

Thirty Something Dance Company Communication Plan

March – May 2021

Kate Hayter and Laura Moore

## **Executive Summary**

This communication plan is being created to support Thirty Something Dance Company's 2021 spring performance. Thirty Something is a small group of dancers based in Halifax, NS. Each spring, the company puts on a live performance to showcase the work they have done over the past year. This year the show will go on despite the global pandemic, but the company will have to navigate public health rules and restrictions to successfully mount their show. The company will be putting on three live performances at Alderney Landing on April 30 and May 1, 2021.

This plan has three main objectives:

1. Attract a substantial audience to each of the three performance times.
2. Ensure that all public health rules and restrictions are strictly adhered to.
3. Sell enough tickets to at least match last year's ticket revenue.

The key audiences for this communication plan include Thirty Something's existing fanbase and potential new audience, the media, the dancers and choreographers, and the venue and production staff at Alderney Landing.

This communication plan works to share three key messages:

- The Thirty Something dance shows on April 30, and May 1, 2021 will go on. Safely.
- Audience members must follow all guidelines while attending the show.
- Support local artists and venues.

Strategies for this plan include using Thirty Something's existing website and social media channels to promote the event, generating media interest to help reach more potential audience members, ensuring that everyone who buys a ticket knows what to expect when they come to the theatre, and keeping regular contact with the venue and production staff to ensure that everyone has the most up to date information.

Tactics used in this plan include Facebook and Instagram posts highlighting individual dancers in the company, and “behind the scenes” and “teaser” posts for different dance numbers that will be in the show. Email will also be used to communicate with the venue and production staff and the company’s internal audiences. The final tactic used will be a media release that will be distributed to relevant local media outlets.

The budget for this production will be tight. Thirty Something will have \$8,800 to \$11,100 to work with for this event. The company receives no government or other external funding and fully relies on dancer dues, ticket sales, and ad space purchased in the performance hand bills.

This plan will run from early March 2021 through to the closing of the show run on May 1, 2021. An online calendar has been created to help the company’s administrator and artistic director stay on track.

The success of this communication plan will be evaluated based on whether the objectives laid out above are met.

## **Situational Analysis**

Thirty Something Dance Company is a small dance company based in Halifax NS. The group has existed for the past 17 years. Thirty Something is fully volunteer run, though they do hire one to two guest choreographers each season. The dancers in the company range in age from early 20s to late 60s. Each spring, the company mounts a performance to showcase the choreography learned throughout the season. The average audience size for shows in past years has been 300 – 400 people at three performances (about 100 people at each performance).

This year, due to the pandemic, Thirty Something is faced with an issue it has never encountered before. The company must put on its annual performance while ensuring that all covid restrictions are met, and that people feel safe coming to see the show. As of Feb 8, 2021, Nova Scotia government gathering restrictions are permitting audiences at live indoor performances up to half of a venue's capacity or 100 people. Other dance companies in the city have chosen to livestream capture in an empty theatre, or to hold site specific outdoor performances. Neither of these are viable options for Thirty Something.

Thirty Something has the theatre at Alderney Landing booked for the performance weekend of April 30 and May 1. If audience draw is low, it runs the risk of not covering the venue bill and production costs. Safety is top priority for all involved, but the company needs to remain financially stable to ensure success in years to come. Thirty Something does not receive external funding and depends on dancers' dues and ticket sales.

## **The Event**

The three live shows will take place on April 30 and May 1. The company has had the venue booked since September 2020. All provincial restrictions and Alderney Landing's operational plan will be strictly adhered to during pre-production and live performances. Audience members will be required to wear masks while seated during the performance. Masks will also be always worn by everyone backstage. Dancers will be socially distanced from both the

audience and each other and unmasked while performing. Ticket sales for the event will be done fully online, and no tickets will be available at the door like in previous years. This will allow the venue to ensure the audience limit is adhered to. It will also allow for contact tracing information to be collected ahead of time.

