

Working Towards a Global Market

As told to DDP by Assis Carreiro

I spend a lot of my time mentoring choreographers at various stages of their careers. Some are starting out and seek to better understand how to break into the competitive US and overseas markets. Others are transitioning from dancer/choreographer to full-time freelance choreographer. Yet a third group are exploring breaking into the world of ballet from a contemporary/modern background. Many choreographers want to expand opportunities outside their home country base.

There is no magic formula for making a full-time career as a choreographer. Times are currently very tough for both companies and choreographers around the globe. Not only is it a saturated market, but most companies are rescheduling work and not taking on new, live commissions. Still, eye-catching new work may pique the attention of an artistic director at any moment, so it's best to **be bold and be prepared**.

Here are some basics to think about as you move forward as a choreographer:



WEBSITE

Is your site up to date with images, biography and good quality video links? Is it clear, uncluttered? Do you provide a contact email so that people can reach you? If not, create a new email for your website so you are easily reachable and emails don't clog your personal email. Most people don't want to fill in contact forms.



VIDEO LINKS

Make sure you have short, high-quality video links of no more than 3 minutes. Ideally stage/performance videos, not studio work. Show a variety of work, 3-4 good videos.



SOCIAL MEDIA HANDLES

We live in a connected world, and dance is visual, so you need to ensure you are set up across channels that are popular for dance—namely, Instagram and Facebook. Instagram videos get a lot of hits, and you can always check who has been watching them - keep them short, and make sure you have permission to show them on social media. And, separate your personal handles from your professional ones - cats, dogs, babies and holidays can have their own separate pages from your professional ones.



FRIENDS AND COLLEAGUES

Create work on your friends and colleagues who may not currently be working and make good quality videos that you can share on social media, in order to attract the attention of companies, artistic directors, and new audiences.



WORKING INTERNATIONALLY

Many questions arise when considering international opportunities. Which international artistic directors are commissioning works or programming emerging choreographers? Would your work fit into the company's aesthetics and director's vision? If the answer to the second questions is no, don't bother them with your work. If yes, send them a friendly email with appropriate links and see what happens. (When travel restrictions ease - if you can afford the trip, travel abroad, visit companies, watch performances and rehearsals, offer to teach and/or give workshops, and start to break the ice).



DON'T LOSE FAITH!

Right now, times are tough. Go back to where you trained and/or danced and offer your services as a choreographer live or on zoom for digital performances. Colleagues or acquaintances met throughout training and career may well be able to open doors when least expected.



About Assis

Assis Carreiro MBE - Assis' bespoke and personalised professional representation services include career advice and planning as well as contract negotiations and networking. She also offers an Artistic Consultancy service to individuals, dance companies and organisations. With over 3 decades of industry experience, she has a breadth of knowledge and first-hand experience. She began her career at The National Ballet of Canada and went on to be Artistic Director of Ballet Flanders, DanceEast and DanceXchange (UK), Director of Culture for the Quebec Govt Office and Cultural Strategist for the High Commission of Canada in the UK; and founder of Rural Retreats, the international think tanks for future and existing dance leaders.

www.assiscarreiro.com