



BookingDance 2008 College Graduate Workshop

New York City

Wednesday, May 28 – Sunday, June 1, 2008

WHAT:

A MUST for recent college grads, this workshop will teach you how to start a dance company, how to make a press kit, as well as publicity, marketing and funding skills and much more!

WHO IS IT FOR:

- Recent college graduates considering becoming a part of the professional world of dance.
- Choreographers wanting to start your own dance company.
- Dancers interested in performing with professional companies.

WHEN:

WORKSHOP 1
Wed, May 28
through
Sun, June 1

WORKSHOP 2
(Pending)
Wed, June 11
through
Sun, June 15

WHERE:

Joyce SoHo
155 Mercer Street
New York, NY 10012

BookingDance offers a summer workshop that will give recent college grads the headstart you need in the business of dance!

Because dancers and choreographers prefer to be in the studio rather than behind a desk, maneuvering the business side of the dance world does not come easily. But on a daily basis we must think about where to rehearse, how to pay dancers, how to get noticed, where to present, etc.

This four-day intensive led by Jodi Kaplan (booking agent/consultant) with guest sessions by professionals Kari Hansbarger (graphic designer), Fran Kirmser (development/publicity consultant), as well as panels of artists/artistic directors will tell you everything you need to know about transitioning from college into the real world of dance.

About the Workshop

The workshop is open to a total of twelve participants. Please note that once the scheduled May 28 – June 1, 2008 workshop fills, a second weekend will be offered June 11 – June 15, 2008. The policy is to fill the first workshop and open up a second workshop as needed.

WHEN

Wednesday, May 28th – Sunday, June 1st (Workshop 1)

SPILL OVER DATES

Wednesday, June 11th – Sunday, June 15th (Workshop 2)

WHERE

All BookingDance workshops will be taught at:
Joyce SoHo
155 Mercer Street
New York, NY 10012

Workshop Topics

The BookingDance 2008 College Graduate Workshop includes four full days of detailed instruction on a number of topics within the field of Business for Dance. Topics covered include:

Pitching
Publicity
Budgeting
Funding
Nonprofit vs. Profit
Starting a Dance Company
Dance Scenes: New York vs. The Rest of the World
The Transition: College Dance vs. Real World Dance
Conferences, Block Booking, and Tour Secrets
Marketing Tools, Press Kit, Website Design, and Video Promotion
Everything you need to know about the Business of Dance

Additional Activities

Details on locations of outside activities/performances/receptions will be provided at workshop. The workshop also includes:

- meet and greet cocktail reception
- welcome breakfast
- tickets to two NYC dance performances
- tour to Lois Greenfield's studio (renowned dance photographer)
- premiere NYC dance studios tour
- individual consultation with Jodi Kaplan / Fran Kirmser to address your personal goals

Workshop Structure

The daily schedule will be structured for an ideal learning experience with time for networking, meeting guest artists and behind-the-scenes tours.

Morning sessions: 10:00am-1:00pm
Lunch: 1:00-2:00pm
Afternoon sessions: 2:00-4:00pm
Additional activities: 4:00pm onwards per day

Evenings will be reserved for performances or behind-the-scenes tours.

Price

\$995 excluding accommodations / \$1,495 including accommodations

\$250 non-refundable **deposit due with application by May 1st**

Balance due by May 15th

Please note that the workshop price does not include transportation or food (besides the provided welcome breakfast and cocktail reception).

CANCELLATION AND REFUND POLICIES

No refunds will be offered for cancellations, if you do not show up, or if you leave early.

Accommodations

There are two hotel options in great locations close to the workshop!
Accommodations will be provided for four nights, checking in on Wednesday May 28 and checking out on Sunday, June 1.

www.larchmonthotel.com

www.thepodhotel.com

Please note that if you would like to arrange your own accommodations, we recommend you visit www.nycvisit.com.



Workshop Schedule Overview

Workshop Director/Booking Agent Jodi Kaplan will teach booking topics in the morning sessions, followed by expert guest professionals in the afternoon sessions. Visit www.bookingdance.com for workshop descriptions.

WEDNESDAY:

Open		Arrive at hotel
6pm	Event:	Meet and Greet cocktail reception, near hotel

THURSDAY:

10-11:30am	Event:	Welcome Breakfast at Joyce SoHo/Introductions
11:30am-1pm	Workshop:	The Choreography of Business Ready To Book
1-2pm	Lunch	
2-4pm	Workshop:	Starting a Dance Company Panel of Artists <i>Artistic Directors include a range of companies, some founded right after college/some later</i>
8pm	Event:	Dance Performance

FRIDAY:

10am-1pm	Workshop:	The Booking Cycle
1-2pm	Lunch	
2-4pm	Workshop:	Marketing Tools: Press Kit/Website Design <i>w/ guest Kari Hansbarger (Graphic Designer)</i>
4-7pm	Event:	Tour to Lois Greenfield Photography Studio and Premiere Dance Studios
Free Night		

SATURDAY:

10am-1pm	Workshop:	The Perfect Pitch Take the \$\$\$ and Tour (Budgeting) Video Promotion
1-2pm	Lunch	
2-4pm	Workshop:	Get Noticed! Get Funded! Profit vs. Nonprofit <i>w/ guest Fran Kirmser (Development/Publicity Consultant)</i>
8pm	Event:	Dance Performance