### **Objectives**

1. Attract a total audience of at least 240 people over the course of the weekend, meaning at least 80 people attend each of the three performances.
2. Ensure that all restrictions are clearly communicated ahead of time so there are zero instances of rules being broken by any publics.
3. To raise awareness of the dance event April 30 and May 1, 2021

### **Key Audiences**

- External: Potential audience, venue and production staff, media.
- Internal: Dancers and choreographers,

### **Key Messages**

- Thirty Something's dance show will go on, safely, on April 30 and May 1, 2021.
- Audience members must follow all guidelines while attending the show.
- Support local artists and venues.

### **Strategies**

- 1 Promote the upcoming performances by making use of Thirty Something's event social media accounts and website.
- 2 Get media attention for the event, which will draw in potential audience members who are not directly connected to Thirty Something members or the social media accounts.

- 3 Ensure that all pandemic protocols are clearly listed at the time of ticket purchase and on social media, so all audience members know what to expect.
- 4 Maintain communication with venue and production staff, and with dancers so all are kept up to date.

### **Tactics**

Thirty Something currently has a social media presence on Facebook and Instagram because those are the best two platforms for its audience and dancers. The dancers usually share Thirty Something's official posts which gives them a wider reach. The company has a website as well. The company will use the channels to promote its event and to keep audiences up to date on rules and restrictions.

Other tactics will include planned emails to the venue and production staff to confirm bookings and ensure there have been no changes to the venue operation plan. Communication with the media will come in the form of a news release to notify interested reporters that the show will be taking place.

Ticket sales for the show will open on March 30, one month before opening night. Social media promotion of the show will begin mid-March, so potential audience members have enough notice to save the date.

Note: In the "Person responsible" section, "AD" refers to Thirty Something's artistic director, and "Admin" refers to her partner in crime, Steph. They are both volunteers, so their time has no cost associated.

**Tactics Table**

<b>Communications tactic / vehicle</b>	<b>Audience</b>	<b>Person responsible</b>	<b>Due date</b>	<b>Cost</b>	<b>Strategy attached</b>
Confirm dancer commitment email	Dancers and choreographers	AD	Jan 4, 2021 (complete)	30min	4
Final cast list and rehearsal schedule (released via GoogleDrive and e-mail)	Dancers and choreographers	Admin	Jan 6, 2021 (completed)	30min	4
Weekly internal update email	Dancers and choreographers	AD	Weekly, Wednesdays (Jan 13, 2021)	10min	4
Email list of existing Potential audience	Dancers and choreographers	Admin	Feb 6, 2021	2 hours	1
Email to confirm venue and staff booking for show weekend	Venue and production staff	Admin	Mar 10, 2021.	15 min	4
Photos for social media posts  (captured in a photoshoot by AD)	Dancers and Choreographers	AD	Mar 13, 2020	2.5 hours	1
Edited and stylized photos and infographics for social media content	Potential audience	Sue (dancer and volunteer content creator)	Mar 13 –15, 2020	5 hours	1
“Save the date” Instagram post	Potential audience	Admin	Mar. 16, 2021	20 min	1
“Save the date” Facebook post	Potential audience	AD	Mar. 16, 2021	20 min	1
Dance number “teaser” Instagram post	Potential audience	Admin	Mar 18, 2021	30 min	1

Dance number “teaser” Facebook post	Potential audience	AD	Mar 21, 2021	30 min	1
Behind the scenes Instagram post	Potential audience	Admin	Mar 23, 2021	30 min	1
Behind the scenes Facebook post	Potential audience	AD	Mar 26, 2021	30 min	1
“Tickets go on sale Tuesday” Facebook, W and Instagram post	Potential audience	AD and Admin	Mar 28, 2021	30 min	1
Website updates detailing performance schedule and ticket purchasing	Potential audience	Admin	Mar 28, 2011	1 hour	1
E-mail to full mailing list announcing tickets going on sale	Potential audience	AD	Mar 29, 2020	30min	1
“Tickets on sale now” Instagram and Facebook post	Potential audience	AD and Admin	Mar 30, 2021	30 min	1
“What to expect when you attend the show” Facebook and Instagram posts	Potential audience	AD and Admin	Mar 30, 2021 recurring weekly on Tuesdays	30 min plus 10 min for each re- post	1
Behind the scenes Instagram post	Potential audience	Admin	April 1, 2021	30 min	1
Dance number “teaser” Facebook post	Potential audience	AD	April 3, 2021	30 min	1
Create hand bill for show weekend	Venue and production staff	Sue	April 4, 2021	3 hours	4



