

Dancing Keeps You Young

An Introduction to Modern Square Dancing

*Funded by the
B.C. Square and Round Dance Federation*

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*with additional support from the
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*Producers: Lloyd & Brenda Juhala
Videographer: Shinobi Creative Services
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Running Time= 11:38 minutes

SUGGESTED APPLICATIONS

(Don't just give the DVD to someone telling them to take it home and have a look.!)

This DVD is ideal to promote the modern square dance recreation to adults because it identifies the many benefits of getting involved. It can be an excellent supplement to word-of-mouth promotion by actually showing what was spoken about. It's a valuable tool for a dancer who may not consider him/herself very articulate or convincing in attempts to get friends or relatives to try the activity. Also, it will touch upon promotional elements that may not be remembered in a conversation.

Although this DVD can serve to raise general awareness of the square dance recreation, it is best used just prior to a time when new dancer sessions are approaching. If the DVD builds interest in participating, the prospective new dancer will then be looking for a place to try it. The object is to retain their interest.

This DVD has been designed to promote square dancing in story fashion. It's structured with an opening, body and conclusion. It may not be appropriate to show in parts, or in an environment where the complete story cannot be revealed. It would really be best to present in theatre-style in an enclosed area with seating where the sound can be clearly heard. You could post show times, such as every half hour, when people can sit in comfort and view the presentation. Maybe even supply the popcorn!

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There could be applications where it might be shown on TV in parts or in its entirety but the duration is too long to serve as a TV commercial or featurette. Local community cable productions might consider cablecasting the feature in whole or in part, perhaps as part of a production featuring interviews with dance leaders or promoters.

Some of the prime presentation opportunities where this video can be a very effective marketing tool are:

*Private social occasions, such as neighbourhood visits
Apartment Building or Townhouse Rec. Rooms
Retirement Villages or Adult Complexes
Workplace socials
Service Club socials
Church groups
Newcomer Clubs
Corporate retirement seminars
Community Fairs or Health Fairs
New Dancer Orientation Sessions*

In conclusion, as in any kind of "selling," the key to making this video effective is to get those who view it to "act" by getting onto the dance floor. So remember to follow up with information as to where they can come dancing and make sure that their first event is a great experience! One good experience on the dance floor will go a long way to convincing them that they've discovered something that they really like, and wish to continue doing.