SUNDAY:

Before 11am		Check out of hotels
11-12pm	Workshop:	Dance Scenes: New York vs. the Rest of the World College Dance vs. Real World Dance
12-12:30pm	Wrap-up	
12:30-4:30pm		Individual Consultations scheduled in 20 min slots

Workshop - Bios

Jodi Kaplan / Workshop Director (www.bookingdance.com)

Since founding Jodi Kaplan & Associates over a decade ago, Ms. Kaplan has booked millions of dollars in contracted performance engagements and has relationships with hundreds of venues in the U.S. and internationally. Prior to establishing JK&A, Ms. Kaplan was the in-house booking agent for the Lar Lubovitch Dance Company and the Managing Director of the Denishawn Repertory Dancers. Jodi serves regularly on panels at The Joyce Theater and Joyce SoHo and continually consults with hundreds of artists in helping them reach their artistic and career goals.

Ms. Kaplan's teaching experience includes faculty positions at the Jamaica School of Dance (West Indies), the Assembly Rooms (Edinburgh, Scotland), Jubilee Hall in Covent Garden (London), the Film/Video Workshops (in Maine), and taught coursework at Columbia University and The New School for Social Research. She has taught booking intensives at Hunter College and with the Queens Council for the Arts; nationally in Atlanta and with the Arizona Commission for the Arts in Phoenix; and internationally in Delhi, India (2007) and upcoming in Kazakhstan (October 2008). She currently teaches the Ready To Book series at The Field in New York City, which she established five years ago.

Internationally, Ms. Kaplan works regularly in South America and Europe. She booked extensive tours to Brazil (with Margie Gillis, Zvi Gotheiner & Dancers) and was a delegate at the Australian Arts Market. Ms. Kaplan was a Wallenberg Scholar in Israel where she worked with a variety of dance companies, and toured as a guest artist throughout France, Scotland, England, Portugal, the Czech Republic/Slovakia, and the Caribbean.

As an artist, Ms. Kaplan is internationally renowned for producing and directing dance films. Her award-winning shorts have screened at over one hundred festivals, museums and venues worldwide including "Dance on Camera" at Lincoln Center, "New Directors/New Films" at the Museum of Modern Art and the World's Fair in Lisbon, Portugal. Her work has also been broadcast on PBS television and The Sundance Channel. She is currently collaborating with photographer Lois Greenfield on a feature film exploring ritual dance around the world.

Jodi Kaplan holds a B.A. degree with high honors in religion/philosophy from Smith College (Phi Beta Kappa) and a M.F.A. in Film from Columbia University. Ms. Kaplan has also been in residence at Yaddo and a Fulbright Scholar in dance in Jamaica.

Workshop - Bios

Fran Kirmser (www.frankirmser.com)

Fran has worked for over twelve years, producing, promoting and fundraising for dance and theater. Collectively she has raised millions of dollars in institutional funding and corporate sponsorships for hundreds of companies. She has held positions in Development, Public Relations, Management, or Booking and Representation with the following organizations: Lincoln Center Avery Fisher Hall, Doug Varone and Dancers, and Pentacle. She is a founder of manhattan theatre source where she served as Producing Artistic Director and in 2007 produced August Wilson's *Radio Golf* on Broadway nominated for four Tony Awards. She is a graduate of Skidmore College with continuing education at NYU Tisch School of Dance and Columbia University.

Kari Hansbarger (www.bartokweb.com)

As Partner and Design Director for Bartok in New York City, Kari brings elegant and effective design solutions to all aspects of brand strategy, information architecture, interactive and print design, and corporate identity programs. Kari works with artists and clients within the artistic fields that include The Wexner Center for the Arts, Ohio Arts Council, Jodi Kaplan, Tere O'Connor, Darrah Carr Dance and Sally Gall. Corporate clients include Trish McEvoy, Estee Lauder, SkinMDny and Liz Claiborne. Kari received her BFA, in Visual Communications from the Columbus College of Art and Design. Kari is an Addy Winner and has been an active member of various organizations including the CEW, CSCA, AIGA, has lectured at The Ohio State University and been featured on Communication Arts Design Interact website.

Lois Greenfield (www.loisgreenfield.com)

Lois began her career in dance photography working for the *Village Voice* from 1973 to 1993. Dissatisfied with merely recording choreography on the stage, she brought the dancers into her photography studio, where she could control the lighting and collaborate with the dancers in an improvisational way. Lois' work has appeared in many publications including *The New York Times*, *The Villiage Voice*, *Sports Illustrated*, *Life*, *Vogue*, *Vanity Fair*, *Elle*, *American Photographer*, *Zoom*, *Rolling Stone*, *Time*, *Newsweek*, *GQ*, *Dance Magazine* and *Dance Australia*. She has photographed virtually all the major dance companies, from Martha Graham, Alvin Ailey, Paul Taylor and Merce Cunningham to the younger generation-Bill T. Jones/Arnie Zane, David Parsons, Twyla Tharp and Pilobolus.