



Dance Teacher Summit

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Dear Attendee,

Thank you for participating in the 8th Annual Dance Teacher Summit presented by DanceMedia and produced by Break The Floor Productions! We are confident that this will be a great three days of dance, business and fun!

Your registration includes:

- Dance Classes
- Business Seminars
- 3 Continental Breakfasts
- Admission to Exhibit Hall
- Goody Bag
- Summit Guide (class notes, etc.)
- Online access to classes and seminars for one year

Enclosed you will find some basic information to help you prepare for the Summit. Based on your comments from last year, we have added lots of new things for you!

If you have ANY questions, please do not hesitate to contact us. See you in Long Beach!

Sincerely,

A handwritten signature in black ink that reads "Gil".

Gil Stroming
President
Break The Floor Productions

A handwritten signature in black ink that reads "Chantel".

Chantel Feola
Conference Manager
chantel@danceteachersummit.com

LOCATION

Class, Workshop & Seminar Classes:

Hyatt Regency Long Beach
200 S Pine Ave., Long Beach, CA 90802
(562) 491-1234

Exhibit Hall

Long Beach Convention Center
300 E Ocean Blvd., Long Beach, CA 90802
(562) 436-3636

ATTENDEE REGISTRATION

Please check-in at the registration desk on the fourth floor of the Hyatt Regency Long Beach to receive your ID badge, Summit Guide, final schedule and Goody Bag.

Early registration on the 4th Floor will be open to attendees on Thursday, August 4th from 2:00 - 8:00pm. Anyone that is a studio owner and attending the Studio Owner Only Session at 3:00pm will want to register at this time. The registration desk on the 4th Floor will be open on Friday, August 5th at 6:30am for the duration of the event.

ATTENDEE SCHEDULE

Enclosed is the attendee schedule. Please note that it is subject to change. If changes occur there will be a posting of the changes at the registration desk on the 4th floor.

AMBASSADORS

We have enlisted the help of some of your fellow dance teachers to help make this event the best it can be. These teachers will be on site to help you with any questions you may have and will also be gathering feedback from the attendees on how to make the Summit better next year! The Summit Ambassadors can be identified by their custom red jackets.

WHAT TO BRING

For your comfort and safety, we recommend dancewear or loose-fitting clothes for most sessions. Although some rooms will have dance floors, you may be dancing on carpet. Please bring appropriate footwear. Please also bring and wear "layers" as the hotel may be cold. Water will be provided in each room but feel free to bring your own as well. You may also want to bring plenty of business cards with you for networking purposes and to enter raffles.

EXHIBIT HALL

The Exhibit Hall features multiple exhibitors who make the Summit possible! Please be sure to visit the exhibitors and see the latest in dance apparel, costumes, shoes, music, videos, accessories, flooring, backdrops, insurance, travel and much more!

Most exhibitors will have Summit "specials", free giveaways and special raffles throughout the event. For your convenience, we recommend packing an extra bag for transporting your new purchases and free gifts home! The exhibit hall is located in Hall A in the Long Beach Convention Center.

STUDIO OWNER ONLY SESSION

A special session specifically designed for Studio Owners. We will discuss issues and demands specific to a studio owner. From staffing and pay to marketing and retention, this session is great for the new or veteran owner! After a couple short presentations, we break into smaller round table discussions. It is a great way to meet studio owners from around the country! It is free for all registered studio owners! Please join us in the Beacon Ballroom (4th Floor) on Thursday, August 4th from 3:00 - 6:00pm.

MIX AND MINGLE

Meet other dance teachers from around the country! On Friday, August 5th from 12:00 - 1:30pm in the Beacon Ballroom (4th Floor) Summit Ambassadors will answer any questions you have and make sure you leave with some new friends. This session is highly recommended if you are attending the Summit for the first time or you are by yourself!

SUMMIT 2016

The Summit - State of Dance. Join us on Sunday, August 7th at 3:30p, at in the Beacon Ballroom for an unprecedented event as dance luminaries share their opinion on the State of Dance in 2016. Hear from a panel of choreographers, teachers, industry professionals and dancers as they discuss where they think dance is going in the coming years. It is sure to be an enlightening event you won't want to miss!

