



MASTERING YOUR DANCE WORKSHOPS



Hey there!

Dance workshops can be a great way to keep kids entertained and busy in between term times, and it's a great injection for your cash flow too! It's no secret that workshops and events are a firm favourite for a parent's hectic holiday schedule. Juggling work with holidays and finding ways to keep their kids amused leaves parents seeking out fun and engaging activities. **Enter: your dance workshops!**

We know that it's not always clear how you can set up a workshop. That's where this guide comes in: **Read on to learn our top tips for starting and running a successful dance workshop!**



An Easy Booking Experience Goes a Long Way



Flexibility

If you're looking to offer parents the easiest booking experience possible, you'll want an online booking system. Allowing parents to book and pay hassle-free saves you time and sets you apart from other kid's dance workshops.



Payments

Getting your payments under control when classes and workshops are full is the key to running an organised dance workshop. Make it easy for yourself, and for the parents by having parents pay up-front at the time of booking. This is a great way to eliminate the need for chasing payments as well!



Organisation

Keeping organised is vital for the success of your workshop. A good online booking system will allow you to view registrations, medical information and emergency contact details in an instant; meaning you can be confident that your teachers know everything they need to!

Some Fun Camp Activities

So, what do you do during a workshop? What activities do the kids want to do? Let's look at some popular activities to include in to make your workshops engaging and fun.



Dance in the Spotlight

It wouldn't be a true dance workshop without dance-centric activities! This could be workshopping specific skills, inviting industry experts to teach the kids or even organising some friendly competitions. These are often some of the activities that the kids and their parents will be expecting when they book on for a dance workshop.



Ice-Breakers

A good way to get the kids chatting and excited is to do some ice breaker exercises early on in the workshops. The goal here is to get the kids involved and getting to know each other with fun and engaging games. Encourage conversations with games like "A Book About Me", "The Cube" or "Meeting Bingo"!



The Classics

Although the main purpose of your workshop is to teach the kids more about dance, your workshop doesn't need to exclude other types of games! Organise some classic camp activities like water fights, scavenger hunts or field days to get the kids active, even when they're not dancing. Other classic camp activities include talent shows, charades, quizzes or movie nights.

From Camp Bookings to Committed Customers

A common goal for club owners running workshops is to convert their workshop bookings to committed customers. So how do you do that?



Market your regular sessions to the workshop goers

An excellent way to increase the numbers in your regular sessions is to market to those that have had a taste of what you can offer already. If the parents can book your workshops with ease, and their children have a great time, why not encourage them to return to your dance school?



Entice with a special offer

If you have regular sessions coming up just after the workshop, seize the opportunity to give any workshop dancers a special offer. This could be a discount, free trial or a 'bring a friend' offer.



Communicate when the experience is still fresh

When the workshop is still fresh in the parent's mind, it'll be easier to convince them to commit to something a bit more long-term. Give parents an incentive to return on the last day of your workshop, or reach out through emails shortly after it's finished to encourage parents to come back.

There You Have It!

So there you have it! Although it may seem a bit daunting, setting up and growing your dance workshops doesn't have to be scary. If you have a great admin system, fun and engaging activities and a game plan for retaining your workshop customers, you will be good to go!

Check lists

- ✓ An easy booking experience
- ✓ Fun workshop activities
- ✓ Convert to long term customers



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"ClassForKids is the best investment I have made for my Dance School admin- I would be lost without it! It is the perfect management system for organising classes, registers, contact information, invoices, payments, it does it all! The system itself is super user friendly for both the organiser and consumer." – **Christia, Motion Dance**