



THE 2 DAY SHOWCASE EDITION

District Showcase:  
YOUR GUIDE TO THE DISTRICT SHOWCASE

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## JOIN THE SHOWCASE

Arthur Murray's District Showcase is a twice yearly dancing event designed to help you connect with peers, develop confidence, surpass your goals, and have a lot of fun.

The largest of its kind among all the Arthur Murray schools, the District Showcase brings together dancers from northern California and Nevada.

Whether you're a beginner or an experienced dancer, the District Showcase is a great opportunity to improve your dance skills, and develop dance confidence.

Read this guide to find out the answers to your Frequently Asked Questions, discover how to get the most out of the event, and learn the terms you'll need to know.

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CONFIDENCE, SURPASS YOUR  
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### Showcase Details

September 17-18  
Marriott Hotel-Downtown  
301 S Market St  
San Jose, CA 95113  
(408) 280-1300





## THE ADVANTAGES OF A TWO DAY SHOWCASE

The District Showcase in Northern California is now a two day event. This only happened because of the growing amounts of participation across all of the studios in the area.

**This is a great problem to have, and here's why:**

### 1. Eliminate The Morning After Effect

Most students, after a one day showcase, will wake up the following morning with a list of things they wish they could have done a little better. This is normal. The nice thing is the Two Day Showcase allows for students try those things the next day, instead of 6 months later.

### 2. Wider Variety

By expanding to a Two Day Showcase we are now offering a wider variety of dances and categories. Dances like the Paso Doble, Quickstep, International Tango, ChaCha, and Jive, for example, will now become a regular part of this event.

### 3. More Social Dancing

With a record amount of entries, and participation, one thing that was dwindling with our District Showcase was the amount of time for social dancing. Converting to a Two Day Showcase allows for more time to social dance.

### 4. Test Drive The Next Level

The District Showcase has always been a scaled down version of an Arthur Murray DanceORama, which is the largest type of dance event we offer. A two day showcase allows our students to make an even more seamless transition to DanceORama participation.

### 5. Make It A Dance Weekend

If you're constantly having to negotiate with your boss, your kids, or your babysitter for a little "Showcase time", why not make it a full weekend? This makes the showcase a true-to-form "Staycation" built around your favorite hobby.

## SCHEDULE OF EVENTS

### SATURDAY, SEPTEMBER 17TH

9:00am - 10:00am	Registration
10:00am - 11:00	Country Western
11:00am - 1:30pm	Closed Smooth
1:00pm - 2:00pm	Lunch
2:00pm - 5:00pm	Closed Rhythm & Specialty
5:00pm - 6:00pm	Break
6:00pm - 6:30pm	Cocktail Reception
6:30pm - 10:00pm	Dinner & Professional Show

### SUNDAY, SEPTEMBER 18TH

8:00am - 9:00am	Breakfast & Registration
9:00am - 10:00Am	Amateur Three Dance
10:00am - 1:00pm	Open Smooth
1:00pm - 2:00pm	International Standard
2:00pm - 4:00pm	Open Rhythm
4:00pm - 5:00pm	International Latin
5:00pm - 6:00pm	Open Specialty

\*times are subject to change



## FAQ: WHAT'S THE PURPOSE OF THE SHOWCASE?

The number one goal of the District Showcase is to build confidence in your dancing.

Many dancers worry about performing in front of an audience. The key to truly enjoying yourself and performing at the peak of your abilities is to become desensitized to dancing in front of people.

The fastest way to build confidence in your dancing is to participate in our biannual District Showcase. It's like a convention for dance development.



## FAQ: IS THIS A COMPETITIVE EVENT?

### This is not a competition.

Similar to golf, you are only competing against yourself.

The District Showcase is a great way for you and your teacher to gauge your progress, develop dance confidence, and receive feedback from top Arthur Murray dance consultants. Although you are dancing on the floor with others, it's not a competition!