SUMMIT DANCE CARD

Want to win \$1,000 in cash? All you need to do is visit each participating exhibitor to see what treasures they have to offer and get your game card punched! Once your card is punched by all participating exhibitors, drop off your card at the registration desk to be entered in the \$1,000 drawing! Look for your Summit Dance Card in your registration packet. The winner will be announced on Sunday, August 7th at 12:35pm in the Beacon Ballroom. You must be present to win.

DANCE DOLLARS

The Dance Teacher Summit is proud to announce our economic relief package, the Dance Dollar! Dance Dollars are the equivalent of cash in the Exhibit Hall. Look for your Dance Dollars in your registration packet. You will also have the opportunity to win additional Dance Dollars throughout the event! Dance Dollars are only good at participating vendors for on-site purchases, not future purchases.

MATCH & MINGLE

In an effort to help you make new friends, each ID badge will have a number, find the matching number on someone else's ID badge and then stop by the registration desk with your new friend. Everyone who finds their matching number will be entered to win a free tuition to the 2017 Summit! Drawing will take place in the Beacon Ballroom – 4th Floor on Sunday, August 7th at 12:35pm. You must be present to win.

MEALS

There is a Grab-N-Go market for breakfast, lunch, and dinner in the lobby of the Hyatt. In addition there are numerous food options outside the Hyatt that include restaurants, fast food, delis...etc.

ONLINE ACCESS

Ever been to a teacher's workshop and felt like there was so much to do but you couldn't do it all? Or have you been frustrated that two of your favorite classes were going on at the same time and you had to choose? The Dance Teacher Summit has solved this problem with its new Summit-To-Go! Within a month after the event, each attendee will receive online access which will include footage of most classes and seminars held at the Summit! The online access is included with every attendee's registration and will be available for one year. Attendees can also purchase the USB which includes an MP4 of the classes for just \$150!

COLLEGE OUTREACH

The Dance Teacher Summit is committed to growing and nurturing the next generation of dance educators. As such, we are proud to offer two FREE College Outreach Classes. If you know any college age dancers, be it college bound or recent graduate, invite them to come take one or both of our FREE classes at the Hyatt Regency Long Beach. Passes also allow them to walk the exhibit hall floor! Students can register by logging on to www.mybreakthefloor.com and registering for the College Outreach program under the Dance Teacher Summit registration page.

Friday, August 5th
12:15-1:15pm
Room 2 (Regency DEFH)
Class TBA

Saturday, August 6th
12:45-1:45pm
Room 2 (Regency DEFH)
Class TBA

YOU'RE INVITED!

All Attendees are invited to attend the following events free of charge. This is a GREAT way to interact with other attendees, exhibitors and faculty!

The Morning Summit & Continental Breakfast

Friday, August 5th (7:15-8:15am), Saturday, August 6th & Sunday, August 7th (8:00-8:45am)

Join us for breakfast in the Beacon Ballroom- 4th Floor, for the morning discussion or just a cup of coffee! Plus, we will preview the day's events!

Fashion Forward

Friday, August 5th at 4:30pm

Hall of Fame Stage in the Hall A Exhibit Hall – Long Beach Convention Center

Come preview the latest styles in costumes and dancewear from several different companies.

This runway style event is not to be missed!

PLEASE NOTE THAT YOUR ID BADGE WILL BE YOUR TICKET TO THE BREAKFAST & FASHION FORWARD.

*****CLASSES AND INSTRUCTORS ARE SUBJECT TO CHANGE *****

CLASS & WORKSHOP DESCRIPTIONS

(C) = Class (Movement Based)

(W) = Workshop (Instructional Based with Some Movement)

(S) = Seminar (Lecture Driven)

Al Blackstone

Performance Plus (W)

Dynamic and exciting performers can take good choreography and make it unforgettable. What makes a good technical performance a memorable one, and how can we foster a classroom atmosphere that breeds creativity, confidence, and artistry? This workshop includes warm-up exercises, philosophy, and practical tips on how to bring out the very best in dancers of all ages and levels.

Musical Theatre (C)

Join Al for a fun musical theatre class as he combines his passion for contemporary and jazz with his unique approach for storytelling.

