

Sydney Salsa Congress Professional Seminars

	Seminar Topic / Description	Presenter	Time
1	<p>On-line marketing for your dance business</p> <p>More and more, dance schools are relying on the internet to generate enquiries and more students for their businesses. This seminar will take you through how to effectively market your dance business on-line including:</p> <ul style="list-style-type: none"> • How to get more people to visit your website • Converting visitors on to your website into students / sales • Using the web to keep your students coming back to your studio • Using the web to generate alternative sources of income <p>Julie de Cuba is the founder of LatinLover.com.au one of Australia's leading website for the Latin industry and has evolved her website to become a very effective marketing tool. Angela Lau is one of the directors of the Sydney Salsa Congress and has been a marketing consultant and business coach.</p>	Julie de Cuba Angela Lau	Friday 11.15 – 12.15
2	<p>A History of Cuban Dance</p> <p>Add depth, understanding and passion to your teaching of Latin Dance by attending this informative and absolutely essential seminar on the history of Cuban Dance. Adrian Medina (a 3 year veteran with the popular stage show Havana Nights) will take you on a magical journey which will enhance your understanding of the roots and development of Latin Dance.</p> <p>Adrian Medina was born in Havana Cuba. His dance training began at the Narciso Medina Dance School where he developed and perfected his Modern and Contemporary dance technique and Afro-Cuban styles and received a Degree in both dance techniques. He furthered his training at the Tropicana Musical & Dance School, the most elite musical school and Dance Company in Cuba, where he trained intensively in classical ballet, jazz, and as a musical dance performer.</p>	Adrian Medina	Friday 1.45 – 2.45
3	<p>What makes a great Salsa DJ + The different styles of Salsa and how to choose the right music to please the dancers</p> <p>This highly informative seminar is not just for DJs but for dancers who would like to know more about Salsa music, for example, how can you tell whether a song is more suitable for "On 1", "On 2", Cuban or more circular styles.</p> <p>This seminar is also appropriate for event promoters as it will provide you with the knowledge on how to select DJs for your event, and also how to give their guidelines to keep the dancers happy.</p>	Henry Knowles	Friday 3pm – 4pm

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4	<p>How to develop and improve your Musicality (for performance and social dancing)</p> <p>Isn't it just amazing, when you watch a dancer "become one" with the music? When each movement they make is perfectly in tune with the song! Is this a talent which people are just born with, or can it be taught and developed? If you are interested in enhancing your choreography, or your social dancing by learning how to REALLY listen to the music and let it move you, then you won't want to miss this seminar.</p> <p>We have assembled an amazing panel of salsa dancers who are renowned for their musicality. Each of them will share their stories on how they developed their musicality (yes, they were all beginners once too!) and you will also have the opportunity to ask them questions.</p>	Magna Gopal Adolfo Carla Victor & Burju	Friday 4.15 – 5.15
5	<p>The Secrets to Amazing Choreography</p> <p>Choreographing a fantastic dance performance (whether it be for competition or for performance) is a real art – choosing and interpreting a song, coming up with original ideas are all challenging tasks for choreographers and team leaders.</p> <p>In this seminar, we have chosen for you a panel of 3 highly qualified couples who's choreography styles are very different. Ana & Joel from Masacote Dance have a style which is subtle and based very much on musicality and body movement. Benji Schwimmer & Kellese Key (the reigning champions in West Coast Swing) combine amazing and original technical turn patterns with great song choice and emotional interpretation. Giancarlo & Masha's choreographies are dramatic, explosive and punctuated by breath taking tricks.</p> <p>Each couple will give a broad overview of how they come up with their choreographies, and then you will be given the chance to ask them questions on the challenges you face as a choreographer.</p>	Ana & Joel Benji & Kellese Giancarlo & Masha	Saturday 10am – 11am
6	<p>Zouk Lambada: How to run a fun and fantastic warm up to your Zouk Lambada Class + The history of Lambada & Zouk Lambada</p> <p>Zouk/ Lambada is becoming increasingly popular in Australia and this seminar is jam-packed with both technical skills as well as essential theory for anyone who is teaching, or planning to teach Zouk Lambada.</p> <p>Our International Zouk Lambada guests, Pasty & Josta will take you through how they run their Zouk Lambada warm-ups giving you the skills to get your Zouk Lambada class off to a fun and fantastic start.</p> <p>The second part of the seminar will cover the history of Lambada & Zouk Lambada - its roots in Brazil and how it has spread and developed all over the world. Tarcisio Climaco (Rio Rhythmics, Brazil Central) and Marcia Pinheiro Percival who are both passionate Brazilians will share with you their knowledge of their country's national dance.</p> <p>You will also have the opportunity to ask your seminar facilitators about their techniques for teaching Zouk Lambada.</p>	Pasty (International) Tarcisio/ Marcia	Saturday 11.15 – 12.15

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7	<p>Forum: Why we need to develop a Universal Salsa Syllabus FOR & BY the Salsa Industry.</p> <p>Your opportunity to have your input into this ground breaking development which will change the Salsa Industry for the better. Juan Rando and Jaime will update you on the importance of why the Salsa industry needs to develop its own syllabus, and invite your feedback on how we should go about doing this. The aim of the forum is to have a plan for us to move forward so that we can present a universally agreed on syllabus at the 2011 Sydney Salsa Congress.</p>	<p>Forum Facilitators: Juan Rando and Jaime Jesus</p>	<p>Saturday 1.45 – 2.45</p>
8	<p>The Fundamental “Dos” and “Don’ts” for Stage Make Up</p> <p>For performers and competitors - Make up is equally as important as the costumes and how well it’s used. It can often be something that makes your performance stand out OR be a big distraction which takes away from your performance. If you’re a team leader, competitive salsa dancer, or a performer who wants to look your best on stage, then you need to attend this seminar.</p> <p>Our presenter, Tina Sparks is herself a professional performer who has created her own make up line specifically for dancers. Her new dance make up line Stand Out Cosmetics offers more than just great make up. Her personalized service involves travelling Australia to help Dance Schools STAND OUT by working with each school’s Director to develop their “own” unique studio’s look!</p> <p>Tina regularly writes “How To” make up articles for Australia’s leading dance magazines and websites such as Dance Train and Dance Life.</p>	<p>Tina Sparks Stand Out Cosmetics</p>	<p>Saturday 3pm – 4pm</p>
9	<p>Creating Effective Websites and E-Newsletters for your dance business</p> <p>This seminar is ideal for:</p> <ul style="list-style-type: none"> • Anyone who is thinking about setting up their own website / newsletter • Anyone who is frustrated by their current website / newsletter and is looking for alternatives • Anyone who isn’t sure whether their website / newsletter is actually working well for them <p>Mark Giglio is the founder of DanceBandit.com.au and has an extensive background and experience in building websites. Angela Lau manages the website and newsletter programs for the Sydney Salsa Congress and will share with you her knowledge of how to create low-cost websites and newsletters without going through a web-designer.</p>	<p>Mark Giglio Angela Lau</p>	<p>Saturday 4.15 – 5.15</p>