



MONDAY, JULY 18	PINNACLE OWNER / ADMIN TRACK	PINNACLE TEACHER TRACK
9:00am–9:30am PST	Check in and Sunrise Breakfast	
9:30am–10:00am PST	Opening Keynote	
10:15am–10:45am PST	Fire It Up Movement Class	
10:45am–11:00am PST	Break	
11:00am–11:30am PST	What's NEW at Twinkle Star Dance	
11:30–12:30pm PST	How to Use a Virtual Assistant to Save on Payroll and Turn your Studio into a Goldmine	Twinkle Baby and Me/Twinkle Babies 2-3 Movement Class
12:30pm–1:30pm PST	Lunch Break	
1:30pm–2:30pm PST	What Should I Charge? Increase Your Revenue with All-Inclusive Tuition Rates	Int Teacher Ballet/ Contemporary
2:30pm–3:30pm PST	Expanding your Studio Dance Family with an All-Embracing Performing Company Program	Showstars Ballet Movement Class
3:30pm–4:00pm PST	Sip and Shop	
4:00pm–6:30pm PST	Break	
6:30pm–9:30pm PST	<b>Special Evening Event</b> <b>Grease: Recital Preview and Themed Party!</b>	



TUESDAY, JULY 19	PINNACLE OWNER / ADMIN TRACK	PINNACLE TEACHER TRACK
9:00am–9:30am PST	Fire It Up Movement Class	
9:30am–10:30am PST	Financial Fitness for Studio Owners with GymBookkeeping.co	Int Teacher Jazz
10:30am–10:45am PST	Break	
10:45am–11:45am PST	Building your A-Team	Elite Stars Contemporary Movement Class
11:45am–12:45pm PST	What Does My Administrator Do?	Twinkle Stars 4-5/5-6 Movement Class
12:45pm–1:45pm PST	Luncheon	
1:45pm–2:15pm PST	Studio Spotlight Panel	Understanding Child Development for ages 2-10
2:15pm–3:15pm PST	Knowing the Lifetime Value and Churn Rate of your Customer	Twinkle Stars 3-4 Movement Class
3:15pm–3:30pm PST	Break	
3:30pm–4:30pm PST	Don't Just Make Memories, Make Money: How to have a Profitable Show with Tututix	Showstars Tap Movement Class
4:30pm–6:30pm PST	Break	
6:30pm–9:30pm PST	<b>Special Evening Event Sponsored by Revolution Dancewear</b>	



WEDNESDAY, JULY 20	PINNACLE OWNER / ADMIN TRACK	PINNACLE TEACHER TRACK
9:30am–10:00am PST	Sunrise Breakfast	
10:00am–10:30am PST	Fire It Up Movement Class	
10:30am–11:30am PST	Communicating in the Digital Age	Showstars Jazz Movement Class
11:30am–11:45am PST	Break	
11:45am–12:45pm PST	Raising the Barre: Empowering Dancers	Showstars Hip Hop Movement Class
12:45pm–1:00pm	<b>Summit and Closing Remarks</b>	
Optional Post Conference Activities: Beach day and Boat Cruise!		



## PINNACLE CLASS DESCRIPTIONS

### **What's new at Twinkle Star Dance**

Come learn about our monthly-themed lesson plans, passports/dance journals, dancealong books, and how it all fits together.

### **How to use a Virtual Assistant to save on payroll and turn your studio into a goldmine**

This spring, we teamed up with a team of virtual assistants to help us with administrative tasks. After working for them for two weeks, we realized we should have done this years ago. Learn how to turn your studio into a goldmine, and save loads of time and loads of money on payroll. VA Can:

- Answer your Studio Hub incoming email and chat inquiries from FB messenger, landing page forms, google ads, google my business pages, Instagram messages, tik tok ads etc.
- Add families and students to your studio management system
- Book students into trial classes
- Enroll students into classes/camps
- Mine your database for opportunities to enroll students into classes
- Collect payments
- Switch student's classes
- Work 24/7/365
- Increase your annual revenue by \$100's of thousands of dollars

### **What should I charge? Increase your revenue with all-inclusive tuition rates**

Gone are the days of adding extra fees. Check out the new pricing model working to increase both your average tuition per student and overall customer happiness.

### **Expanding your Studio Dance Family with an All-Embracing Performing Company Program**

The last few years taught us that the more invested dancers and families are in the studio the less likely they are to quit. Learn our tiered approach to making your performing company more accessible to a greater pool of dancers.

