



Your Recital, Your Brand: Planning & Organizing One Of Your Most Powerful Marketing Tools

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Studio Owners can underestimate the power the recital has on your brand. At the end of each year, this is your culminating event that will ultimately affect registrations for upcoming seasons. The planning process should be taken incredibly seriously. Pre-planning, organization, preparedness, and professionalism are essential elements in creating a strong, cohesive positive performance experience for students, parents, and instructors. If people love your recital, then they will love your brand! In fact, if the recital is an enjoyable experience, your clientele will eagerly anticipate the arrival of the event each year.

This segment lists out the many factors that contribute to a well-rounded production. Allow yourself plenty of time to think through options and produce the event. A great recital is not something that can be organized overnight. If you take your time and incorporate your passion, then the event will become a great, nostalgic memory and a memorable part of your studio's legacy.

For more helpful information, visit the TutuTix blog at www.tututix.com/blog

This guide was provided by TutuTix, the easiest way to sell and distribute tickets to your annual recital. For more information, please visit www.tututix.com

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Step #1: Choosing Your Recital Theme

People enjoy seeing something a little more extraordinary than a revue type show. If you can collate your dances into a recital theme or concept, then the production automatically has an appearance of greater grandeur. This does not have to be a strict theme: there are plenty of creative ways to include dances that are loosely related.

In looking at recital themes, there are two obvious avenues to pursue:

1. A Story-Based Recital: A recital production based loosely on a well-known story, fairytale, etc.
2. A Topic-Based Recital: A recital production based around a general topic (Broadway, decades, etc.).

When creating your recital theme, make sure:

- There are enough music and costume options to fit the needs of your show
- There are diverse music options to accommodate different class levels, ages, and dance styles
- The content is appropriate for all audiences (you will score bonus points if the theme is nostalgic for audience members)

“Dancing in the Garden” is a mini-themed recital that one of The Dance Exec’s Studio’s satellite programs has presented. The satellite program is a smaller performance that is held in the country club’s ballroom. There are usually 8-9 classes that perform and all of the participating students are ages 10 & under. The theme is relevant to the clientele, perfect for the season of performance, and appealing and age-appropriate for the performers and the audience members.

The theme included the following acts:

- Frogs (4-year old ballet class)
- Teddy Bears (2-3 year old ballet class)
- Bumblebees (4-5 year old ballet class)
- Rain Showers (7-8 year old jazz/tap class)
- Orchids (7 year old ballet class)
- Flowers (5-6 year old tap class)
- Garden Tea Party (5-6 year old ballet class)

This mini-theme will be developed upon throughout each segment of planning the recital to suggest a general overview of how to cohesively plan your event.

Step #2 Finding Music for Your Show

Once you have determined a theme for your recital, making the show's musical selections is the next phase of planning the event. Finding music can be difficult; however, if you have time, creativity, and patience, you will undoubtedly put together the perfect mix of songs to support your theme.

In searching for recital music, try to think outside of the box. There are often multiple versions of songs (acoustic versions, covers, and remixes) and creative options for routines that may not have an obvious song choice (for example, a purple tutu could become an orchid flower variation). iTunes and Amazon are great ways to preview song selections with the convenient option of purchasing single tracks.

As a studio owner, keeping your ears open at all times is imperative in building a solid, well-rounded music repertoire. Try not to limit yourself to only a few genres of music, rather, branch out and be expansive in your selections. If you have an app compatible phone, the "Shazam" app is great for identifying a music title if you are out and about and hear something you enjoy. Pandora radio or Spotify are also great options for listening to a variety of related, themed song selections. Use the options and resources available to you to make your recital music amazing.

For the "Dancing in the Garden" mini-recital, the following musical selections were chosen:

- Frogs (4-year old ballet class)
 - Rainbow Connection by The Muppets
 - From *The Muppets (Original Soundtrack)*
- Teddy Bears (2-3 year old ballet class)
 - Teddy Bears' Picnic by Teddy Bear Tunes
 - From *Teddy Bear Tunes (Volume 1)*
- Bumblebees (4-5 year old ballet class)
 - Flight of the Bumblebee by Mike Barone Big Band
 - From *Flight of the Bumblebee*
- Rain Showers (7-8 year old jazz/tap class)
 - Come Clean by Hilary Duff
 - Singing in the Rain/Umbrella Mash-Up by Glee Cast (feat. Gwyneth Paltrow)
 - From Glee Season Two Album
- Orchids (7 year old ballet class)
 - Sleeping Beauty, Opus 66: Introduction (Allegro Vivo—Adantino) by John Lanchbery & Philharmonic Orchestra
 - From *100 Best Ballet*
- Flowers (5-6 year old tap class)
 - April Showers by Carol Burnett
 - From *Let Me Entertain You-Carol Burnett*
- Garden Tea Party (5-6 year old ballet class)
 - Ballet by The London Theatre Orchestra & Cast
 - From *The Wizard of Oz*

