



ClassForKids.

BOOST YOUR DANCE SCHOOLS REVENUE WITH WORKSHOPS!



Looking for a New Challenge?

The school bell rings and term classes come to an end, leaving kids with a void to fill during the holidays. As a dance school owner, you might be wondering how to keep the energy alive and the enthusiasm high during those breaks. **Look no further – holiday workshops are the answer!**

In this guide, we'll explore the game-changing benefits of running workshops at your dance school, and why **it's a win-win for both you and your young participants.**



Make Extra Money & Diversify Your **Income Streams**

Let's talk about the financial perks – **running workshops is a fantastic opportunity to generate extra revenue for your dance school.** While term classes provide a steady income, workshops offer a chance to tap into a different market and diversify your income streams.

Families are often on the lookout for engaging activities during the holidays, and they're willing to invest in quality experiences for their children. By providing an exciting and enriching holiday camp experience, **you not only cater to the demand but also contribute to the financial health of your dance school.**

Do some research into your target market and discover what camps parents are currently asking for. There could be a gap that your new workshop could fill!

Boost Skills, Foster Teamwork, & Beat Boredom

Perhaps the biggest benefit to running camps is the incredible value it brings to the kids that participate. Holiday camps aren't just an extension of your regular classes; **it's an opportunity to boost children's skills in a fun and interactive way.** Through collaborative activities, group challenges, and team-building exercises, **children not only develop physical skills but also learn the importance of working together towards a common goal.** And let's face it – bored kids can be a handful for parents during the holidays. By offering a fun-filled and purposeful activity, you're not just keeping the kids engaged; you're giving parents a much-needed break and peace of mind!

Run Tailored, Themed Classes to Capture the Spirit of the Season

Holiday camps provide an exciting canvas for creativity, allowing you to tailor your classes to the time of year. Whether it's an Easter extravaganza, a Halloween spookfest, or a festive Christmas celebration, themed classes add an extra layer of fun and excitement to your workshop. **This not only keeps the activities fresh and dynamic but also makes your dance school a go-to destination for holiday-themed experiences.**

What are some fun workshop themes you could consider offering?

- Focus on the season: is it Spring, Summer, Autumn or Winter?
 - Focus on any upcoming holidays: is it nearly Easter? Halloween? Christmas?
 - An extension of dance: for example, dance and gymnastics often go together very well
 - Classic holiday camps: use classic camps games like water fights, film nights and ice breakers
 - Specialise in a skill: for example, your workshops could focus on nailing a certain dance style
 - Focus on a new age group: workshops can be a good opportunity to extend the ages you teach – maybe you can offer classes for toddlers?
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Increase Revenue by Enlisting a Good Booking and Management System!

We help hundreds of camp owners to smoothly run with our genius dance management software! **Let us focus on the day-to-day admin like easy bookings and secure payments so you can focus on building your dream business!**

Our system offers great features like:

- Secure and flexible payment options.
- Early drop-off and late pick-up options
- Full days and half day workshops.
- Automated bookings so you can take bookings anytime, anywhere.
- Waiting lists, allowing you to explore expansion opportunities without the risk.
- One-touch communication to parents.



See how ClassForKids can help you save time on admin and simplify your life as a dance school owner today!

Expand Your **Community**

Holiday workshops act as a gateway for introducing new families to your dance school. How? They serve as a fantastic trial period, allowing potential customers to experience the unique atmosphere, teaching style, and overall vibe of your studio. **When parents witness the positive impact your workshops have on their children, they're more likely to explore your term classes as well** – especially if you have a solid plan for retaining workshop customers as well! The bonds formed during holiday workshops often translate into long-term relationships, enriching your school's community spirit.

Increase Customer **Retention**

One of the unique advantages of workshops is that they keep your customers in one place. **Instead of seeking out other camps and workshops, you'll be able to keep your customers connected with your dance school throughout the school holidays.** This contributes significantly to customer retention, as parents appreciate the convenience of having a trusted and familiar place for their children's activities year-round. It creates a sense of loyalty, turning your school into a go-to destination for all their kids' dance passions, whether it's during term time or the holidays!



There You Have It!

So, what have we learned? **Running holiday workshops at your dance school isn't just about filling the holiday gap – it's a strategic move with lots of benefits.** From enhancing kids' skills and fostering teamwork to increasing customer retention, generating extra income, and expanding your community, holiday workshops care a win-win for everyone involved!



How ClassForKids Can Help You **Run Your Sports Club** with **Confidence?**

- ✓ Use the waiting list function to test your market in new locations.
- ✓ Be listed on the ClassForKids Discovery Website with 800,000+ parents visiting.
- ✓ Regulate the monthly payments with the Subscription function.
- ✓ Saving 10+ hours a week on managing bookings, registers, payments, and parents communication in ONE platform.

Ready to take your business to the next level?

[Get In Touch With Us](#)



“For us, the main reason that we use ClassForKids is that it is clearly designed with ease of use in mind. Whether you are a parent making a booking, a coach taking a register or an administrator creating a booking link; the platform is easy to use and clearly built with the children’s activity provider sector in mind. It sounds simple but trust us; we have seen a lot of platforms in our time which just don’t meet even the basic requirements” – **Charlie, uSports**