

July 19 - August 2, 2015

Audition and Marketing Workshop for Dancers

Company: Rachel Neville Photography
Venue: Rachel Neville Studio
Location: Queens, NY

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Rachel Neville Photography

Rachel Neville is a professional dance and movement photographer with over 15 years of experience. She is a true master of her craft. Rachel will be hosting two workshops in her photo studio on Auditioning and Marketing for Dancers. This will be a half day, interactive workshop, with personal attention provided to everyone who attends. Her extensive knowledge of dance and the human body (being a former dancer) coupled with her creativity and technique, gives her a unique perspective that makes every her dancer look amazing in their images. One of her personal missions in her work is to help the next generation understand that good marketing is vital not only to getting your foot in the door and getting your first contract, but also throughout your dance career.

Please bring your pen/tablet, phone with your social media content available, and pointe shoes (if applicable)! Cost: \$145 per person, limit of 10 people per session.

The workshop will be focused but not limited to the following areas:

Auditioning:

- Who you are as a dancer and person, what you personally have to offer (The 'being' of a dancer)
- Doing your research
- How to connect, interact and communicate with company managers and AD's
- What companies are looking for (aside from the physical)
- How to Be in an audition and company environment
- Resume's, Video's and Pictures: what they are looking for
- Treating the audition like a job interview from the dancer's point of view

Much of the information has been augmented here through interviews Rachel has done with several company managers and publicists, focusing on what their preferences are, what they are looking for, their pet peeves and more..

Marketing:

- Networking
- Freelancing best practices
- Gaining followers and looking at appropriate content
- Connecting with your audiences
- Websites, social media and communication best practices
- Augmenting your income
- Career paths and transitions

-Being 'Added Value' to your company

Image Making:

- Headshot do's and don'ts
- The difference between audition and marketing images
- Key elements of a good audition photo
- Translating poses and movements from 3D into 2D, why you need to work differently for a camera than you do in class
- Using your photoshoot to learn about your strengths, improve your weaknesses, and gain confidence in your dancing
- What movements almost never work
- Tips for making the best top 3 poses work (arabesques, a la seconds, jumps)
- How to select your photographer

To register for a workshop, please email us at info@rachelneville.com or call (718) 536-0369.

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Schedule
July 19, 2015: 10:00am
August 2, 2015: 10:00am

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