For this mini-recital example, the music is diverse, age appropriate, and thematic. Try to stay away from overused musical selections and songs that could be interpreted as inappropriate. Remember, your audience is comprised of parents, grandparents, and family members of the children that you teach, and it should appeal to the entire demographic.

Step #3 Selecting Costumes For Your Show

Selecting recital costumes is a large undertaking that is not an overnight endeavor. You have to guarantee that every student has an appropriate, endearing costume that will flatter all figure types, while ensuring that all of the pieces arrive at your studio in plenty of time for the show.

You also have to balance the cost of costumes within your allocated budget. How much are your costume fees? What is your target price point for costumes and what are your profit goals? Are the costumes that you are selecting quality-made apparel? The recital costume is a huge memento of the dancer's year, so it is imperative that you know the quality of what you are purchasing in advance. Many parents view the recital costume as a souvenir of their recital experience, so in choosing your attire, opting for a cuter costume instead of an edgier option may better benefit your business.

When planning your costume selection, it is highly advisable to view the merchandise in person. Costumes can be viewed via arrangements with independent costume retailers or through costume shows (e.g. the United Dance Merchants of America annual shows). It cannot be reiterated enough that it is absolutely worth the time and investment of attending the shows to avoid potential conflicts at a later time. Seeing and knowing your products allows you to speak knowledgably to parents and gives you assurance in the product you are buying.

The Dance Exec recommends exploring all costume catalogs and finding an option that works best for you and your needs. Most costume catalogs offer large purchase incentives (volume discounts, personal customer service representatives, free shipping, etc.), so it is in the best interest of your business to purchase as many costumes from one retailer as possible. Purchasing from multiple costume catalogs is not smart business!

While you are exploring costume catalogs and making your selections, you should also determine a system of measuring students. Measurements should be taken in October and November and documented in an easy-to-use format. The Dance Exec recommends having a designated person take responsibility for acquiring all class measurements. This alleviates the risk of errors and marginal differentiations in measurements. You will have greater consistency if one person is responsible for the job.

Once the students' measurements are completed and the costume selections/company are chosen, you will want to convert the size of every costume and begin preparing your order. Remember, each costume catalog has a unique measurement to size conversion chart.

When you are ready to place the order, keep in mind that it is a tedious process that should be checked multiple times for errors. In ordering costumes, mistakes are easy to make but difficult to fix, so take the time to carefully prepare your order.

During the process of preparing your order, you also want to work diligently to collect fees from your clientele for their recital costumes. At The Dance Exec's Studio, the costume fees are collected in early October and our first costume order is placed in mid-December or early January. The studio does not offer costume payment plans unless a client specifically requests a payment plan option. Costumes are never ordered unless they are paid in full!

Once you have the order organized and the payments received, you are ready to place your order with the costume company. Be vigilant about costume companies' ship weeks and make sure that you are ordering in plenty of time for your costumes to arrive for distribution, alterations, etc. Allow yourself extra time for adjustments and **do not** order at the very last minute.

After ordering costumes, you will want to create a display board that showcases your selection of costumes with the class and routine name next to each choice. Parents and students will eagerly await the arrival of the display board each recital season. Remember, whatever costumes you choose will directly represent your business and brand, so choose smartly! If you make the right choices, it will be a great marketing tool that will benefit your business for years to come.

At The Dance Exec's studio, after each year's recital photo shoot, the studio compiles a large display that showcases class group photos (in turn, showcasing the recital costume selections). The photos are displayed in the studio's lobby. This offers a bit of nostalgia for past participants and offers excitement for new clientele. Do not hesitate to use your recital as a powerful marketing tool.

If the costume ordering and selection process is daunting for you, you may wish to explore The Costume Manager. This product alleviates some of the stress involved with costume selection and ordering, payment, and distribution. You can find more information about the product here: www.costumemanager.com.

