



Holiday Hit-Maker Challenge

HOLIDAY WORKSHOPS & EVENTS:

COMMUNITY • RETENTION • REVENUE

(Fun, Family-Oriented, and Full of Profit!)

Part 1: Research & Planning

Your Mission: Design the right holiday activities for YOUR studio.
Use this scorecard to brainstorm.

1. INCLUSIVITY CHECK

Which holidays will you represent?
(Check all that apply)

- ☐ Christmas
- ☐ Hanukkah
- ☐ Diwali
- ☐ Three Kings Day
- ☐ Winter-Themed Celebration
- ☐ Other:

2. TREND SPOTTING

What's trending in your studio, community, or pop culture right now?

Music/TV/Movies:

Parents are buzzing about:

Students are excited by:

3. TIMING & CALENDAR FIT

List **2-3 dates** you could host without competing against schools/community events:

4. WHO'S ON YOUR EVENT TEAM?

Write down staff who could help execute and how they could help:

STAFF:	HOW CAN THEY HELP?



Part 2: Workshops

Challenge Round: Match each workshop idea to the BEST month!
(Write **Nov**, **Dec**, or **Jan** in the blank.)

- | | |
|--|--|
| 1. Master Class with a Guest Teacher
(with food/toy drive): _____ | 5. Preschool Disney/Gabby's Dollhouse
Workshop: _____ |
| 2. Rockettes Training Experience: _____ | 6. Broadway Bound Holiday Edition: _____ |
| 3. Nutcracker Variations with Props: _____ | 7. Audition/Performance Prep or
Technique Clinic: _____ |
| 4. "New Year, New You" Mindset Workshop: _____ | |

BONUS: ADD ONE UNIQUE IDEA OF YOUR OWN!

Part 3: Events

Game: Impact Event Builder

Check the events you want to commit to testing this holiday season. Aim for at least **one in each category** (Parents • Kids • Community).

PARENT ENGAGEMENT

- ☐ Parents Day Out
(Black Friday/Small Business Saturday)
- ☐ Parents Night Out (Polar Express, Elf
Extravaganza, Hip Hop Holiday)
- ☐ New Year's Glow Party
(Welcome 2026 with fun & community)

KIDS & FAMILIES

- ☐ Breakfast with Santa or
Brunch with Buddy
- ☐ Olaf's Winter Party
(Frozen-inspired fun)
- ☐ Preschool/Elementary
Holiday Dance Party

COMMUNITY & CONNECTION

- ☐ Nursing Home/Assisted Living
Performances
- ☐ Holiday Parade or Winter
Market Performance
- ☐ Food Drive/Giving Tree/Toys
for Tots/Cards to Children's
Hospitals

MY TOP 3 IMPACT EVENTS THIS YEAR:

- 1.
- 2.
- 3.

Final Step: Share Out

Which workshop or event are you MOST excited to launch this year?

What's your #1 goal (Community, Retention, or Revenue) for these activities?