Anneliese Burns Wilson

Fascial Training for Dancers (W)

Fascia has become one of the buzz words in the medical and fitness communities. It's an amazing network of connective tissue in our bodies and research is showing that fascia is very involved in movement. As dancers, we stretch and roll and rub our feet, IT bands and other problem spots, but could there be more effective ways of training our fascia that will enhance our dancing? The answer is yes. This class will explore how we can incorporate fascial training in our dance classes to help optimize movement including a series of exercises that can be worked into classes of all styles.

Progressions for Precision (W)

Learn progressions that help to clean up popular choreographic movements by addressing the underlying foundational movements. These progressions work as a series of drills to identify, address and correct faulty movement patterns in your dancers. The progressions will also serve as a template to allow you to "deconstruct" other movements your dancers find challenging and help you to address the individual needs of your students. Progressions for jumping, leaping and turning movements will be covered.

Anthony Morigerato

Turbo Tap Technique (C)

Learn 9- 2 bar rudiments that work on the technical vocabulary needed to tap dance. 15 minute discussion about teaching tap technique.

Choreographer's Cheat Sheet (W)

Half the class is dedicated to tips for choreographers in tap, and the other half of the class dedicated to learning an intermediate piece of choreography and learn the ideas behind its inception.

Artem Chigvintsev

Ballroom (C)

Join Dancing With The Stars professional, Artem, for a hot ballroom class!

Beverly Spell

Making Connections in Tiny Dancers (W)

Learn how to increase brain development in every movement class.

Constant Engagement for Tiny Dancers (W)

Learn what to do before, during, and in between exercises to hold every little dancer's attention.

Bobby Newberry

Jazz Funk(C)

Join Bobby, JUMP faculty member and jazz funk innovator for a fun and stylish class!

Christine Jones

mUvmethod Length & Strength Class (W)

This class is designed to get you moving, build heat, stimulate nervous system activity and find balance. Each class increases strength, length, flexibility and joint range of motion. This challenging and dynamic class is a unique blend of yoga, Pilates, fascial fitness, dynamic mobility and mental training. Come prepared to move, breathe, sweat, and feel.

Dale Lam

Conditioning With T-Spheres (W)

In this workshop, participants will be introduced to the importance of self-body care using T-Spheres, aromatherapy-infused massage balls. Participants will be led through several exercises and techniques that can be used by dancers of all levels and ages. When using T-Spheres regularly, dancers can prevent injury, access more mobility throughout the body, and manage muscle tension. Each participant will receive their own set of T-Spheres free!

Deborah Vogel

5 Steps Towards Better Extensions (W)

Getting your extensions higher requires more than just stretching your hamstrings. There is an important balance of strength and flexibility at the hip along with balance and proper use of turnout on the standing leg. This class will explore the elements that help and hinder getting that important height of the legs.

Turnout: Maximizing What You've Got (W)

This is a hands on exploration of turnout and how to utilize and maximize your efforts. We'll look at common cheating patterns and how to address them in order to have a long and healthy dance career!

Denise Wall

Body Placement Review (W)*

Denise will show you how to incorporate new principles and exercises into your classes to help improve your dancers' body awareness, inspiration and joy of movement. Learn how she breaks down the body in a way that your students can understand. **This class will be a review of last year's material. Denise's subsequent classes will build off of the material presented during this session.*

Effective Corrections (W)

Join NUVO faculty member, Denise Wall, as she goes in depth on how to successfully give your students corrections and help them retain the given corrections.

Knee Problems + Strengthening (W)

Denise will share her wealth of knowledge in regards to knee injuries along with various strengthening techniques and exercises to help dancers of all levels.

Doug Caldwell

Lyrical (C)

Join Doug Caldwell, the lyrical master himself as he takes you through a beautiful, emotional, lyrical journey with an uplifting combination! Not a class to be missed!!

Eddie Strachan

Musical Theatre for Kids (C)

Join the director of Radix Dance Convention for a fun musical theatre class geared towards kids!

Musical Theatre (C)

Francisco Gella

Ballet (C)

Join 24 Seven faculty member, Francisco for an inspiration ballet class!

Irena Wozniak

Ballet (C)

Join Irena, owner of Master Ballet Academy for an inspirational ballet class!

Joanne Chapman

Advanced Acro (W)

Join Joanne while she discusses trick build up to advanced tricks and double tricks to bring your acro dancers to the next level.

