

## A day with...

**A day with...** is an initiative taken by Sport Aarhus Events in collaboration with WDSF aiming to show to people interested in dance how dancers prepare for the European Standard Championships. Because the event will not be showed live on television in most of the countries, we want to explore new ways of using Facebook in order to promote dance sport. The overall aim of the initiative is to attract more fans on the event's Facebook page ([facebook.com/standarddance2013](https://facebook.com/standarddance2013)) with the purpose of promoting the live-streaming website of WDSF and posting live photos, videos and the results during the competition.



**Help us make latin and standard dance more visible around the world!**

### What you have to do:

1. **Contact me at [anca.dudau@yahoo.com](mailto:anca.dudau@yahoo.com)** in order to establish the day (we plan to have 1-2 "A day with..." a week). You can **choose a day** with activities you want to share with fans (it can be a normal day when you train and teach, a day with very diverse activities, a day when you are travelling to a show etc.).
2. **Send the link to Facebook profiles/fan pages** (if you have any for fans) to [anca.dudau@yahoo.com](mailto:anca.dudau@yahoo.com). Your fans will probably be most interested in this initiative so it is important that you share the content on your page so they find out about the page. You can also just add me on Facebook and I will tag you every time.
3. In the morning, **make a video to present yourselves** and the activities doing the day, and to encourage the people to follow the Facebook page for more.
  - Example: *"Welcome to A day with... X and Y... We are excited to show you a day of our lives. We will participate at the European Standard Championships and compete at X section. We have started dancing when we were X year old. So far, we have won X, Y and Z competitions, and we're very excited to go to Aarhus, we're sure the atmosphere will be great. We're happy to see that there are so many people who share our passion for dance. It is great to have the opportunity to show you a bit of our daily life, what happens between competitions. Normally our daily life is....we train for...x hours etc. Today, we will do....from...to...and then we will...."*
  - *"You should stay tuned on the Facebook page for beautiful pictures and videos with dancers. As dancers, we are happy to share how the world of dancing is like backstage. It is not only about competitions. It also about..... Why should people promote it?"*
  - *"We are happy that the event will be live-streamed. This way, people from all over the world will be able to see the competition live. It will be....."*
  - You can also make it as an interview in order to address some of the questions fans might ask you (see examples of questions below).

NOTE: There are no limits to creativity. Take the examples only as sources of inspiration. Each dance couple is unique so you can choose to illustrate totally different topics in different ways.

4. **Take 5-20 photos of each other in various moments during that day** (or ask someone to do it). You can use your mobile phones, just try to set the resolution to be as high as possible, for example , at least 1024 × 768.

**Examples:**

- Morning: which dress to choose for today?
- Morning: Getting ready (worn out training shoes -> hard work)
- Healthy lifestyle: pictures of healthy breakfast, exercising at the gym etc.
- Morning - picture with trophies/pictures from competitions – “They motivate to go on, even when it is hard”, “Another day of hard training”.
- Trip to the training room – show the city where you live
- Picture/video while warming up before dancing (what is your ritual before starting to dance?)
- 2-3 videos from training (presenting the training room, how training takes place, short interviews with the dancers)
- End of the training (backstage photo – lockers)
- Video interviews with your trainers, with people you are teaching dance to etc.
- Picture from the job (are you teaching dances? Or other job?)
- Do you have any other hobbies besides dancing?
- Evening/dinner - Picture with the family/friends
- The end – sum up of the day/schedule

**NOTE: from the example with Martino & Michelle, the videos got much more likes and shares than the photos (i.e., videos 150 likes and 30 shares, photos 20-30 likes and 1-2 shares)**

NOTE: You can take photos/videos from different days if you think activities are more interesting, but please pay attention to the clothes. It has to be authentic and credible.

NOTE: You are welcome to share photos and videos about your private life up to the extent you feel comfortable with them being shared with your fans all over the world.

5. **Now & then** – send us one artistic picture from one of the last competitions vs one picture of each when you started dancing (i.e., when you were a child)
6. If possible, **create a word document with photo + hour + quotes/your comments**. If you send the pictures individually by email, add your comments in the email. It would make it much more authentic.
7. In the evening, **send all pictures and videos to [anca.dudau@yahoo.com](mailto:anca.dudau@yahoo.com)** (if the size is too big for email, make an archive and upload it to wetransfer.com or a similar website). Most probably, the photos will be scheduled to be posted the day after or a day during that week.
8. During the day, **tag yourself in the photos and videos** shared on the events page so they appear on your profile (or add me as friends and I can do it for all at once). The more content you share, the higher the visibility they will have.

NOTE: We try to improve the idea after each time, so if changes occur, we'll communicate them by email.

