

TOLL-FREE INFOLINE REPORT

Report to the Sun. April 25, 2021 B.C. Federation AGM
via Zoom videoconferencing
- Presented by Brian Elmer, INFOLINE Receptionist

Background

The B.C. Square and Round Dance Federation's Toll-free INFOLINE was established many years ago as an overall source of dance information via telephone for the dance community and the general public. It provides for personal contact in an otherwise computer-centered information world.

Furthermore, it serves as the telephone number for the B.C. Federation in matters relating to the organization. Basically, it's our phone number.

The number 1-800-335-9433 "re-directs" to the home of volunteer receptionists Brian Elmer and his wife, Rosalyn Garnett, in West Kelowna. Contracted with Telus, charges incurred to the number are billed to the treasurer of the Federation. The number currently connects only within B.C.

Inquiries also come via e-mail and they are documented in these reports when available. Some of those are prompted by persons viewing the promotional "landing page" when they click on paid advertising (www.squaredancefun.info) or free publicity (such as on Twitter) done by SQUAREUPB.C.

Additional inquiries sometimes come to us through the B.C. Federation's Facebook page (<https://www.facebook.com/BCSquareAndRoundDanceFederation>) and those are also documented when available.

Note that the Canadian Square and Round Dance Society no longer operates its toll-free information line service (formerly 1-866-206-6696). At this point, the Society can only be contacted for information by e-mail at: info@squaredance.ca. The Society's secretary is Lorraine Kozera of Oak Bank, Manitoba.

As calls come in to the INFOLINE, an effort is made to document each, noting the name & city of the caller, the nature of the inquiry and the action taken to satisfy the caller. For cost efficiency, most responses are sent by e-mail when queries cannot be answered immediately over the phone.

Note that the previous INFOLINE call-tracking reports can be furnished by e-mail request to brian@squaredance.bc.ca

INFOLINE Call-tracking –2020 to present

The curtailment of dance activity during the pandemic has resulted in only a handful of INFOLINE inquiries relative to what might be identified as "internal" matters in the dance community.

Calls have been received requesting such elements as forms and e-mail addresses.

Likewise, e-mail and Facebook inquiries for dance information have been virtually non-existent.

INFOLINE'S ROLE IN POST-PANDEMIC PROMOTION

Our B.C. Federation member clubs and associations are encouraged to furnish the Toll-free Dance INFOLINE contact number (1-800-335-9433) in their upcoming post-pandemic lesson promotions.

While local contact information in your publicity, promotion and paid advertising is important, it's not always practical in situations where that promotion is broad, such as reaching into several cities or a large region of the province. The one INFOLINE number can better serve the purpose.

Provided that clubs pass along dance lesson details to the INFOLINE receptionists (brian@squaredance.bc.ca), it can serve as a central information source when it's not feasible to list many different contacts.

It's anticipated that post-pandemic interest in our ideal social recreation by the socially-starved public will be substantial. The Toll-free Dance INFOLINE can serve as a "first contact" for those seeking to socially reconnect on the dance floor.

- end -