### **Financial Fitness for Studio Owners with GymBookkeeping.co**

How to create a financially sound profit and loss statement, how much can you pay yourself, what reports you should be running monthly to stay financially fit.



### **Building your A-team**

Great teachers are the pathway to growth. Attract the right teaching candidates with hiring best practices; Implement a more effective on-the-job training and development program; and Provide regular feedback to nurture your teachers.

### **What Does My Administrator Do?**

Who is answering the phone or emails during regular business hours? Plus, completing office projects and tasks, arranging internal/external events, and managing social media.

### **Knowing the Lifetime Value and Churn Rate of your Customer**

Understand how much revenue you can expect per customer then decide how much you can spend to acquire new customers or to keep existing customers happy.

### **Don't just Make Memories, Make Money - The Profitable Recital with Tututix**

Don't leave money on the table! Learn how to bundle and sell tickets online; manage ticket inventory with reserved, tiered seating; and generate leads.

### **Communicating in the Digital Age**

Email is dead and don't even try to call them. Today's parents want to sign their kids up for activities and have a streamlined system to do so without picking up the phone or opening their email inbox.

### **Raising the Barre: Empowering Dancers**

Raising the Barre is a youth service non-profit organization bettering our communities through dance. We provide dancers, age 11-19, with the skills and opportunities to make them compassionate, responsible, confident, and strong leaders.

### **Twinkle Baby and Me/Twinkle Babies 2-3**

A 30 minute introductory dance class containing ballet, tap and creative movement. Young dancers will learn the basic steps while learning how to follow direction and imitate movement in a positive environment. Engaging music is used to get these little guys inspired to dance. The use of props such as Twinkle bears and hula hoops, enables the young dancers to use their imagination, creativity and, most of all, have fun!



### **Twinkle Stars 3-4**

Twinkle Stars™ is the perfect balance of structure and fun! Twinkle Stars is an introductory dance class containing ballet, tap and creative movement. Young dancers learn the basic steps while learning how to follow direction and imitate movement in a positive environment.

### **Twinkle Stars 4-5/5-6**

Twinkle Stars™ is an age specific 45 minute class containing ballet, tap and jazz/creative movement. The purpose of the class is to introduce young dancers to the three styles of dance and inspire movement and creativity within a positive environment. The use of fun, age appropriate music engages the young dancers' minds and bodies.

### **Showstars Jazz**

Showstars™ Jazz combines many styles and techniques from ethnic and contemporary dance, to ballet. The first half of class consists of exercises which stretch and tone muscles and develop support for proper stress-free alignment of the skeletal structure. Jazz classes are a great workout and a fun way to release tension while attaining body awareness.

### **Showstars Hip-Hop**

Showstars™ Hip Hop provides a structured method of learning various Hip Hop dance movements in a fun-filled and vibrant class environment. The resulting outcome is an energetic class that not only teaches you Hip Hop movements and technique, but also instills rhythm and precision in your muscle memory.

### **Showstars Ballet**

The Showstars™ Ballet program fosters musicality, body awareness and movement potential in a format that encourages individual artistry. Inspired by the work of Rudolf Von Laban and Irmgard Bartiniéff, the class explores the elements of dance; Body, Space, Force, and Time, through creative exercises that are movement focused rather than story focused. The knowledge gained in these classes prepares the student for the attention to detail required in the study of formal ballet training.

### **Showstars Tap**

Show Stars™ Tap is an exciting rhythmic exercise and dance form which is enjoyable to both kids and adults. Rooted in African-American History, tap offers a variety of styles and techniques. Students will realize results in dance movement after a minimum number of classes. The classes stress the basics of tap and allows dancers to build into combinations which are great to watch and delightful to hear.



### **Elite Stars Contemporary**

Elite Stars™ Contemporary dance is a style of expressive dance that combines elements of several dance genres including modern, jazz, lyrical and classical ballet. Contemporary dancers strive to connect the mind and the body through fluid dance movements.

### **NEW Classes for You!**

Continue your dance education in order to better serve your students

- Int Teacher Ballet/Contemporary
- Int Teacher Jazz

### **Special Events**

- Twinkle Star Dance Academy info session
- Studio Spotlight Panel
- Grease: Recital Preview and Themed Party
- Exclusive Evening Event sponsored by Revolution Dancewear
- Optional Post Conference Activities - Beach Day, Boat Cruise