

Marketing Square Dancing SOCIABILITY

Square Dancing has three major things to offer people; Choreography, Moving to music / rhythm and sociability.

Since 9–11-01, mental health professionals research has shown that more and more people are wanting more interaction and to reach out and touch someone - SOCIABILITY. They are wanting an outlet from the stress of the outside world.

Sociability has been defined as the glue that holds a club together. People want camaraderie and to make new friends and be accepted. People will choose to attend where they are made to feel welcome and there is a social, cordial atmosphere.

In marketing our product a few of the social activities that are available from square dance clubs in no particular order of importance are:

- a) Square Dancing is a 'team effort'.
- b) Dance to all types of music.
- c) Done in a group atmosphere
- d) Food breaks – class and dances.
- e) After parties.
- f) Emphasis on people
- g) Emphasis on FUN.
- h) Non – dance activities
 - 1) Theater nights
 - 2) Ball Game excursions
 - 3) Mystery trips
 - 4) Restaurant nights out
 - 5) Adopt a highway
 - 6) House parties / card – game parties
- i) Make new friends
- j) Bonding
- k) Stop at a restaurant after class or dance – be sure everyone is invited.
- l) Positive attitude
- m) Theme nights
- n) An idea that you have added

How many of these social activities does your club subscribe to?

One assessment of the health of a club is it's sociability.

Between 2005 and 2015 seventy eight million (78,000,000) baby boomers will retire. After many years of working, many of these people will be looking for new social outlets. Square dancing has a lot to offer. How can we tap into this market?

