



PLAN AHEAD: BUILDING YOUR SUMMER CONTINGENCY PLAN

Prepare your studio for summer challenges by pivoting and planning strategically.

STEP 1: DEFINE YOUR MARKETING PUSHES

What summer programs or offers will you promote? Focus on flexibility, fun, and community-building.

Examples to Consider:

- Parent-Child Workshops
- Mini-Camps
- Drop-In Classes

Write down 1-2 offers you plan to promote this summer:

- 1.
- 2.

STEP 2: SET YOUR MAYDAY POINTS

What signs would indicate your summer enrollment isn't on track? Be specific and measurable.

Examples to Consider:

- Low registrations by March.
- Poor engagement with ads by April.

List 1-2 specific "Mayday Points" you'll monitor:

- 1.
- 2.

STEP 3: BRAINSTORM PIVOT STRATEGIES

If you hit a Mayday Point, how could you pivot? Think outside the box!

Examples to Consider:

- Offer drop-in summer classes.
- Adjust pricing or add flexible payment plans.
- Collaborate with a local partner for joint events.

Brainstorm 2-3 pivot strategies to implement if needed:

- 1.
- 2.

STEP 4: LEARN & ADAPT

What feedback can help improve your summer programs, and how will you collect it?

Examples to Consider:

- Parent feedback surveys.
- Trends in enrollment patterns (e.g., early or late sign-ups).

List 1-2 ways you'll gather feedback to refine your summer plan:

- 1.
- 2.

WRAP UP: YOUR SUMMER CONTINGENCY PLAN

Combine your notes from steps 1-4 into a quick outline:

MARKETING PUSHES:

MAYDAY POINTS:

PIVOT STRATEGIES:

FEEDBACK COLLECTION:



HOW TO USE THIS CALENDAR TEMPLATE:

MARKETING PUSHES: (Column 1)	MAYDAY POINTS: (Column 2)	PIVOT STRATEGIES: (Column 3)	FEEDBACK COLLECTION: (Column 4)
These are your key planned marketing activities, such as ad campaigns, promotions, and events, to reach your target audience at the right time.	This is your critical checkpoint to assess if you're on track or if you need to pivot. Set a point by which you'll analyze whether your enrollment is moving in the right direction.	These are your action steps when things aren't going according to plan. This includes offering drop-ins, private lessons, or renting your space out to generate extra income or keep the momentum going.	Use this space to add any further strategies or plans based on what you learn during your assessments in Column 2.

SUMMER CONTINGENCY PLAN TIMELINE (JANUARY - AUGUST)

MONTH	COLUMN 1: Marketing Pushes	COLUMN 2: When to Declare "MAYDAY"	COLUMN 3: Pivot Strategies	COLUMN 4: Additional Adjustments
JANUARY	- Launch New Year promotion for new students. - Social media ads featuring upcoming summer classes and camps.	- Check early sign-ups for summer programs. If classes aren't filling, assess why.	- Adjust early-bird pricing if enrollment is lower than expected.	- Set up a feedback loop to understand why enrollment is low (e.g., surveys).
FEBRUARY	- Promote early-bird pricing for summer programs. - Share testimonials from past students.	- Continue monitoring registrations. If they aren't meeting targets, prepare for adjustments.	- Introduce a referral program: offer discounts for students who refer friends.	- Consider offering a limited-time offer (e.g., 2-for-1 family discount).
MARCH	- Begin email campaigns to past customers reminding them of upcoming summer programs.	- MAYDAY Check: Assess sign-ups for summer programs and events. If low, evaluate why.	- Rec drop-in classes: Offer 2-week pay-as-you-go options to boost participation. - Private lessons: Advertise personalized lessons as an alternative for families.	- If classes aren't filling up, consider discounts for early sign-ups for camps.



MONTH	COLUMN 1: Marketing Pushes	COLUMN 2: When to Declare "MAYDAY"	COLUMN 3: Pivot Strategies	COLUMN 4: Additional Adjustments
APRIL	- Continue promoting drop-ins and private lessons. - Highlight new programs or events.	- Check the status of your marketing: are the ads and promotions bringing in registrations?	- Plan summer workshops or events to fill in the gaps in your schedule. - Offer "Bring a Friend" events to draw in new students.	- Launch a special offer: Free first class for new families.
MAY	- Send out reminders about the deadline for summer program sign-ups. - Post final marketing push across all platforms.	- If enrollment numbers aren't up by the end of May, start aggressive follow-up with leads.	- Rent out space for additional events or workshops to fill gaps.	- Offer additional flexible payment plans to make enrollment more accessible.
JUNE	- Final push for summer programs. Advertise special one-time promotions.	- Assess if your events/workshops are filling. If not, consider reducing prices or changing formats.	- Adjust class schedules for better attendance. - Consider offering multi-class discounts.	- Consider hosting an "Open House" to promote your summer schedule to new families.
JULY	- Start promoting fall programs and early registration for the next season.	- If the summer slump continues, focus on increasing engagement with existing families through events.	- Offer a fun end-of-summer showcase or recital. - Introduce loyalty incentives for future enrollments.	- Look into partnerships with local businesses for cross-promotions.
AUGUST	- Push final summer promotions and reminders.	- MAYDAY: If fall sign-ups are low, pivot to a more aggressive marketing push or offer incentive programs for early registration.	- Host a "back-to-school" event to build excitement for the fall season.	- Expand outreach to local schools or community groups for new student sign-ups.