Dance number “teaser” Instagram post	Potential audience	Admin	April 6, 2021	30 min	1
Behind the scenes Facebook post	Potential audience	AD	April 8, 2021	30min	1
Email to venue and production staff to re-confirm booking, and to check for venue operation plan updates	Venue and production staff	Admin	April 9, 2021	15 min	4
Send final hand bill document to printer	Potential audience	Sue	April 9, 2021	10 min	4
Dancer profile Instagram post	Potential audience	Admin	April 13, 2021	30min	1
Check in email to venue	Venue and production staff	Admin	April 14, 2021	30min	4
Dancer profile Facebook post	Potential audience	AD	April 15, 2021	30min	1
Behind the scenes Instagram post	Potential audience	Admin	Apr 19, 2021	30min	1
Email tech and performance weekend schedule	Dancers and choreographers	AD	April 20, 2021	45 min	4
Email with finalized cue sheets and musical selections	Venue and production staff	Admin	April 21, 2020	1 hour	4
Dance number “teaser” Facebook post	Potential audience	AD	April 21, 2021	30min	1
Dancer profile Instagram post	Potential audience	Admin	April 23, 2021	30 min	1
Dancer profile Facebook post	Potential audience	AD	April 24, 2021	30min	1

Dance number “teaser” Instagram post	Potential audience	Admin	April 26, 2021	30min	1
Final check in email with venue	Venue and production staff	Admin	April 26, 2021	30 min	1
Behind the scenes Facebook post	Potential audience	AD	April 27, 2021	30min	1
Media advisory detailing the event venue and schedule and how to buy tickets	Media	AD and Admin	April 27, 2021 (mid-morning)	2 hours	2
Printed show order schedules to be posted backstage and in booth	Dancers + venue and production staff	AD	April 28, 2020	30min	4
“It’s almost time” Facebook and Instagram post	Potential audience	AD and Admin	April 28, 2021	1 hour (30 min each)	1
“Tomorrow is the big day” Facebook and Instagram post	Potential audience	AD and Admin	April 29, 2021	1 hour (30 min each)	1
“Opening night” Facebook and Instagram post	Potential audience	AD and Admin	April 30, 2021	1 hour (30 min each)	1
“Thanks for coming” Facebook and Instagram post	Potential audience	AD and Admin	May 1, 2021	1 hour (30 min each)	1
<b>Total</b>				<b>38 hours</b>	

## Budget

Revenue sources for event:

Source	Amount
Dues from dancers	\$4500
Alderney ticket sales TBD	Projected \$4,000 to \$6,000 based on past years and this year's ticket price of \$17 per person
Hand bill Ads	Projected \$300 to \$600 based on past years
Total	\$8,800 to \$11,100

Expenses budget for event:

Service or Product	Vendor	Amount
Services provided by volunteer internal dancers	AD, Admin, Content Creators, and internal choreographers	\$0
Studio rental Jan.	Maritime Dance	\$414
Guest Choreographer	Aimee Dupres	\$600
Web and domain hosting	Canaca	\$125
Registry of Joint Stock "Society" renewal	Nova Scotia Government	\$32
Studio rental Feb.	Maritime Dance	\$378
Studio rental March	Maritime Dance	\$445
Maximum total costume allowance	Varying dancers secure costumes	\$500
Studio rental April	Maritime Dance	\$488
Hand bills. Very reduced run this year	KKP Halifax	\$335
Branded Covid facemasks	Vista Print	\$300
Marley (floor covering) rental	Coastal Dance/ Alderney	\$147
Videographer, 1 show	Chris Klinghorn	\$450
Event liability insurance coverage	Keyes Insurance	\$0
		Donated
Misc. production costs (in-house printed backstage	Various	\$100

