



# TAMING THE WHITE ELEPHANT

RECITAL. SUMMER CAMPS/CLASSES. FALL REGISTRATION



& THE POST COVID STUDIO

# RECITAL

INCOME

## SUSTAINS

THE SUMMER



- **CANCEL? POSTPONE? RE-VISION?**
- **VIRTUAL? = ZOOM CASUAL? ZOOM FORMAL?**
- **RECORDED? = IN STUDIO? IN THEATRE? OUTSIDE?**
- **AUDIENCE? = STREAMED LIVE? DVD? WATCH PARTY? COMBINATION?**
- **HOW WILL I MONETIZE THE CULMINATING PERFORMANCE EXPERIENCE?**
- **HOW WILL I GENERATE THAT SAME EXCITEMENT AND SENSATION – THE AFTERGLOW – THAT SECURES THE FALL REGISTRATION?**

# SUMMER

PROGRAMMING

# ATTRACTS

NEW CUSTOMERS



- DO I JUST CLOSE FOR THE SUMMER AND USE MY TIME TO PLAN FOR THE FALL?
- DO I REOPEN? WHEN ? HOW?
- HOW MANY STUDENTS WILL I LOSE BECAUSE I DID NOT REOPEN? HOW MANY STUDENTS WILL I LOSE BECAUSE I DID ?
- DO I FACILITATE HYBRID LEARNING OR OFFER CLASSES SEPARATELY: IN STUDIO AND ONLINE?
- HOW DO WE ALL GET OVER THE ZOOM FATIGUE HUMP? WHO IS GOING TO SIGN UP?
- WHAT ABOUT PARENTS THAT DEPEND ON CAMPS?
- **WHAT ALTERNATIVE PROGRAMMING MIGHT I PROVIDE THAT WILL GENERATE INCOME, SERVE MY CLIENT-BASE AND COMMUNITY, AND KEEP ENERGY FLOWING AROUND THE STUDIO NAME AND REPUTATION?**

# FALL

REGISTRATION

## SETS THE STAGE

FOR THE YEAR AHEAD



- **HOW WILL I PREDICT AND MANAGE MY CLASS SCHEDULE ?**
- **WILL I HAVE ENOUGH STUDENTS TO MEET MY EXPENSES?**
- **HOW WILL I KNOW HOW MANY TEACHERS I CAN KEEP ON STAFF?**
- **WHEN DO I SCHEDULE OPEN HOUSE OR REGISTRATION? WHAT FORMAT DO I USE?**
- **HOW DO I ADVERTISE? WHAT DO I ADVERTISE? WHEN DO I ADVERTISE?**
- **HOW WILL I ASSUAGE THE FEARS OF SOME FAMILIES WHILE EXPRESSING THE SERIOUSNESS TO OTHERS?**
- **HOW DO I PLAN FOR A FUTURE WITH SO MANY UNKNOWNNS?**

# **THE BOTTOM LINE IS YOUR BOTTOM LINE IS IN YOUR CONTROL**

## **RECITAL**

**KNOW YOUR BUDGET  
CREATE EXCITEMENT  
MAKE THINGS SPECIAL  
MONETIZE TO YOUR NEEDS  
BE A PART OF THE PARENTS' PLAN  
MARKET NOW**

**BRING THE YEAR TO A  
CLOSE**

## **SUMMER**

**KNOW YOUR BUDGET  
CREATE EXCITEMENT  
MAKE THINGS SPECIAL  
MONETIZE TO YOUR NEEDS  
BE A PART OF THE PARENTS' PLAN  
MARKET NOW**

**MAKE THE SUMMER  
FUN**

## **FALL**

**KNOW YOUR BUDGET  
CREATE EXCITEMENT  
MAKE THINGS SPECIAL  
MONETIZE TO YOUR NEEDS  
BE A PART OF THE PARENTS' PLAN  
MARKET NOW**

**BE A PART OF THE  
FUTURE**

**“ WE ARE ALL IN THE SAME BOAT, JUST  
USING A DIFFERENT PADDLE. THE  
GOAL IS TO GET ACROSS THE WATER  
WITHOUT CAPSIZING ”**

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