



*The 61st Annual Harvest Hoedown Proudly Presents
a Square Dance Seminar*

Friday, October 23rd • 9:00 a.m. to 3:00 p.m.

Marketing Magic • Tools & Tips from the CALLERLAB Marketing Manual

Program outline

One of CALLERLAB’s goals is to provide square dance callers, square dancers and square dance organizations the tools they need to recruit new dancers in their local markets. This includes:

- Education about marketing fundamentals.
- Accurate research about the state of our current activity.
- Defined marketing strategy elements and exercises for groups to determine target demographics, benefits sought by each target demographic, analysis of our product versus products we compete with, a list of our marketing challenges, and a position statement.
- A large list of marketing tactics with “How To” instructions for each.
- Collateral marketing material to support specific tactics.
- Recommendations.
- Case studies to demonstrate successes that are repeatable.
- Fundraising ideas.

Featured Presenter: Mike Hogan



Mike Hogan is from La Vista, NE, and is one of this year’s featured callers. Mike joined CALLERLAB in 1986 and has served as Vice Chairman or Chairman of the Marketing and RPM Committees for 21 years. Mike wrote a comprehensive square dance marketing plan for

CALLERLAB that was adopted by the ARTS in 2006 and ROUNDALAB in 2007. He also created Square Dance Omaha, a local organization to promote square dancing in the Omaha area. He has worked the past 27 years in marketing, sales and management, including managing a full-service advertising agency, and a digital marketing company. Most of Mike's career has been spent in radio. Today, Mike works as a Market President for iHeart Media, the world's largest media company. We are thrilled Mike will be sharing his expertise with our 2020 Harvest Hoedown attendees.

Registration (use this form or register online at <http://asdsc.org>)

Name: _____ Phone: _____

Address: _____

Email: _____

Square Dance Seminar Friday (\$20 ea includes lunch)\$20.00 x _____ (# registrants) = \$ _____

Payment Information: _____ Check (made out to Harvest Hoedown) _____ Cash _____ MC _____ Visa

Card Number: _____ Exp. Date: _____ Sec. Code: _____

Name on Card: _____ Phone: _____

Address where credit card bill received: _____

ASDSC Harvest Hoedown

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