Step #4: Having A Recital Logo

Your recital logo will represent your show brand. It is important that you are creative and direct an "out of the box", memorable logo look in collaboration with a graphic designer. Your recital logo should not look homemade; it should appear professionally created. Take the time to guarantee your logo is stunning.

Step 5: Planning Recital Extras

Recital souvenirs can be sold to further enhance the recital experience and increase your event's profit margin. Recital extras strengthen your brand and offer a tangible souvenir to commemorate a memorable experience for students and families.

- Recital Logo T-Shirts
- Recital Pictures (posed)
- Recital Pictures (action)
- Recital DVDs
- Recital Bears
- Flowers
- Plaques/Trophies

Posed recital pictures are taken prior to the actual recital event. Many photography companies specialize in dance recital portraiture. Typically, these companies will set-up at your studio, and your clients will directly pay the photography company. As an incentive to use particular photography companies, a profit percentage may be given back to the studio if a certain number of students participate in the portrait day. Make sure that you have a detailed contract with the company that lists stipulations, incentives, expectations, and relevant date information. Know your agreement upfront and make sure you are using a reliable company that produces a quality product. Ultimately, the recital pictures are a representation of your brand, and a poor product or experience will reflect poorly on your business. Use caution in selecting your vendors.

The Dance Exec's Studio offers action photos for our clients to enjoy, but we do not sell this product. The first year we offered action recital photography, a portal was set up to sell pictures; however, very few photos were actually purchased. (Your studio may be able to create a revenue stream with action shots. We have chosen to focus on the marketing benefits for these photos.) Because this was a great way to capture the recital and showcase our event, the action recital photography is now placed on Facebook and the studio's website. A professional photographer takes the shots, so it is a wonderful way to archive your studio's performance history.

Via Facebook, clients share the action shot recital pictures to their friends and families (increasing studio visibility to our client's personal networks). Every student is featured in the pictures, and it motivates the community to talk about the studio and the recital event. This is a great marketing tool to excite people about your program and inform new people that may not be as familiar with your programming.

Via the website, people are able to have a visual reference of the annual recital. This is important because many people are unfamiliar with the recital concept. Plus, it serves as a great marketing tool for prospective clients that visit your site.

At The Dance Exec's Studio, orders are taken in advance for recital logo t-shirts. A few extra items/sizes are ordered for on-site sales. The cost of shirt production varies depending on the apparel brand and the printed design, but an average profit estimate is \$10 per shirt.

DVDs of the recital event are taken as a pre-order. Pricing is set based on your contract with videographer. This will vary greatly based on the quality of the videographer's product and the area

in which your studio is located (rural versus urban). Product quality is exceptionally important. Like recital pictures, a poor quality DVD representation of your event can tarnish the memory or negatively influence other's opinions of your event. A high quality DVD can be used as a marketing tool to showcase your recital and will serve as a souvenir that clients are proud to share with their families, friends, and other networks. High-quality DVDs are essential in an archival sense to your long-term legacy as a studio. Make sure that you hire a company with proven credentials and reputability.

Other souvenir items do not necessarily require pre-orders. Pre-orders may encourage clients to purchase items through another vendor. For example, flower bouquets could easily be purchased in advance at other locations (such as the grocery store), possibly for less money. Visually, it is important for people to see the spread of items they can purchase for their dancer at the auditorium on recital day. This way, they will feel compelled to reward their dancer for their achievement in the exciting moment of the performance.

Flowers are a great, traditional way to congratulate dancers. The Dance Exec's Studio usually offers individually wrapped roses in a variety of colors; however, the possibilities for flower bouquet options are endless. It is important to determine your flower selling price point(s). Ideally, the flowers should be marked up 100%. Check with varying florists to price compare. Once you have selected a florist, ensure your required inventory is on hand and that the delivery date is securable. Flower delivery should be booked one-two months in advance of your show date.

Recital bears (wearing custom t-shirts that feature the show logo) are sold at The Dance Exec's recital. Depending on the size of bear purchased, they cost between \$3-\$5 and are sold for \$9-\$11. The website www.msteddybear.us features several great wholesale bear options. This will be something you will want to order one-two months in advance to secure a timely arrival.