## For inspiration, how to answer some of these questions through pictures and videos?

- What does it mean that your life means dancing? (How do you show that almost everything has to do with dancing?)
- Which are the most common myths about dancers? (things people think about dancers that it is not true or aspects people don't think about)
- What makes you different than other dancers? (in terms of way of dancing, preparing etc.)
- How is being a dancer in your country different from other countries?
- How is music present in your life? (picture with music collection?)
- How many dresses do you own? How do you buy your clothes for the shows?
- Dancing is expensive. How do you finance your dancing?
- You travel a lot for competitions and shows. What does that mean? (pictures of souvenirs, future tickets)
- What would be your advice to young dancers?
- What is a healthy lifestyle for a dancer? (food, sleep, exercise?)
- What were/are the important people in your career? Which is/was your role model?
- What do you do when you feel unmotivated? what inspires you to keep on dancing?
- Participating to competitions and shows requires a lot of administrative work, do you have any business meetings that day?
- When have you started dancing? (picture of album photos from the beginning of the career/one of the first successes) How did you meet?
- How do you balance dancing with private life?
- Do you have other hobbies?
- Do you have a daily routine or every day is different?
- What is the hardest thing about dancing?
- What kind of emotions do you feel/give off when you dance?
- What are some of your goals for dance?
- How do you feel when you perform/when you are on the floor?
- What is your favorite part about Dancing?

**Example - A day with....Martino & Michele. Check our Facebook page regularly for more examples.**

Today is "A day with..." Martino Zanibellato and Michelle Abildtrup. Stay tuned!

**A day with...**  
**Michelle Abildrup  
& Martino Zanibellato**

*Do you want to have a sneak peek on how is the daily life of Professional dancers?  
Stay tuned on our Facebook page.*

**dance with Aarhus 2013**  
European Standard Championships

"A day with..." is an initiative taken by Sport Aarhus Events in collaboration with WDSF aiming to show how dancers prepare for the European Standard Championships on 26th April 2013. Every week, a couple of dancers will share with us photos and videos taken during their daily activities throughout a particular day.

SPORT EVENT DENMARK Like us on Facebook StandardDance2013

Thursday, 14 March 2013 at 07:30 GMT+1 ·

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### Standard Dance Euro2013

A day with Martino & Michelle: "A good day always starts with Italian espresso."



Thursday, 14 March 2013 at 08:10 GMT+1 ·

### Standard Dance Euro2013

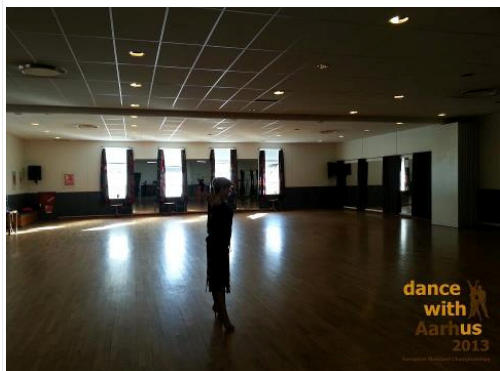
A day with Martino & Michelle: "Breakfast is really important to have energy for the day. Today, Martino is making Danish "boller", buns".



Thursday, 14 March 2013 at 08:30 GMT+1 ·

### Standard Dance Euro2013

A day with Martino & Michelle: "Warming up is essential before starting practice".



Thursday, 14 March 2013 at 10:00 GMT+1 ·

### Standard Dance Euro2013

A day with Martino & Michelle: Practicing, practicing, practicing.



 Thursday, 14 March 2013 at 10:00 GMT+1 ·

### Standard Dance Euro2013

A day with Martino & Michelle: Video testimonial and training for the show for the European Standard Championships, on 20th April 2013, in Aarhus, Denmark.



 Thursday, 14 March 2013 at 11:50 GMT+1 ·

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### Standard Dance Euro2013

A day with Martino & Michelle: Lunch meeting with Henrik Larsen, the sports director.



Thursday, 14 March 2013 at 12:30 GMT+1 ·

### Standard Dance Euro2013

A day with Martino & Michelle: "Still practicing. 1, 2, 3, 4, and 5, 6, 7, 8".



Thursday, 14 March 2013 at 14:40 GMT+1 ·

### Standard Dance Euro2013

A day with Martino & Michelle: Signing in for the next practice.



Thursday, 14 March 2013 at 16:50 GMT+1 ·

### Standard Dance Euro2013

A day with Martino & Michelle: Relaxing after practice.



Thursday, 14 March 2013 at 19:20 GMT+1 ·

### Standard Dance Euro2013

A day with Martino & Michelle: "Booking flights for our next trip".



Thursday, 14 March 2013 at 22:10 GMT+1 ·