



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

Want to **transform your community** with a killer workshop in your city?
Learn more about our [Swing Literacy Intensive](#)

