



STUDIO SEASON SHOWDOWN: MAP YOUR MAGIC YEAR

Objective: Choose your studio's top events, map your year, and plan your communications like a CEO — using a limited number of tokens and space.

💰 = REVENUE 💕 = COMMUNITY 🔒 = RETENTION

Round 1: Full Event Card Board (Use 10 Tokens Max)

Each event has a token cost (1). Choose wisely to build a balanced year.

EVENT	TOKEN COST	PURPOSE	SELECTED? ✓
Studio Anniversary Celebration	1	💕 / 🔒	
Bring-a-Friend Week	1	💕 / 💰	
Season Kick-Off Party	1	💕 / 🔒	
Trunk or Treat / Fall Bash	1	💕	
Student-Parent Dance	1	💕 / 🔒	
Themed Dance Party	1	💰 / 💕	
1st Dance for Marriage / Partners	1	💰 / 🔒	
Appreciation Night for Special Group (i.e., Adults)	1	💕 / 🔒	
Early Bird Registration Push	1	💰 / 🔒	
Holiday Showcase	1	💰 / 🔒 / 💕	
Thanksgiving / Holiday Food Drive	1	💕	
12 Days of Gratitude	1	🔒	
Spirit Week	1	💕 / 🔒	
Photo Day	1	💰 / 🔒	
Spa Day	1	🔒 / 💕	
Shadow / Apprentice Appreciation Party	1	🔒 / 💕	
Date Night	1	🔒 / 💕	
Mother's Day Drive	1	💕	
Parent Appreciation Week	1	🔒 / 💕	
Recital Ticket Launch	1	💰	

Round 2: Yearly Event Planning Table (Max 3 Events/Month)

MONTH	EVENT NAME #1 + DATE	EVENT NAME #2 + DATE	EVENT NAME #3 + DATE
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			



Round 3: Communication Countdown - Event Planning Sheet

Choose ONE of your mapped events and build a simple, strategic communication plan.

This plan helps you create excitement, drive action, and follow up like a pro.

Tip: Keep messaging simple, timely, and aligned with the purpose of the event (💰, ❤️, 🔒).

COMMUNICATION PLAN FOR SELECTED EVENT

Event Name: _____ **Date of Event:** _____

Purpose: ☐ 💰 **REVENUE** ☐ ❤️ **COMMUNITY** ☐ 🔒 **RETENTION** (Check all that Apply)

Fill out your 3 key communication moments below:

STAGE	WHAT WILL YOU SEND/SHARE?	WHEN & HOW WILL IT GO OUT?	WHO WILL BE RESPONSIBLE?
1. Pre-Event Tease (e.g. Social teaser, save-the-date email, early buzz)			
2. Registration/Reminder Push (e.g. Email, text blast, FB/IG post, flyer)			
3. Post-Event Follow-Up (e.g. Thank you message, recap, survey, upsell)			
*AUTOMATIC SURVEY FOR FEEDBACK			

STRATEGY NOTES

What's your key message or CTA for this event?

Who will create and schedule these messages?

Can any part of this be automated or reused in Asana?



ChatGPT Prompt for Communication Planning

"I'm planning a [insert type of event, e.g. 'Trunk or Treat' or 'Winter Mini Session'] for my dance studio on [insert date]. The goal of the event is [choose: 💰 Revenue, 💖 Community, 🔒 Retention].

Help me create a communication plan with three messages:

1. A pre-event teaser to build excitement
2. A registration or reminder push
3. A post-event follow-up

Please include what to say, where to post/send it (e.g. email, text, social), and when to send it. Keep the tone fun, professional, and on-brand for a family-focused dance studio."