake! (don't forget some candles and a lighter/matches)
- Your Booking Confirmation (so you have all the details to hand!)

What Thrilled Parents Are Saying About Sublime Science...

"Just to let you know that the birthday party was fabulous. Our scientist - Lisa, was brilliant! She kept the children fully engaged and captured them completely. The experiments were perfect for a mixed group of 7 year olds. We did thank Lisa on the day, but wanted to make sure the company is aware of her brilliance too. Thank you again for a innovative, engaging and fun children's party"

Rosaline Van de Weyer, 7 Year Olds Birthday Party in Cambridgeshire



"The kids all really enjoyed the party as it was unusual, fun and unlike any other party they'd ever been to. They especially enjoyed the rocket launches outside, making the sherbet (and eating it), and making the slime of varying different colours. All the children were treated equally in that they ALL had a turn at participating in different events throughout the party, which was very important to us. I'm so very pleased I booked this party, it couldn't have been better or gone better! It was BRILLIANT! Please pass on our thanks once again to James who was absolutely brilliant and made the party a roaring success. He was very professional, punctual, and organised, with a wicked sense of humour. Couldn't have gone better"

Angela Jones, Children's Birthday Party in North West



"My children are incredibly curious about why things happen the way they do and the fabulous Prof Varsha kept 21 feisty children on the edge of their seats (the floor!). Some comments as they left..."awesome", "the best party I have ever been to", Parents were impressed too, and children were talking about it for days afterwards. Varsha was great"

Catherine Brady, Kids Party with Prof Varsha in London



Thanks for Reading & I Hope It Helped!

Don't Miss Out - After 4762 **Incredible Sublime Science Parties we do book up fast!** Check availability now - we'd love to help out if we possibly can!

- **Call: 0116 380 0750 or 0845 508 5387**
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