Kayla Kalbfleisch

Jazz (C)

Join Kayla, 24 Seven faculty member for a hot jazz class! Come ready to move and have fun!

Lisa Ebeyer

Ballet (C)

Mandy Moore

Contemporary (C)

Join four-time Emmy-nominee and JUMP faculty member, Mandy Moore, while she shares her wealth of industry knowledge and teaches an original combination.

Jazz (C)

Mandy will teach a fun, new jazz routine during this class! Don't miss out on taking class with one of the most respected and sought after choreographer/creative directors in the industry!

Mandy Yip

AcroDance Fundamentals (W)

In this class we will start at the very beginning. We will go over the proper technique required to build excellent foundations in acro - the building blocks for all of the more advanced skills to come. We will also discuss how perfecting these skills benefits all genres of dance, not just acro. Previous acro experience is not necessary to take this class!

Maria Hanley

Unique Prop Dances (W)

Exploring Feathers, Loofahs, and Noodles! Dancing with a prop is another way to make class interesting and unique. In this session we will take prop dances to the next level, exploring what to do with props which you would never think to bring into a dance class!

Movement for Infants (W)

A charming class that will bring even younger babies into your dance studio. Ideas of movement, songs, and activities for infants and babies and their grown-ups. For ages 6 weeks - crawling babies.

Mark Meisner

Lyrical (C)

Join Mark Meisner, NUVO faculty member and lyrical master for an inspirational class!

Mia Michaels

Contemporary (C)

From stage to screen, Mia has turned dance into inspired and unique works of passion and beauty. Join Emmy Award-winning choreographer and JUMP faculty member, Mia Michaels, as she dives deep into your spirit for a passionate contemporary class.

Mike Minery

Expand Your Tap Vocabulary (W)

New steps and a twist on some old ones to help you keep your tap classes new and fresh.

Ofer Ben & Avi Miller

Tap-Steps inspired by Professor LaVaughn Robinson (C)

In this class Avi Miller & Ofer Ben will highlight the work and technique of the late, 'padding & rolling' master, Prof. LaVaughn Robinson, taught in a light, humorous approach. This specific technique is great foundation for beginners to Adv. Beginner levels. A short choreography combination will follow.

Tap-Steps inspired by Dr. Buster Brown (C)

In this class Avi Miller & Ofer Ben will highlight the work and technique of the late, Bebop master, Dr. Buster Brown, taught in a light, humorous approach. This specific technique is aimed for Adv. Beginner to Intermediate levels. A short choreography combination will follow.

Paula Morgan

Feet, Legs & Inner Balance (W)

Join Paula Morgan for a class all about feet and legs. Miss Paula's specific approach will help you identify and work with different structural issues such as Hyper-extended Legs, Bow Legs and/or Knock Knees. Learn how to properly evaluate, correct and train the foundation of what your dancers stand on to balance. It starts from the ground up and Miss Paula will give you the tools you need to get your dancers stronger and balancing better than before.

Body Placement, Domino Effect and Q&A (W)

Join Paula Morgan for an in-depth discussion on technique and body placement followed by Q&A. After a thorough review, Miss Paula will explain "The Domino Effect", which impacts how the placement of each body part effects the next. Teachers will have the opportunity to pick Miss Paula's brain for answers to their most pressing issues.

Politeia Le

Yogi (C)

Politeia believes in movement and embodied education for healing, self-discovery, life skills and transformation. By creating a compassionate, supportive, poetic and innovative environment, he facilitates personal growth in the physical, emotional, spiritual, professional and artistic arenas. His method is a progressive and multidisciplinary approach that incorporates an understanding of ballet, modern, contemporary dance, yoga, Pilates and various somatic practices.

Rachelle Rak

Musical Theatre (C)

Join Broadway's triple threat, Rachelle Rak, for a fun musical theatre class!

Randi Kemper & Hefa Tuita

Hip-Hop (C)

Take class with this dynamic choreography team who have performed alongside some of the biggest names in the music industry!! You won't want to miss this high energy hip-hop class!

Ray Leeper

Jazz (C)

Join world renowned choreographer and director of NUVO Dance Convention, Ray Leeper, for a fun and invigorating jazz class that will get your heart racing and legs kicking!