Plaques or trophies are another great way to commemorate a recital and congratulate a dancer. There is some controversy about children receiving a trophy for every event in their lives, but completing the dance year and participating in recital can be a true, recognizable accomplishment.

If you are opposed to trophies, a plaque specific to the event can be a great way to recognize that the child attended and participated in the recital. Trophies and plaques can be ordered online or through a local trophy shop. They are relatively inexpensive and can be marked up to create a nice profit margin.

With all of the non pre-ordered items, you will want to determine in advance approximately how many you will sell to avoid having leftovers at the end of your event. This will ensure the greatest achievable profits. After multiple years and recital events, you can approximate how many you will sell based on previous years and the number of participants. By selling these items, you are maximizing the importance of the recital experience and providing methods for students and clientele to commemorate and reflect upon the event.

Step #6: Creating Your Recital Program

Recital programs are a great keepsake and a great way to earn money for your business. You can sell ad space to parents wanting to wish their child(ren) good luck or to local businesses that want to advertise to the clients of your studio.

Your computer skill knowledge will determine how much of the program you will create in-house versus how much you may hire out. Microsoft Publisher allows you to easily compile a program and create ads. Families and businesses may also submit their own completed ads.

Before authoring your program ad sales information, think about the following factors for your recital program:

- Black and white versus color printing
- Cost of the ads
- Ad dimensions
- Dimensions of the program (full sheets folded in half and stapled, or full sheets bound like a magazine, or something else entirely)
- Type of paper used (costs can vary dramatically)
- Source for printing and binding programs
- Source for compiling the files
- Ad assistance

Preparing and printing programs is a long, arduous process, so it is important to plan in advance. At The Dance Exec's Studio, program-advertising sheets are distributed in February. Submissions are due by May 1st. This allows a month to collate and organize the recital program.

The Dance Exec's Studio offers an incentive for participating in selling ads. Your incentive structure will be dependent upon what works best for your studio, but it is a great way to motivate parents to sell ads to local businesses for you. This will generate more revenue and save you a lot of time.

Step #7 Making Your Recital Memorable

When structuring your studio's performance, brainstorm possibilities to increase the production values to make the production a higher quality experience. Audiences love theatrics, and anything you can do to magnify the basic recital will be noticed, appreciated, and discussed. Small details matter the most and there are options that can fit your theatrical goal(s) and budget.

Examples of memorable recital enhancements include:

- Balloon Drop
- Opening Video
- Thematic Projections
- Props/Scenery
- Fun, Memorable Routines (staff, dad routine, etc.)
- Confetti Cannon
- Special Guests
- Senior Farewells
- Backdrops

Your performance is the opportunity to convince people to further buy into your brand and culture. If people are sold on what you have to offer, they will become loyal clients, recommending you to their friends (making this a win-win situation for all involved). Incorporate a little bit of magic into your show, and you will see noticeable results!

Step #8 Keeping Participants Informed

When planning your show, it is important to consider that your participants and your audience may be unfamiliar with productions and the entire theatrical process. From the beginning, it is absolutely imperative that you be detailed and specific in your expectations, rules, and requirements for your studio's recital.

At The Dance Exec's Studio, the recital is not optional. All students are expected to participate in this year-end event. If a parent questions why recital is required, we simply reiterate that dance is a performing art and this is the performing component of the art. An analogy that speaks well to parents is to compare dance class to basketball practices and the dance recital to a basketball game. Would you want your child to miss playing in the "big game"?

At the beginning of each dance season, parents receive a welcome packet that lists out the recital date and rehearsal dates. Any conflicts or concerns with the scheduled dates must be presented by October 15th.

The next step is to prepare a recital detail sheet for every participant. The recital detail sheet goes home in January/February and includes the following details for each student (for each class) on a customized sheet:

- Student's Name:
- Student's Class:
- Class Routine Name:
- Class Costume Description:
- Class Show Time:
- Class Picture Time:
- In-Studio Rehearsal Time:
- Dress Rehearsal Time:

The recital detail sheet should include as many details as possible, including: location of each event, call times for each event, costume specifics (color of costume, tight information, hair piece information, hair style information, accessory information, and dance shoe information). This detail sheet basically conveys who, what, when, and where information that parents need to know. Encourage parents to transfer the information to their calendar and to store the document in a secure location.

