

ATTRACTING NEW DANCERS

To get new people involved in dance – there’s more to it than just spreading the word!

There’s lots of small things you can do to make people feel more comfortable, and more likely to attend. Here are a few tips, and things to keep in mind to help as many people get dancing as possible.

Create a welcoming event:

- Encourage role models and ‘social brokers’ from within your existing participants. Or have a ‘meet and greet’ for people at the entrance to your venue.
- Make a short video, speak to the camera (teachers, participants) and tell people about what the experience will be like.
- Don’t assume you always know what people want or need. Be prepared for the unexpected. Listen and be open to ideas about what is possible, and what is sparking people’s interest.
- Before starting a session, keep the studio door open as a simple signal of welcome and inclusion.
- Reassure people that “you don’t have to come alone, bring a friend.”

Keep instructions simple and inclusive

- Offer a simple guide to the dance terminology you will use in your class/workshop – don’t assume people will know dance terms/language.
- Use appropriate and inclusive language, keeping language and instruction simple.
- If the activity is going to be truly inclusive, be prepared for things to take longer (admin, entry points, language, activity).
- Offer practical signposting for people to your class/activity via maps, information, bus routes, guidance, etc. Suggest appropriate clothing. Remind people to bring water!



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Make the Experience easy to access

- Go to where people already are – community and sports centers, libraries, colleges, shopping centers, health centers – offer tasters, engage with communities as well, and offer dance.
- Know your community... who are you aiming the opportunity at? Harness the community you have around you.
- Encourage, recruit and utilise community volunteers; make volunteers visible and highlight their importance. Access volunteer training/resources.
- Offer multiple ways of signing up to something to increase access and inclusion including forms, online, phone calls and social media.

Make Next Steps Clear

- If it's a 'one-off,' how do people follow up with more? What are the progression routes? Make future opportunities visible.
- Outline the progression routes available, whether it's joining a beginner's group, moving to an intermediate class, or even getting involved in performances or competitions.
- Use flyers, emails, or social media to communicate future opportunities. Ask people to follow your channels for the latest updates.