Upper Body Execution (W)

Rebecca Tsivkin & Merie Sepel

Successful Tips for Integrating New Students (W)

Rhonda Miller

Just Jazz (C)

Rustin Matthew

Advanced Jazz Progressions (C)

Balancing classic Jazz technique while transcending traditional boundaries. Pushing limits both athletically & aerobically while maintaining proper alignment with efficient and effective movement using turns, leaps, conditioning & floor work.

Saleemah Knight

Contemporary Jazz and Embodied Histories (C)

The class is designed to explore Jazz Dance fundamentals; with a focus on Jazz music as well as music spirited in the Jazz genre.

Tatiana Parker

Hip-Hop (C)

Music driven movement in a fun environment. Tatiana strives to challenge the students to explore embodiment of sound while being aware of their entire range of motion.

Teddy Forance

Improv. Workshop (W)

Join one of the founding members of Shaping Sound and JUMP faculty member, Teddy Forance, for this workshop on improvisation.

Tina Caspary

Turns (C)

Join Tina, who has worked in every facet of the entertainment industry for an exciting class on turns! You aren't going to want to miss this Radix faculty member's class!

Tracy Silver - AMDA

Character in Motion (C)

Travis Wall

Contemporary (C)

Join Emmy award-winning choreographer and NUVO faculty member, Travis Wall, for an inspirational contemporary class!

Tricia Gomez

Creating Age Appropriate Hip Hop Choreography for Ages 3-12 (W)

This interactive class will take a look at creating family-friendly content, structuring developmentally appropriate patterning, and progressing through the ages!

Working With Students Who Have Special Needs (W)

Many people with special needs have sensory processing challenges. We'll touch on how our internal and external environment can effect students, how sensory input can effect behavior, and what we can do before and during class to help our students get into optimal learning mode.

tWitch

Hip-Hop (C)

Join Stephen 'tWitch' Boss the hip-hop master, on-screen actor, 24 Seven faculty member and Ellen's right hand man for a fun and exciting hip-hop class!

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Becca Moore & Dani Rosenberg

The Social Studio (S)

Learn how to create fun and engaging content for Instagram and other social media platforms (Facebook, Snapchat, Twitter, Musical.ly)! Social media is beneficial, necessary and fun! It gives your clients (current and potential) a way to view your studio in real time. Becca & Dani will share lots of ideas and the best apps you can use to create relevant content for social media to help you engage with your students, parents and social network while building a stronger brand! #thesocialstudiodts

Confetti on the Dance Floor (S)

Ready to infuse some fun and fancy into your studio? Come learn fresh, fun, and innovative approaches and ideas for marketing, branding, classes, studio activities, studio décor, and creating a cohesive faculty. #confettionthedancefloor

Bonnie Schuetz

Motivate & Keep Your 9-12 Year Olds (S)

Join Summit Ambassador, Bonnie Schuetz, as she shares her wealth of knowledge on how to not only motivate and inspire but keep the 9-12 year olds at your studio. She has 30+ years of successful experience to share from owning her own studio.

Clint Salter

The Loyalty Lab (S)

It costs Dance Studio Owners seven times more to enroll a new student than it does to retain an existing student. In this fast paced, practical workshop Dance Studio Owner Mentor Clint Salter will walk you through his retention roadmap. From ensuring that new students don't leave you within the first few months to keeping long term students and parents engaged, happy and loyal. This training will give you the tools to create lifelong dance families that you can implement as soon as you return to your studio.

Become the Go to Studio (S)

Have you noticed that more and more dance studios are opening up every minute? It is harder than ever to distinguish the difference between you and other studios...until now. In this seminar with Dance Studio Owner Mentor Clint Salter, learn his 4-step standout studio process which will have you enrolling more of your ideal students for the new dance season.

Convention & Competition Panel (S) (New York & Long Beach)

Join some of the industry's leading conventions and competitions for a friendly Q & A!

