

Connecting with your Network

Presented by Sarah Lochhead
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Agenda

- Identifying your network
- Vision, message, mandate
- Timing, tact and tools
- Points of contact
- Quality of engagement
- Practical Applications
- Q & A

Who

What/Why

When

Where

What/Why

How

Identifying your network (who)

- **School:** classmates and instructors
- **Local:** co-workers, friends, neighbours
- **Arts/Dance related:** service orgs, other artists, choreographers, instructors, casting agents, producers ...
- **Family:** close friends, relatives, family friends
- **Hometown connection:** local studios, former teachers and classmates
- **The World (seriously):** online communities

Vision, message, mandate (what/why)

- Passionate about your work or theirs
- Engage people in your process
- Advocate for a cause
- Need guidance
- Have questions
- Professional development
- Set goals

“Solitude vivifies; isolation kills”

- Joseph Rough French cartographer

Timing, tact and tools (when)

- **Timing:** Be realistic about about the balance you need and the time you have.
- **Tools:** online calendars, automation, procedures (ex. decide how communicate last minute changes)

destinationdancedanse.ca

Timing, tact and tools (when)

- **Tact:** Do your research. Solidify questions/scenarios. Be respectful of others time.
- **Tools:** Dance Collection Danse, The Dance Current, Company website, RASO/NASO's, write a little phone script, keep in touch with current events

cbc.ca

dcd.ca

thedancecurrent.com

danceontario.ca

Points of Contact (where)

- **Admiring/being admired from afar:** seen their work, read their biography, websites, press coverage - as an entry point networking will get us to ...
- **In Person:** classes, shows, workshops, auditions, conferences, pubs, receptions, by phone (kind of in person) ...
- **Online:** Facebook, Twitter, blogs, YouTube, email, Skype ...

Quality of engagement (what/why)



- What opportunities are you presenting for engagement?
(answer on this slide)

* Its not just about your next show!

Practical Applications (How)

- **Press Coverage:** Places, spaces, angles
- **Social Networking:** See and be seen
- **Automation:** There's an app for that!
- **Evaluation:** Measuring success
- **Scenarios:** Looking at projects from all angles

Practical Applications (How)

Press Coverage: Places, spaces, angles

- Places: SNAP, Now, Eye, Destination Dance Danse, RASO/NASO's, Evi-Dance, Bravo, A Channel, Rogers, Community Calendars, Got to Dance, *Engage (write comments or letters to editors), craigslist, kijiji
- Spaces: Ad space, community centres, local businesses, libraries, business associations (district)
- Angles: Ties back to the Vision/Mandate/Mission - why is your event important? What is the focus of media you are contacting and how does your work fit their mandate?

Practical Applications (How)

