

## Learn Social Dancing – A Marketing Tool

### Paul & Ann Clements

With the decline in new dancers from traditional sources, round dancing is increasingly dependent on recruitment outside our activity, such as from social and ballroom dancing.

Learn Social Dancing is a program using the Roundalab syllabus to teach basic social dancing and to attract new dancers into round dancing. Building success early is important, so we developed a set of ten videos to complement formal class instruction. On completion of the program, the students will have a basic proficiency in a number of rhythms and should be able to dance these in a typical social dance setting. They should also be ready to be invited to join a round dance club or a more formal round dance program.

The video set includes Waltz, Foxtrot, and Tango in the standard rhythms, and Rumba, Cha Cha, American Jive and Nightclub or Slow 2 Step in the latin rhythms. The program includes a set of figures and short routines in each rhythm along with instruction on basic floor craft and technique, including leading and following. The teacher should use cueing to aid learning and practice however for the social dance students, the routines are intended to be memorized. Over the course of the program, the student will become accustomed to hearing and responding to cues if cueing is used for practice.

The video set includes a short dance in each rhythm based on the routines taught in the program. A cued video and audio track of each dance is provided. The teacher can teach and cue these dances as a bridge into their round dance club. At this stage, the class should be invited to a formal round dance where the dances they have learned will be cued. This experience, when coupled with the traditional warm welcome clubs give to new dancers may attract new members to your club.

There are approximately 3 hours of instruction in the video set. The videos are available for download only. They are playable on smartphone, tablet or computer. The cost is \$5 per authorized student for the entire set. The music is licensed for use for both teaching and public performance. For further information contact Paul & Ann Clements at [learnsocialdance@gmail.com](mailto:learnsocialdance@gmail.com).