DANCE RECITAL PROGRAMS

Three methods for design and creation

DANCESTUDIOOWNER.COM
In this webinar you will learn:

- How to create a keepsake style recital program
- How to sell ads and manage the process
- Easy design tips for using your dance recital program to boost summer and fall enrollment
- Paperless and digital methods to going green with your recital program
- Plus new ideas for creating content for your recital program that helps engage your audience and customers
Each studio owner will address

- The style of the program they create
- Do-it-yourself or use a designer
- Cost to produce and how many are printed on average
- Profitable or promotional piece or both?
- Advice & tips if you are looking to add any of these ideas into your studio
- The biggest benefits the studio of doing the program in this format
Mandy Moore – Keepsake Program Book

• Make Your Move Performing Arts Studio
• Opelika, Alabama
• 20+ year studio owner
• 200+ students
• Competitive dance programs
• Sister is her business partner & a teacher too
• National recognition for performance and judging experience, and more!
Keepsake Program Book

• Printed book
• Spiral bound
• 120-130 pages
• Created by Mandy, using Adobe In-Design, self-taught
• Cost to produce: $10-$12 per book / 250-275 books printed approx: $3,300
How to sell program ads

• When should you start the ad sales process?
• Price range for ads?
• What should you use to track all of the wishes people write?
• How early should you do picture day?
• Potential profit?
Advice & Tips for Keepsake Program

- Create a template, save time and use year after year
- Good photography is key!
- Have customers pre-purchase the programs, keeps the numbers accurate
- Give one free copy for every full page ad purchased
- Keep back issues at studio for people to see/view
- Best benefit is the money it generates for the studio
- Parents appreciate the keepsake/memory
Morgan & Katherine Roberts – Playbill Format

- Musical Arts Academy of Music & Dance
- Exeter & Dover, NH
- 14+ years of studio ownership & teaching
- Both have Masters Degrees in Music
- Creative performances, out of the box marketing
- Studio Guru Consulting
Playbill format

- Printed playbill, (8.5 X 5.5)
- 8-12 pages depending upon formatting
- The goal is to give a high quality program to match the school year experience.
- Created by Morgan & Catherine using Adobe In-Design & Photoshop
- Cost to produce: 2000 qty is approx. $650. Graphic design is around $75+/hr
- http://studio-guru.com/
Creative ways to engage the audience

• You have a captive audience
• Give them something fun to do
• Make it so cool they have to keep it!
Advice & Tips for Playbill Format

• Use the captive audience to send a consistent message with highlighting summer and/or fall programs

• Make it special and something they will be excited about

• Engaging – use a QR code to populate the page on your website

• Biggest benefit is presenting the school in a professional format
Cynthia King – Digital Program

- Cynthia King Dance Studio
- Brooklyn, New York
- 12+ year studio owner
- Vital part of Brooklyn’s dance culture
- Advocate for animals
- Creator of vegan ballet slippers
- Long time leader in dance
Digital Program

• Create in PowerPoint
• Project the slides on the cyc (the scrim/backdrop) in between pieces during each show.
• Slides include the title, choreographer, dancer names
• Slideshow includes demo, ads from friends businesses, PSA’s for cruelty-free living
• Posters in lobby make a statement, go green!
Create a statement in the lobby

- In the lobby are large, mounted posters (24” X 36”)
- Set on easels listing all cast, crew, choreographers, composers & house staff
- Poster cost: $200.
- Use a graphic designer for posters
Advice & Tips for Digital format

• Be sure that the theater is equipped with the technology (a cyc and a projector)

• **Many benefits!**
  • You can make last minute changes easily to the show order
  • The audience isn’t flipping through a program or needing a light to read
  • The show order is actually a surprise to the audience, this prevents people from leaving early!
  • The light from the projection allows us for transitions without a blackout, audience focuses on reading
  • No trash left behind, easy clean up!
  • Saves $1500 a year in printing
Additional Content Ideas for Programs

- Summer program write ups
- Congratulation messages
- New faculty welcomes
- Dance team highlights
- Fall open house dates
- New program offerings
- Engage on social media
Thank you!

- Connect with us on the DanceStudioOwner.com member discussion forum
- Get to know our Expert Panel
- We will be more than happy to answer any follow up questions!