



internationale tanzmesse ⁿrw

WHAT TO KNOW WHEN ATTENDING TANZMESSE FOR THE 1ST TIME

Below is a short compilation of tips and suggestions that we collected in Spring 2015 from our seasoned Tanzmesse participants. Read them carefully, as they are the ones who have experienced Tanzmesse first-hand. Moreover, we strongly recommend that you get in touch with other organisations in your country that have already attended Tanzmesse. We would of course be happy to introduce you to them if you like: just ask us!

What is the most important thing to consider beforehand?

- Consider if this is the right place for you to be.
- Who is your “target group” and will you meet it there?
- Check up on past Tanzmesse events to see if it suits your artistic expression and objectives.
- Be really clear about what you should present, what are your aims – describe your artistic ideas.
- Leave time in your schedule for unexpected meetings.
- Consider what you want to gain from being at Tanzmesse. Are you there to get bookings, contacts, partnership support? You have to adjust your approach accordingly so as to maximise your time and impact at such an event. Participating in Tanzmesse is going to take time, money and energy so you have to ask yourself if it’s worth it for you in the long-term.

What tips could you give for planning, organising and financing?

- Make a 3-year plan for where your company is going.
- Before Tanzmesse, take a look at the contacts schedule, find out which promoters could be interested, get in contact with them, fix an appointment. Look to participate actively rather than passively at the booth.
- Prepare your promotional documents: These should not be too big or too many, but easy to handle.
- Draw up a budget for following up on contacts after Tanzmesse. Consider making one person solely responsible for this task.
- Plan to stay for the full event. There’s no point coming to do your show then leaving the next day.
- Make sure your website is up and running and works well on mobile phones and tablets.

As a Booth Coordinator

- Be prepared to spend a little extra on adding a human touch to your booth ... a little Scottish whiskey at a booth goes a long way.
- Organise your booth well and put in place an attractive visual design.
- If you share a booth: Make sure to help everybody, not just the company you represent – a helping hand to someone requesting something you do not normally offer might come back ten-fold.

For Booth Coordinators: What practical tips for setting up and designing your booth can you think of?

- Arriving at the event is a busy time. Everyone asks for help from the Tanzmesse crew – be prepared and bring your own equipment to be independent (do you need adapters?).
- You need to sit down sometimes – have chairs or a couch, a sitting area for meetings.
- Professional Visitors have to know immediately what they will find at the booth (title, slogan, documents).
- The more space the better, try not to have an overcrowded booth.
- Bring postcards and USB sticks instead of big thick brochures.
- Keep it simple.
- If you have a small budget, focus on small things that will allow people who visit your booth to relax and want to engage with you ... food is a great talking point, bring a local delicacy with you. Find something unique with a human touch that you can share with all business-focused visitors!
- Have a clear schedule, so you have time to walk the floor.

What is a good way to get in contact with others?

- Use the participants' list online and the online profiles to make appointments in advance. You can follow the progress of Exhibitors and Visitors registration on www.tanzmesse.com
- Do not write a mass e-mail to everyone! Do your research and write a personal message to the people you really want to meet.
- Do not interrupt other people's discussions or meetings.

What tips could you give to artists for taking part in the Festival Programme?

- As a Booth Coordinator: Organise a social event at your booth.
- Attend Tanzmesse with at least one other person. You can stay at the booth while your colleague has the chance to visit the other booths.
- Be generous and introduce people to each other if you see they do not know each other.
- You want to be included – do so yourself – include people when you see they are standing by themselves.
- Parties and evening events are not only fun but also a great place to get in contact with others.

Any other tips to help a first-time participant?

- Be prepared to answer questions about touring after the Festival Programme.
 - Don't expect to be filling in all available slots of your show's world tour after just a few days of meetings – great efforts should be taken in following up after Tanzmesse.
 - If you are the artistic director/choreographer of your company, you're going to be busy with the art and making sure the show is good and ready for the performance. You therefore need someone to be out there with the delegates, networking and doing the promotional work.
 - Take a bow ... make sure you come out on stage after your dancers have bowed and take one for yourself as the choreographer. This is not for reasons of vanity but rather to let bookers know whom they should be talking to.
-
- Make notes from meetings.
 - After Tanzmesse – follow up on the contacts you found interesting.
 - Start to build up a good system for a database/contact list.
 - Be generous – share and include – people will share and include with you too.
 - Do not forget to eat and drink!
 - The amount of work shouldn't be underestimated. The more we have prepared our stay with lists of meetings, with reports, the more we are fit for after Tanzmesse, for evaluating which contacts are worthy of getting on again.

- Try to stick with someone from your region who knows Tanzmesse.
- Hook up with an experienced friend and feed off their network – learn from it. And always be interested in what other people do, inspiration should be your main reason for being at Tanzmesse.

BUT MOST OF ALL ENJOY IT – THERE'S A FIRST TIME FOR EVERYONE – AND PEOPLE ARE FRIENDLY. WE ARE ALL HERE FOR THE SAME REASON.

A project by

nrw landesbuero

tanz.

Funded by

Ministerium für
Kultur und Wissenschaft
des Landes Nordrhein-Westfalen



KUNST
STIFTUNG
NRW



Landeshauptstadt
Düsseldorf

Stadtparkasse
Düsseldorf
Kunst- und Kulturstiftung

Sparkassen-Kulturstiftung
Rheinland