

HOW TO START A DANCE COMPANY

A MASTERCLASS INTENSIVE FOR DANCERS
WHO WANT TO CHOREOGRAPH, PERFORM, AND
BUILD COMMUNITY THROUGH THEIR ARTISTIC
WORK

A silhouette of a dancer in a black leotard performing a move on a grassy hill against a grey sky with birds.

ALEXANDRA JOYE WARREN

FOUNDING ARTISTIC DIRECTOR OF JOYEMOVEMENT,
MFA IN DANCE FROM UNC GREENSBORO,
BA IN DRAMA AND DANCE FROM SPELMAN COLLEGE

Hi!

First and foremost give yourself a high five for allowing your curiosity, your courage, and creativity to lead you to consider stepping out as a changemaker and a leader in the field of dance.

I never sought out to have a dance company. Although I studied dance in college, graduated with an MFA, performed with a company for 4 years, and did several pick-up dance and theater projects, I never thought starting my own company would be necessary. But after leaving New York, although I continued performing, there were limited opportunities to do the work that was meaningful to me. I loved performing and I craved to express my voice through choreography and create performance opportunities for myself and other dancers.

I saw a need and a unique window to present work that was meaningful and would connect with audiences in my new city and beyond.

So I jumped in feet first. My company JOYEMOVEMENT is in its fourth season and in these four years we've toured to Chicago, West Virginia, Virginia, and in every major city throughout North Carolina. We've performed at the American Dance Festival and in front of over 5,000 people at Thomas Jefferson's Monticello.

We've received grants, crowdfunding, collaborations and developed community programs. We've produced our own shows and been invited to many festivals.

Everything I've learned was by doing, and snippets of advice along the way and I really wish a course like this was available to me when I was just starting out. I'm still learning a lot every day!

There's a lot of awesome Professional Development opportunities at places like Creative Capital and The Field but the cost is often over several hundred dollars.

Don't take my word for it, go check it out for yourself!

I'd like to save you a lot of time and money by giving your dream of having your own company a jump start. Since this is the first time this class is being offered this way I'd like to give you an exclusive pioneer discount.

This class will never be priced this low again because I'm confident that you'll get so much value out of it. I'm so excited to share this material with you.

You'll be able to begin 2018 like a boss, literally!

Cheers,

Alexandra Joye Warren

Founding Artistic Director

JOYEMOVEMENT

How To Start A Dance Company

(especially outside of New York)

Masterclass Intensive

4-week course

Instructor: Alexandra Joye Warren

Email: joyemovement@gmail.com

Phone: (336) 365-6779

Virtual Office Hours: Sunday 6-8pm, set appointment via email

Class Available: Tuesdays

Prerequisite: BA or BFA in dance preferred but not required

Required Text and Readings: Recommended readings will available via email

Course Requirements: Computer and internet connection

Course Structure: This course will be delivered entirely online



Topics:

Week One:

Understand Your Magic

how to determine when's the right time to begin this ambitious endeavor and finding the language to explain what you do, identifying the difference between choreographer and artistic director, non-profit vs. fiscal sponsorship, registering your business, how to find the resources you need to get started.

Week Two:

Best Dancers Ever

how to find talented artists and work with awesome people who understand your vision and deliver the results you want, when to hire and when to fire, identifying your leadership style, finding confidence in your artistic voice.

Week Three:

Know Your Worth

how to find money to pay your folks and yourself, rock it at crowdfunding, grant writing, and fundraising, project budgets, and what NOT to do when you're touring.

Week Four:

Establish Your Brand

how to build your website, social media presence, aligning them with your mission and values and begin to determine the best venues for your work and other materials you'll need to present your work at festivals and self-produce shows.



The Commitment:

3-5 hours per week to complete online workshop material

The Cost: \$125

Registration Opens December 5th

Deadline: December 15th

Class Begins: Dec. 18, 2017