



Workshop Planning Checklist

This checklist is extremely abbreviated to only task reminders. Stay tuned for more resources that detail HOW to do each of these steps!

4-12 months in advance:

- ☐ Study other workshops
- ☐ Check annual workshop schedules of other local studios/promoters
- ☐ Strategize combining efforts with other organizations
- ☐ Ask for advice from people with experience
- ☐ Check for date conflicts & make a shortlist of dates
- ☐ Research venues before you announce the event.
- ☐ Consider floor texture, ventilation, seating, sound system, private lessons, nearby parking, hotels, restaurants
- ☐ Shop for potential teachers at events
- ☐ Do your research on them - reviews, credentials, attitude
- ☐ Shop for DJs at events
- ☐ Create budget, set break-even point and target profit margin.
- ☐ Book venue assuming a vague, tentative schedule
- ☐ Research sound equipment
- ☐ Prepare staff contracts & send out
- ☐ Receive contracts & bios/photos
- ☐ Ask teacher what format they prefer/recommend
- ☐ Decide on levels and specialty classes to offer, if any
- ☐ Announce event "save the date"
- ☐ Create website and/or Facebook event page
- ☐ Create modern & attractive flyers & personally bring them to local dances/clubs
- ☐ Decide on tiered pricing & any discounts/incentives
- ☐ Personally invite VIP's and local teachers
- ☐ Set up online payment system



- ☐ Create a spreadsheet to track registrations
- ☐ Book teachers' flights if necessary
- ☐ Edify the teachers on social media and in announcements

1 month in advance:

- ☐ Coordinate & promote private lessons according to teacher's preferences
- ☐ Plan social time with the teachers according to the teacher's preference
- ☐ Arrange for teacher accommodation, transportation, and food.
- ☐ Prepare wristbands, waivers, and recruit registration volunteer
- ☐ Arrange for a dancer to take promo photos at the event
- ☐ Arrange for water, snacks, & mints
- ☐ Prepare sound system, including a microphone for each teacher & extra batteries & cords
- ☐ Visualize the weekend from start to finish from the perspective of each type of person.
- ☐ Email students relevant articles, such as our "How to get the most out of your workshop weekend".
- ☐ Prepare printed handouts & signage for the weekend
- ☐ Prepare feedback survey
- ☐ Prepare volunteer thank you gifts

Workshop Day:

- ☐ Check venue for safety & risk management
- ☐ Post up copies of schedule
- ☐ Brief your registration volunteer and provide them with list, waivers, pens, cash box with a float, and wristbands with scissors to cut them.
- ☐ Setup/Takedown: A/C, chairs, tables, DJ equipment, lights, schedule posters, hanging decorations, bar supplies, water and cups, coffee, flyer table, registration table, outside



direction signs, fans, morning and pre-dance floor sweeping/mopping (very important if you are not in an actual dance studio). Make sure the appropriate people have the building keys.

- ☐ Introduce teachers
- ☐ Attend the workshops & record the recaps
- ☐ Pay the teachers before they leave the venue

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