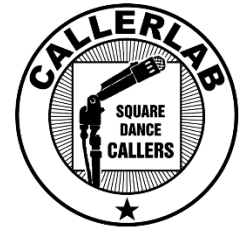


PRESS RELEASE

FOR IMMEDIATE RELEASE

(July 2024)



PRESS RELEASE

***** S T A R T *****

Marketing Committee Square Dance Club Marketing Survey

Jack Pladdys, Marketing Chair & Brian Freed, Marketing Vice Chair

Help Us Understand Successful Marketing Strategies

The CALLERLAB Marketing Committee is excited to announce the launch of a new survey aimed at understanding the marketing strategies used by square dance clubs that sponsor lesson classes. Our goal is to gather insights on the various methods employed to attract and retain new dancers, and to compile this information into a comprehensive and actionable report.

Share Your Success This is an excellent opportunity for your club to showcase the strategies that have worked well for you. By sharing your experiences, you contribute to the collective knowledge of our square dance community.

Learn From Others Gain insights from other clubs' marketing tactics and discover new ideas that you can implement in your own club.

Enhance Community Growth Your participation will help create a more vibrant and growing square dance community by identifying and promoting effective marketing practices.

Along with the raw data we gather, here is some of the knowledge we hope to gain....

Advertising Channels Which platforms (social media, local newspapers, community bulletin boards, etc.) have been most effective in reaching potential dancers?

Promotional Activities What types of promotional events (open houses, free introductory sessions, demonstrations at community events) have you conducted, and how successful were they?

Partnerships and Collaborations Have you partnered with local businesses, schools, or other organizations to promote your classes? If so, how did these partnerships contribute to your success?

How you can support this project.....

First, if you are currently or planning on teaching classes, please complete our online survey. If it is a club sponsored class, you may want to collaborate with the officers. Secondly, please share the survey with other clubs and Caller Associations in your area. We want as much data as possible, even if the club is not using a CALLERLAB member as their instructor.

The survey can be accessed through the following link:

<https://www.surveymonkey.com/r/CALLERLABMarketing2024>.

We would like to have the surveys completed by September 30th. Once we collect and analyze the survey responses, we will compile the findings into a detailed report. This report will be posted on

the Marketing Committee section of the CALLERLAB website, the Knowledgebase, and shared with all participating clubs.

Your participation is crucial to the success of this initiative. By working together, we can uncover the best marketing strategies to attract new dancers and strengthen our community. We look forward to your valuable input and thank you in advance for your cooperation.

*** * * * * E N D * * * * ***

We thank you for the coverage you have given us in the past and for your continued support in the future.