When the recital detail sheet is sent home, a ticket request form is attached to the document. On the ticket request form, parents can: indicate the number of tickets they would like to request for each show, pre-order recital t-shirts, and pre-order recital DVDs. At The Dance Exec's studio, a \$25 recital fee is charged to assist in covering the cost of staff and facility (the fee includes two, complimentary tickets per family to the show of their choice). The form is due a month from the distribution date, so that we can begin processing the information. Tickets are sold until the studio begins dress rehearsals, or until the shows sell out, whichever comes first.

After the recital detail sheets and ticket request forms are sent home, the next step is offering a recital handbook to help studio parents understand the overall process of recital. The Recital Handbook is distributed via email and is posted on the studio's website.

At The Dance Exec's Studio, parents are required to read the Recital Handbook, and if they choose not to read it, then the burden of responsibility shifts to the parent versus the studio. As recital approaches, it is important to build up the hype of the event by consistently offering reminders, tips, and helpful hints for making the recital an event to remember.

Examples of recital tips to share include:

- Detailed Directions to the Recital Venue (including a map and parking information)
- Important Dates/Times Reminders
- How-To Guides for Styling Hair and Applying Make-Up
- Backstage Activity Suggestions for Younger Students
- Reminders Regarding Ticket Sales, DVD Sales, Photography Sales, etc.
- Sneak Peeks at Routines, Costumes, Special Merchandise, etc.

Day of Recital Organization:

When recital day arrives, parents should be pre-informed of the drop-off/pick-up instructions and protocol. The recital organization process will be explained in detail in the following section, but throughout the process, please remember that you must be thorough and clear in your expectations to the parents. And, remember, mentioning the expectations one time is not enough—you must be repetitious in explaining your expectations.

Step #9: Mapping Out Your Recital Organization

Onstage/ Stage Flow

For onstage purposes, it is important that students have some type of designating grid/outline for referencing their spacing. Some studios use numbers and some use a grid plot. We have found that different colored "x's" work best for our studio. During the recital rehearsal process, each studio room has the colored "x's" outlined on the floor in the same formatting system used on the stage. This way, students are familiar with their spacing expectations prior to arriving at the theatre.

Prior to the recital, each staff member completes a grid sheet for each class with the starting line-up and submits it to the studio. This allows each class to be easily lined up and placed onstage, even if the instructor for that class is unavailable for some reason.

For traffic purposes, having an organized stage flow plan is also important in alleviating backstage congestion. At our recital, all students enter stage left and exit stage right.

The Backstage/Holding Areas

The backstage organization of your event is critical to the success of your recital. In the midst of the chaos of the springtime, it is easy to overlook these factors which are required and needed to make the recital run in a fluid, professional manner.

The first question is determining how you will set-up the backstage holding areas for students? Will the students be contained in one area, or will they be split based on age, maturity, dance class, etc.? For The Dance Exec's studio, the students are divided—students on the Competition teams and/or over the age of six are held in the immediate backstage area. Our youngest students (ages 2-5) are held in an area a bit away from the stage, so they can play, make noise, etc. without disrupting the performance.

For students in the backstage area, signs are posted on each dressing room door that lists the division held within that dressing room as well as all of the students' names and chaperones for that room. For students in the younger area, students are sectioned off into quadrants by class day/time and individual paper sheets with their names are taped to the floor for the students to sit behind. Each class has "backstage moms" that help supervise, transport, and assist with costume changes, etc. to maintain a studio to adult ratio of 8:1. Parents are very pleased with this ratio and appreciate the detail and systemization that goes into planning the backstage operations.

Staffing the Backstage/Holding Area

In order to fully staff the backstage holding area, you have to rely on parent volunteers. The Dance Exec's Studio opens the parent volunteer positions to everyone in the studio, and this way, if a parent has concerns about his/her child being backstage for the recital, there is an easy solution for them to be with their child.

Around the beginning of March, the studio will post a backstage volunteer sign-up form. The form stays up for about two weeks, so that we can try to organize our volunteers early in the process. The form breaks down how many "backstage moms" are needed for each class based on our set ratio.

Once there is a clear idea of who is helping where for the recital performances, then the information packets can be made for the pre-recital volunteer orientation.

The orientation packet should include:

- Volunteer Orientation Packet
- Name Badge
- Class roster and Location Designation for Chaperone
- Show Order w/ Color-Coded, Detailed Itinerary for Each Volunteer (i.e. when a group needs to walk to the backstage area, when a costume change is needed, when the group should line-up for curtain call, etc.)
- Curtain Call Details

When volunteers view the full picture of the backstage operation, they will likely understand the significance of the event and will appreciate your time and investment in creating detail-oriented directions that eliminate the stress and surprise elements that can exist on recital day.