## FAQ: WHAT LEVEL DANCER DO I NEED TO BE TO PARTICIPATE?

### Arthur Murray's District Showcase is for everyone.

Even if you've just started dancing, you're welcome to join in the District Showcase. Students who have only taken lessons at Arthur Murray for two weeks have participated in the Showcase.

This event, as well as most Arthur Murray events, features a Newcomer Division. This is restricted to students who are participating in their first event, and have had fewer than 50 lessons.

ALL SKILL LEVELS WELCOME!





## FAQ: AM I BEING JUDGED WHILE I DANCE?

### The District Showcase is designed to help you improve.

While you dance, a team of the top Arthur Murray consultants in the world will watch you and write feedback based on what they see when you dance.

**NO JUDGMENT,  
ONLY DEVELOPMENT**

Instead of comparing you to other dancers, they'll give you a score to show how well you performed based on your current level.

During the post-showcase consultation, they will interpret their score and explain it to you and your dance teacher. This will give the consultant a chance to elaborate and share ideas for the next chapter of your dance journey.



## WHAT TO WATCH FOR

The District Showcase can be an incredible learning experience, even when you're not dancing. The trick is to know how to watch and learn from other dancers.

Here are five strategies to use when watching others at the District Showcase:

### 1. Use portion control

Focus in on one skill, rather than the "whole dancer." Watching this way can be incredibly productive because you'll see things that would escape your notice if you're focusing on the big picture.

### 2. Avoid comparisons

It's natural to want the quickest shortcut. When we watch a dancer, and make comparisons, we are looking for shortcuts, or worse, to blame those that have helped us.

### 3. Look for a dance skill you admire

Choose a particular dance skill that you want to improve, or even one that you really admire. The focus on that skill when watching others dance. For example, you may pay attention to a student's timing, frame, hip motion, or showmanship.

### 4. Do the "Blur Your Eyes" Test

As a freestyle begins, try squinting and blurring your eyes for 10 seconds. Make sure you keep a soft focus on the whole dance floor. The blurred vision will help you notice that dancer's Presence on the dance floor. Think of this as an outward expression of dance confidence.

### 5. Look for Takeaways

Whether you bring along a pad of paper or just make mental notes, write down what you learn and see during the District Showcase. After the Showcase, figure out a time talk about your findings with your dance teacher. This can give your teacher an opportunity to add perspective, priorities, and a timeline to your goals. The clearer you can pinpoint what stands out, the more fruitful your conversation can be with your instructors.



## DANCE LANGUAGE CHEAT SHEET

If this is your first District Showcase, the language on the sign-up sheet and program can be confusing. Here are the terms you'll need to know in order to talk about the program like a pro.

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### Showcase Terminology:

#### Freestyle

A group of people dancing to a set piece of music at the same time.

#### Closed Freestyle

Dancing in heats with material only from the syllabus you are currently enrolled in (e. Bronze 2, Silver 4 etc.)

#### Open Freestyle

Dancing in heats with material is not restricted to the syllabus. Choreography is accepted, but is not required.

#### Heats

Another name for freestyle.

#### Heat Sheet

A pre-printed paper that lists which freestyles, or heats, you are dancing in.

### Dance Categories:

#### Smooth

Waltz, Tango, Foxtrot, and Viennese Waltz.

#### Rhythm

Cha-Cha, Rumba, Swing, Bolero, Mambo.

#### Specialty Dance

West Coast Swing, lindy Hop, Salsa, Argentine Tango, Bachata, Samba, Hustle

#### International Standard

Waltz, Tango, Viennese Waltz, Foxtrot, Quickstep

#### International Latin

Cha-Cha, Rumba, Samba, Paso Doble, Jive

#### Country Western

Country Western Waltz, C/W Swing, C/W Swing, C/W Shuffle, C/W 3-Step, C/W Shuffle, C/W 2-Step, C/W Cha-Cha



## Sign-Up for the District Showcase

SIGN-UP NOW





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Dance Centers

[www.arthurmurraylive.com](http://www.arthurmurraylive.com) 844.40.DANCE