Dale Lam & Sue Sampson-Dalena

Building A Curriculum (S)

Your curriculum is the core of your studio. Whether you don't have a set curriculum or think it is time to revamp, this class is for you. It will cover:

- Order of what is taught for each genre & correct track for each age group
- Good examples for teaching tools, visual tools, tricks, images, etc.
- Making a daily (and yearly) schedule that is healthy for the dancers' bodies
- How to make sure your staff is all on board for the final or end results
- When to introduce guest teachers

Dawn Smith-Theodore, MA, MFT, CEDS (Long Beach)

Dancer in the Mirror (S)

What is behind the Perfectionist and the Dancer? Dance breeds perfectionism and what happens when it is taken to the extreme? One in Five dancers has an eating disorder. What causes a dancer to take perfectionism to an extreme? As teachers, how can we be supportive and promote positive body image in a world where a dancer's body is their instrument?

Donna Aravena & Kim Delgrosso

Making Extra Money at the Studio (S)

Looking for ways to earn extra money at your studio? Learn how to maximize your space for extra income. Come and explore a wide-range of various opportunities as we discuss creative ways to increase your bottom line.

Donna Aravena

Building an Intern Program (S)

From front desk help, to assisting in the classrooms, to helping with younger solos and duos, these students can be life savers. Learn how to train and implement a program for your older students to provide much needed help at the studio.

Jessica Scheitler, EA

Back to Basics: Financial Peace of Mind (S)

If you are just starting out or have been in business for a while, the key to financial peace of mind is having a solid business foundation. Learn the best practices for taking care of business in your dance studio. Avoid common mistakes and set yourself on the path to success. Be confident that all your bases are covered, so you can balance your artistry, teaching, and business. Our business road map will bring your vision to life.

Take your Business to the Max (S)

You've got your financial bases covered, now what do you do with all these numbers? Turn your data into insights and action to make your business work for you. Increase profits and save on taxes by understanding your financial reports and comparing yourself to the industry standards. From the IRS to sales taxes and payroll, we will discuss strategies to take advantage of every write off you deserve. Learn to make the best decisions for the greatest impact.

Jill Tirone

Oh, Snap! Build Your Audience & Grow Your Studio Business with Snapchat (S)

Become a 'snappy' studio owner! Through step-by-step instruction and real-life examples, you'll learn how to use the Snapchat mobile app, create content your audience will love, attract and maintain a strong Snapchat following, and boost engagement and interest in your studio. This fun, interactive session provides insight on how studio owners can use Snapchat as a part of a successful marketing strategy that drives traffic to your studio and generates content for other social channels.

Joanne Chapman

Training the All-around Dancer (S)

We will talk about the benefits of dancers "Cross Training" in multiple genres of dance and how to encourage this from a young age.

Jody Phillips & Nancy Giles

It's All About Relationships (S)

In this session we will be discussing why it is important to develop relationships and respect with your parents, students, and employees. Developing teamwork and bonds is necessary for success in any business. This class will be geared to help empower you so you can come away filled with ideas, direction, and inspiration.

Jon Koerber

Credit Card Processing A-Z (S)

Kathy Blake

Develop Your Studio Leadership Style (S)

This seminar will help you adapt to change, grow your business, and become a better leader in all aspects of running your dance studio. This session is key for studio directors and owners who want to have effective and satisfying professional relationships with parents, teachers, students, and staff.

Studio Ethics – Upgrading Professionalism in Your Studio (S)

This seminar will explore studio ethics, setting boundaries with parents, holding teachers accountable to their professionalism, and staying true to your values and mission. Learn how to hold people to their commitments and your standards.

Kim Delgrosso

Fill Your Cup (S)

As dance educators we carry the world on our shoulders which can leave us exhausted and beyond stressed. Kim will dive into the importance of filling your own cup with career sustaining ingredients that can be carried out to others to keep us balanced, and teach us to live a life of happiness. Come discuss your biggest challenges and let her help you develop tools for your career and life harmony.

Promoting and Networking Your Students (S)

Students are looking to their dance teachers for guidance into the world of professional dance. As we all know, it is about working your network that can snag the job over another applicant. Join Kim as she discusses strategies to getting your dancers on television, movies, tours, cruise ships, and Broadway. She will explore the various occupations in the field not only as a dancer, but other opportunities for administrators, directors, producers, teachers, and studio owners.

Competing verses Non-Competing (S)

Trying to figure out if a competitive or non-competitive studio is best for you? Join Kim on a journey discussing pros and cons of both types and how to transition from one to the other. With 38 years of experience on both fronts, she will discuss the advantages of income, training, and the development of your dancers, and help guide you to making your studio stronger.