Utilizing Studio Staff

Similar to parent volunteers, staff must have designated tasks, placements, and assignments throughout the recital to ensure a smooth operation. Each staff member should be focused and committed to the performance's overall success. From pre-show drop-off to during the show placement to post-show pick-up, each staff should have a role that is important to the seamless infrastructure of the performances.

Make sure you offer detailed communication and expectations for your staff members. The Dance Exec's Studio provides each staff member with a color-coded recital script that corresponds to the recital program. Each member knows exactly what he/she should be doing during each portion of the recital.

Having a Stage Manager

The Dance Exec's Studio has found it helpful to hire a personal stage manager to serve as a liaison between the dance studio and the theatre. The Stage Manager sets the technical requirements, calls cue, keeps company members and volunteers organized, and maintains the ambience of a professional show.

Step #10 Organizing The Curtain Call

The curtain call is the final moment of the show where all of the students re-appear for a final time. This is the culmination of your year, as a studio, and the results should appear effortless, organized, and fun for students. Select fun, inspiring music (or a mix of music) that compliments your theme, and delegate times for each group to take their bows.

Each year, the Curtain Call is organized into group numbers (for example, a 2-3 year old class might be Group #1). Prior to curtain call, the hallway backstage is lined up with the group numbers to make the curtain call process easy to fluidly feed into the stage area. All students are asked to remain onstage after the curtain call. If the students were held in the younger students area, then their room chaperones take them back to their area. If the students were held in the backstage area, they return to their dressing rooms to wait for dismissal.

Organization

The most important factor in preparing for a successful, organized recital is timeliness and preparedness. Make sure you are allowing yourself enough time to accomplish everything. If tasks have to be thrown together at the last minute, it will be appear that way. Be diligent and make sure you are organized and ready.

An easy way to keep your entire recital organized and on track is to develop a recital preparation timeline, which should look similar to this (next page):

Recital Preparation Timeline:

2-3 Years In Advance	Book Recital Venue
1 Year in Advance	Select Recital Theme
10-11 Months in Advance	Begin Considering Song/Costume/Routine Options
9 Months in Advance	Visit a Costume Preview Show/Select Costumes
9 Months in Advance	Costume Fees Due
9 Months in Advance	Finalize creative decisions (backdrops, props, finale, etc) and order or plan
9 Months in Advance	Collect Costume Measurements
8 Months in Advance	Design Recital Logo and Recital T-Shirts
8 Months in Advance	Order Recital Costumes
7 Months in Advance	Order Tickets (or arrange ticket sales)
6 Months in Advance	Contract Your Stage Manager
5 Months in Advance	Finalize and Distribute Recital Music to Instructors
5 Months in Advance	Ticket, DVD, T-shirt Order Forms Distributed
5 Months in Advance	Program Ad Information Distributed
4 Months in Advance	Ticket, DVD, T-Shirt Order Forms Due
4 Months in Advance	Backstage Volunteer Sign-Up
4 Months in Advance	Recital Handbook Emailed Out
3 Months in Advance	Meet with Florist and Trophy Company
3 Months in Advance	Recital Choreography Begins in Classes
2.5 Months in Advance	Order Items to be Sold at Event
2 Months in Advance	Program Ads
2 Months in Advance	Tape Floors in Studios to Match Stage
1.5 Months in Advance	Program Completed
1.5 Months in Advance	Curtain Call Information Sheet Completed
1 Month in Advance	Costumes Distributed
2 Weeks in Advance	Program Submitted to Printer
2 Weeks in Advance	All Backstage Scripts/ Door Labels/ Volunteer Information Completed
1.5 Weeks in Advance	Sample Programs Proofed
1 Week in Advance	Printed Programs Picked Up
2 Days Prior	Volunteer Orientation

(Picture Days, In-Studio Blocking Rehearsals, and Dress Rehearsals (in-studio or at the theatre) should be scheduled within the month of the performance, too.)

Every facet of your recital requires immense preparation and confirmation. Set your studio up for a successful event and watch your business flourish!

For more helpful information, visit the TutuTix blog at www.tututix.com/blog

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