

What are Competitions and Conventions?

What is it and what to expect?

COMPETITION:

The Competitive Companies will perform at several dance competitions throughout the year, once their choreographed routines are ready to dazzle. At a competition, various studio companies compete with similar age and experience levels. Each Company then performs in front of experts (a.k.a. “judges”) who will provide detailed feedback to the studio on how to improve the routine further. The judges will also rank the different dance performances to give a sense of how well each studio company is doing. Most importantly a competition offers a great opportunity to see some fantastic routines from other studios, be inspired, socialize, network, and meet other dancers.

The competitions themselves are businesses. Each competition is its own separate entity and has its own way of providing feedback, pictures, video, organizing, and scheduling routines. The competitions will book a venue to host their events—some are schools, convention centers, playhouses, or theaters. These businesses divide geographical locations into regions; sometimes by city or states. These are referred to as “Regional” Competitions. Your Company can perform at any number of Regional Competitions from any number of the different competition businesses. A competition will track how well different studio companies do at their respective Regional Competitions and may invite the highest-ranked the opportunity to then perform at the respective National Competitions. The competitions collect dance fees from all the Performance Company performers, and studios that wish to attend. The difference between the total of all the fees collected and the cost to host a competition is how competitions make a profit.

As with any industry, there are some dance competition businesses that are larger and more expensive than others, as they are more successful at attracting more studios and providing better quality of judges and competitors. In essence, some competitions have better reputations than others. MVP takes these factors into account when selecting which competitions to attend, as well as the dance competition location.

Once the competition begins, all you need to do is arrive on time (we will tell you when that is), bring your costume(s), shoes, makeup, and other pertinent dance accessories, and put on the performance of a lifetime! Depending on where the competition is held, there may be some travel involved. You will be responsible for booking your own hotel, travel, and associated expenses. MVP will advise you if group discounts are obtained on behalf of the studio.

CONVENTION:

Dance conventions are like pop-up training opportunities for a weekend at various venues and provide back-to-back master level dance instruction and choreography, as well as other classes. Often as well, conventions offer potential performance opportunities, dance industry discussions, and dance attire and merchandise sales. What do you do there? Dance more than you’ve ever danced before in a single weekend. The convention class weekend typically starts on Saturday mornings and ends on Sundays around 4/5pm. Classes will start anywhere from 7-9am in the morning and last until early afternoon, where then competition will go into the night. It is important to attend all convention classes, even if it isn’t your “usual style”. Conventions are an amazing opportunity to get training in all dance genres with some of the best choreographers and dancers in the industry. Take advantage of it!

Dance conventions like competitions are still a business. Accordingly, the conventions collect fees to attend, and the difference between those fees and the cost to host the convention is how it makes a profit. Again, like competitions, there are conventions of varying quality with some attracting various genres of master instructors and providing a various tone and overall experience. MVP finds a match by taking these factors all into consideration when selecting which conventions to attend and once again takes on the nitty gritty details getting everyone signed up. Some events are a competition and convention combined. In this case, your Company will perform in front of judges and an audience usually within the first day of the event.

If you have any questions or would like more information, please feel free to email us at info@mvpdanceelite.com or give us a call at 503-641-5678.