

## ***Community Dance Leader Seminar***

Presented by CALLERLAB Committee for Community & Traditional Dance

# **Marketing/Presenting Community Dances**

***Discussion (Various Contributors)***

*April 22-23<sup>rd</sup> 2023, Sparks/Reno, NV*

### **What are community dances?**

- They are a recurring dance that is offered periodically (weekly, monthly, twice a year, etc.) to an audience from a local or regional geographic area. A community dance is NOT a one-night party.

### **Who attends community dances?**

- Fun loving people looking for a social activity that involves music and dance. The dance will usually have a mix of folks new to this form of dance to those who have participated in community dances for years.

### **How do we promote/market community dances?**

- Most community dances are promoted by word of mouth, entries on community calendars, community newsletters and/or flyers in recreation centers or churches. If these dances provide a fun, social experience participation will gradually increase with many new and repeat attendees.

### **What would a leader expect of the attendees of a community dance?**

- Some of the attendees have been to his/her or other community dances and bring with them a level of knowledge greater than the one-night party participants.
- Some of the attendees have never danced prior to this community dance.
- Some of the attendees have prior dance experience, however, it was not a team dance experience.
- All of the attendees are there to have a fun, entertaining, social experience with others who have some connection to their lives, i.e. same church, same profession, same neighborhood, or similar life activity.

### **What kind of a program would attendees expect?**

- They expect those who attend to have a variety of experiences.
- They expect that the ability of those attending to be both entertained with material that is a mix of material they have danced to before and new material that is different from the same old dances.
- They expect and enjoy smooth dancing, good music, and a very open and enjoyable experience.
- They expect that difficulty and variety will be progressively added during the event. They don't expect everything to be easy.
- We think of every community dance evening to be a progression of mostly pattern dances that the participants can enjoy.

**What kind of material do you have/need for a community dance?**

- Squares – traditional, contemporary, pattern, extemporaneous
- Contra – proper duple, improper duple
- Circle Mixers
- Solo dances (line)
- Sicilian Circles (duple, triples)

**What variety of music do you have/need for a community dance?**

- Live music played by a band
  - Old time hoedown & contra music
  - Singing squares
- Recorded music
  - Traditional music
    - Hoedowns, ex., Beaumont Rag, Bile them Cabbages Down, Dusty Roads, Flop-Eared Mule, Mama's Boy
    - Singing Squares, ex., Just Because, Down Yonder, Trail of the Pine, You Can't Call Everybody Darling, Louisiana Swing, Alabama Jubilee.
    - Reels, Jigs & Hornpipes (good well phrased music)
    - Specialty tunes – birthday, anniversary
  - Contemporary
    - Square Dance Patter
    - Square Dance Singing
    - Reels, Jigs & Hornpipes (good well phrased music)
    - Solo dance music
    - Specialty – birthday, anniversary