Kim Hale

Branding with Social Media (S)

Join Kim Hale - Head of Marketing, Advertising and Social Media at the Debbie Allen Dance Academy in Los Angeles for an informative session on building your Studio's Brand on Social Media. Who are you? What defines your studio's brand? What does your audience expect? And, how do you share that with the world in a way that increases engagement and opportunities for your studio and dance community. Brands are not built overnight; however, this workshop will help you start building a brand that promises the right things to the right people.

Preparing Dancers for Agency Representation (S)

Kim Hale of The Movement Talent Agency shares her insights on how studio owners and teachers can help best prepare their dancers for a successful Agency audition and representation experience. Topics include building a comprehensive dance vocabulary, choreography pick up and retention skills, defining your look, building your team, life in the professional world and surviving the business.

Kim Massay

Running Competition Teams – Parents, Rules & Keeping It Smooth (S)

Frank Sahlein

Everything You Need To Grow Your Performing Arts Business (S)

3rd Level Consulting assists dance studio owners and managers in organizing all of their business systems: marketing, staff, IT, finance, facilities risk, and inspiration. Ready to expand or sell? We can help there too!

Mandy Moore

Training Working Dancers (S)

Learn what industry choreographers and directors are looking for in today's professional dancers.

Mike Minery

Music Ideas for Tap Routines (S)

Learn new ideas and tools to search for fun and creative music for your next routine.

Misty Lown

Enrollment Energizers and Productivity Hacks (S)

As a studio owner you wear a lot of hats, but one of the most important ones is to continuously be driving new enrollment to your studio. Energizing your enrollment is a year-round task. If you recognize the importance of keeping new enrollment flowing to your studio but still struggle to “get-it-all-done” amidst the other business tasks that cry for your attention, this class is for you.

Phyllis Balagna & Danie Beck

The 3 P's – Policies, Procedures, and Parents (S)

Learn some tips for making every day great at your studio as we discuss being pro-active with procedures, notifying all of policy updates, and relating information to your parents! Constant communication combined with caring conveys confidence and cancels conflict.

Robin Dawn Ryan & Carol Fipps

You Don't Have To Keep Up With The Joneses (S)

Do you ever look around the dance world, see what other teachers are doing, and feel that you are missing something? Learn to be true to yourself! Robin will guide you through a strategic process on how to do what is best for you, your studio, and your dancers. Remember not everything is meant to be the same.

Saleemah Knight

College Preparation & Long Term Career Advantages for the Pre-Professional Dancer (S)

This presentation highlights the benefits of obtaining a Bachelor of Fine Arts degree for pre-professional level dancers and interdisciplinary artists. The lecture aims to outline expectations and necessary preparation toward top university dance programs. The discussion also includes insight pertaining to advantages and opportunities in the professional realm after completion of degree.

Sue Sampson-Dalena & Carryl Slobotkin

Building a Recreational Program (S)

Join Summit Ambassadors, Sue and Carryl, as they share their insights on how to build a successful recreational program at your studio.

Suzanne Blake Gerety

Build your Online and Offline Reputation to Grow Your Studio (S)

Your word of mouth reputation is more than just the personal referrals you get from happy dance parents and students. Today, your online reputation matters just as much, if not more. In this seminar you will learn how to ask for reviews from your raving fans and how to engage on social media to build your studio's great reputation.

Create Your Annual Studio Calendar (S)

Time is your most precious resource. In this seminar you will be given practical tools and tips on how to create and organize your studio calendar. From your marketing to recital planning, having a master calendar will help you stay organized and ahead. This will be a hands on session where you will get a useful takeaway to use at your studio.

RECITAL LAB

Carole Royal & Danie Beck

ABC's of Producing the Annual Recital (S)

Celebrate your students' growth and success with an exciting, profitable, and organized recital! As a teacher/ studio owner, preparing for your dance recital can be one of the most stressful times of the year. Learn tips and tricks for developing dazzling productions, coordinating staff, crew and parent helpers, as well as establishing a great way to keep everything structured! Keep your families happy from year to year, and attract new customers with a memorable show.

Recital Lab Roundtable Discussion (S)