

Guide to Dance at Corporate Events

Since 1995 professional dance teacher Alastair Sadler has been getting everyone dancing at corporate events.

My role is to engage and entertain, getting everyone up dancing and having fun. I combine comedy, party games and fun crowd control into unique party formats (see below)

I draw out the hidden talents of the real stars of an event i.e. the guests. This often becomes the most memorable and photographed part of a function.

Client list:

Wellcome Trust,
British Airways,
BBC,
British Army,
Pride,
HM Revenue & Customs,
Ernst & Young.

Alastair's **TV credits** include Baby Father I & II, Casualty, Happiness, Auf Wiedersehn Pet and the BBC Ident.

As a **MC** and stand up he regularly takes shows to the Edinburgh Fringe. *"He's the bread that holds the bacon butty of the show together"* Broadway Baby

Party formats:

'**The Strictly Battle**' A dance competition fuelled by office politics and a free bar!

'**The Snow Ball**' An extension of working the room where the snowball gets bigger and bigger

'**The Guest Side Story**' The Shark 'n Jets battle it out on stage in musical chorus line choreography

Talk formats:

'**My life in dance**' comedy anecdotes from the dance floor

'**Two Left Feet**' Why are English men so rubbish at dancing A light hearted look a partner dancing from Dad's Disco to Mambalsa

'**Flow me**' The Psychology of learning dance or anything

Tips to Get Your Party Dancing

Getting everyone dancing is not as easy as it sounds' It takes leadership, skills and a lot of experience to make it work, but when everyone's dancing, your event will be seen as a success and you are the star that organised it. Here's ten tips to help. Please call me a chat through your event. I'll help if I can I will :-)

- 1 Understand why people dance: To enjoy, express and be seen within a group. It strengthens bonds, cuts across corporate structures. Dancers stay longer and drink less, which saves money and possibly a little embarrassment back at the office. They also provide the visual focus after the 'entertainers' have left. I think it's fair to say that a party where everyone danced is remembered as a good party.
- 2 Let's get cheesy: No not the macarena! Who's your big cheeses? Are they just 'showing their face'? Butter them up until they brie-ese onto the floor. It's a real gouda pleaser.
- 3 Work the room: Network every group of people before the dancing. Put dance on their radar and ask for their support.
- 4 Take control: All you've got to be is part MC, comedian and 'Strictly' pro. If you don't take control who will? Or, get a professional in and bask in the glory of your management.
- 5 Involve everyone: the 'can't dance won't dance' brigade hate to dance. Don't exclude them, they'd love to be your judges, commentators, prize givers and photographers.
- 6 Location: Often the 'party' is in one space and the dancing is in another, fracturing the crowd. Place the dancing in the center so it's the important hub of the event.
- 7 Prime the pumps: DJ's set the mood, live music and shows are sensational, but don't expect that crowd on the dance floor without a catalyst - you!
- 8 Celebrities: are expensive because they are known. Your co-workers are your own in-company stars. You've just got to get them performing.
- 9 Experience counts: When the plan hits the fan and excuses are flying who going to step in and turn it around?
- 10 Have fun: Dance entertainment is the most enjoyable, cost effective and memorable part of your event. Enjoy :-)

Cont: Alastair Sadler Mob: 07939012231 tel: 02088885507
Email: salsa@streetbeat.co.uk Web: www.streetbeat.co.uk