Social Networking: See and be seen

- Facebook page
- Twitter
- YouTube
- LinkedIn
- Picassa
- Google Buzz
- Blog

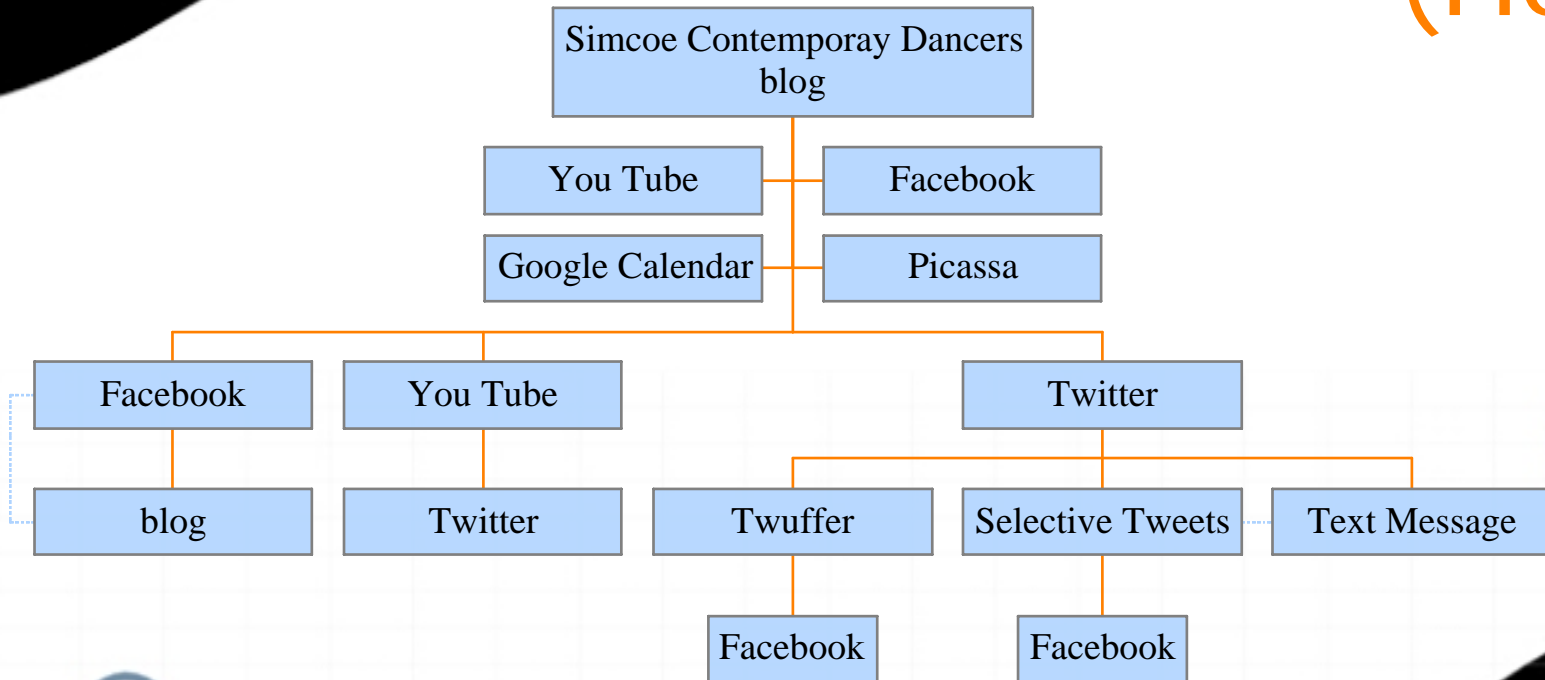
*tagging

Practical Applications (How)

Automation: There's an app for that!

- If something seems like a duplication of work google it. You'll likely find an app to solve your issue
- Map your systems
- Don't need an iPhone to do this on the go
- Set up your posts in advance (online alibi) ...

Practical Applications (How)



Practical Applications (How)

Evaluation: Measuring success

- Google Analytics
- Facebook page insights
- Add This
- Survey Monkey
- Google Forms
- Keep stats on activities and chart progress

Practical Applications

Scenarios: Looking at projects from all angles

- You have an idea to create and present a hip-hop based choreography to Bach's famous cello suite. The music is a fusion of the classical piece and backbeats. You envision having a cast of twenty dancers but do not have a budget for rehearsal space. Your goal as an artist is to foster a sense of community and collaborations. It is essential to your project that the cello be played live.

Scenarios

Questions:

- List three non-dance-specific media sources may be interested in covering your work. Note why they would be interested in the project (what's the angle).
- Brainstorm strategies and partnerships that may result in both having twenty dancers and free rehearsal space.
- Name three individuals you may wish to consult for guidance on this project and why.
- What are some ways you can seek out a cello player and DJ? Are there anyways to do this that may be revenue generating?

Scenarios

- You are Heather Ogden's biggest fan (principle dancer with the National Ballet of Canada). You find her performances inspiring and motivating! Lately, in your training, you have found it hard to stay motivated and often feel bored. You wonder if there are other ballet dancers who have hit this type of slump or if you are alone in your conundrum.

Scenarios

Questions

- Brainstorm some ways in which you might attempt to contact Heather Ogden. Specify the network you are tapping into (ex. school, family/friends etc...)
- If you could connect with Heather Ogden, list a couple questions you might ask her that could help you out of your training slump.
- List four things you could do online to see if other ballet dancers have experienced this slump.
- Suggest two activities (related to the scenario) you might do to feel inspired again.

Q & A

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