materials, marley tape, glow tape, meals for crew, parking tickets)		
Total of above (inc's hst where applicable)		\$4274
Admin and AD time Jan – April (volunteer, donated) 50.25 hrs	Admin and AD	\$0
Admin and AD time, Show weekend (volunteer, donated) 40 hrs	Admin and AD	\$0
Wiggle room 5%		\$203.53
	<b>SUB TOTAL EXPENSES</b>	<b>\$4477.53</b>
Estimated Alderney Bill, based on contracted space rental fees, last year's schedule and 2020 crew and front house hourly wage		\$4903
	<b>PROJECTED TOTAL EXPENSE</b>	<b>\$9380.53</b>

## Timeline

A calendar has been created to keep all communications activities on track. It was created using an online application and can be easily accessed by all who need to view it. Entries are colour coded based on person responsible and the intended publics. Each entry includes a title explaining what must be done, and the tactic associated with it.


The calendar can be viewed <https://calendar.online/234a1897828b0949b058>

Please note that the calendar runs Monday to Sunday, and each entry can be clicked on to view more details. Navigate to other months in the calendar by clicking on the month name at the top, and select a date within the month you wish to view.

## **Evaluation**

The success of this event will be evaluated based on whether the three objectives outlined earlier in the plan are met. If the dancers get to dance for at least 80 people per performance, that will mean that at least 240 bodies attended the show. This number of attendees will also ensure that the monetary objective of generating at least \$4,000 in revenue will be met as well. If 240 people pay for tickets, that will generate \$4,080 in revenue.

The other major factor in evaluating the success of this plan is whether restrictions are followed at all times. If audience members remain socially distanced, venue security does not need to remind audience members to wear masks, and the venue does not become a potential exposure site because of the performances, the event will have been a success.



## References

COVID-19 Guidelines. (No date). Alderney Landing Community Cultural Centre. Retrieved from:

<https://www.alderneylanding.com/covid-19/#1611335061153-c81b0737-cc7c>

Halifax Dance. 5 June 2020. Tonight's the night. [Facebook update] Retrieved from:

<https://www.facebook.com/HalifaxDance/photos/a.548915138453432/3315061595172092/>

Purcell, Stephanie. 5 things we learned about producing live events during a pandemic. (12

January 2021). [LinkedIn update] Retrieved from: [https://www.linkedin.com/pulse/5-](https://www.linkedin.com/pulse/5-things-we-learned-producing-live-events-during-pandemic-purcell/?fbclid=IwAR2chd6nxLj1aLdbHHQp2It_McwaUg39i-MnEiEKAJMTyUsyKvXz5nDtIZU)

[things-we-learned-producing-live-events-during-pandemic-](https://www.linkedin.com/pulse/5-things-we-learned-producing-live-events-during-pandemic-purcell/?fbclid=IwAR2chd6nxLj1aLdbHHQp2It_McwaUg39i-MnEiEKAJMTyUsyKvXz5nDtIZU)

[purcell/?fbclid=IwAR2chd6nxLj1aLdbHHQp2It\\_McwaUg39i-](https://www.linkedin.com/pulse/5-things-we-learned-producing-live-events-during-pandemic-purcell/?fbclid=IwAR2chd6nxLj1aLdbHHQp2It_McwaUg39i-MnEiEKAJMTyUsyKvXz5nDtIZU)

[MnEiEKAJMTyUsyKvXz5nDtIZU](https://www.linkedin.com/pulse/5-things-we-learned-producing-live-events-during-pandemic-purcell/?fbclid=IwAR2chd6nxLj1aLdbHHQp2It_McwaUg39i-MnEiEKAJMTyUsyKvXz5nDtIZU)

Votive Dance. 26 January 2021. Save the Date. [Facebook update] Retrieved from:

<https://www.facebook.com/VotiveDance/photos/a.328306390581525/3674133369332127/?type=3>