

# THRILL THE WORLD

## EVENT MANAGER'S GUIDE



Guidelines and protocols for hosting a Thrill The World event  
utilizing information provided by Ines Markeljevic

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## INTRODUCTION

Congratulations on hosting a Thrill the World event! This is an opportunity to expand skills and make great new friends. This guide is intended to give basic information for starting a group.

Please keep in mind this guide is geared toward a fairly large event. All of this can be tailored to fit an event's needs. It is similar to hosting a party with a camera, video and computer. This can even be a private party or a party of one (1). No number is too small. The minimum number of dancers at an event is one. There is no maximum.

Throughout this guide, the words Thrill The World will be abbreviated by using the letters TTW, and the day of the event will be substituted by stating Thrill Day.

### **About TTW**

This is about experiencing the energy of a large number of people around the world dancing together, making a difference for charitable organizations, and honoring a great artist.

### **First Impressions Last the Longest**

The first thing that is noticed when publicizing an event is graphics and then words. The TTW website provides logos and a press release template that Event Managers are welcome to use. These are to be used only for a TTW event with respect for the intellectual property laws.

### **Quality Counts**

Feel free to consult with outside resources, but it is required that other materials are to be consistent with the TTW message.

### **Be Dependable**

Across the board, be consistent, dependable, and adhere to a timeline with flyers, posters, dance instructions, registration, and/or other ideas specific to a local group.

### **Share**

Thrill The World is about mass collaboration and global unity. This refers to being on the same team. Many Event Managers have already shared their work on social media for everyone to use. Please credit the works of others when sharing.

### **Ask for Feedback**

Always be open to feedback and advice from others while preparing for a local event. Constructive criticism is always helpful.

# GETTING STARTED

## First Steps

- Find a venue. An event can be held anywhere, even in a living room.
- Register the event on the TTW site by filling out the form and paying the \$25 registration fee through PayPal.
- Start a mailing list using a Gmail account.
- Learn the dance and teach it to others by playing the instructional videos and following along. The walk through tutorial videos and choreography with the music are found on [www.thrilltheworld.com](http://www.thrilltheworld.com), Learn The Dance.
- Create a website. This can include having a private site, using meetup.com, and/or setting up a local TTW Facebook page.

## Date and Time

Please check [www.thrilltheworld.com](http://www.thrilltheworld.com) for the latest information for the date and time of Thrill Day. Each TTW event and performance will be scheduled and advertised to take place on the same day and time set by Thrill the World. This information is posted on the thrilltheworld.com home page. There are two options for performance times each Thrill Day. Event Managers may elect to perform either or both time options. Official performance dates and times are set only by Thrill The World and may not be altered. All TTW events will be performed simultaneously.

## Choreography

Each Thrill The World group will perform the Thrill The World choreography which is specific for Thrill The World. TTW created the Thriller Teaching Videos 2.1 that all events must use.

## Team Members

A team approach works best with a core group of reliable supporters. For the love of the undead, do not attempt to do it all alone. Building a team can take time. The event manager can assign tasks and ensure everyone stays on track.

## Volunteers

Team members may be found through friends and family, coworkers, posting online, in dance communities, social groups, community activities, and professions.

Ask others about their interests to know where they can be of assistance with preparations either before or on Thrill Day. Some needed skills are: Social networking, website management, working with the media, registering the dancers, photographer, and/or videographer. If a volunteer for a specific activity is needed, the activity can be posted on the local event site. Giving timelines for each task is helpful.

## Delegating

- Committees work as long as there is a clear chain of command. Examples of delegating might include:
- The Marketing Coordinator could have one volunteer maintaining the Facebook page and another volunteer researching television, newspaper and radio contacts.
- The Dance Coordinator might have three people who are all equally competent at teaching the dance and can rotate teaching.

## Internal Management

Always send out a positive message to the public. People are attracted to strong, cohesive organizations. It is best if the public does not hear of internal issues. It sends a message that the organization appears unstable.

## GROUP ACTIVITIES

A few of the major categories of activities that have been identified as useful areas of concentration are website, graphics and text, marketing, dance, and cost management. There may be others specific to a local event.

### Website

There are a variety of ways to build a web presence for local events. The simplest versions could use platforms such as Facebook (free) or Meetup.com (costs, but has more to offer), while more sophisticated projects could involve building a website from scratch.

The following is basic information to state on a website:

- Brief introduction to the TTW project
- Date, time, and location of the local event
- Cost to participate, if any
- Name of supported charity
- Mention the TTW website
- Mention Thrill The World was created by Ines Markeljevic proving to you that you CAN dance!

### Graphics and Text

Great graphics can compel people to take a second look and find out more about a local group. Use images that will attract all members of the community, all ages, cultures and physical abilities in contrast to those that might only attract one particular group. The TTW website is a good model as long as its text and graphics are not altered in a way that might be offensive or contrary to TTW's theme.

The content needs to be reviewed carefully. Voice, person, and tone should remain consistent, and grammar, punctuation, and spelling should be error-free. Event details and instructions should be precise and updated promptly and accurately to avoid confusion.

### TTW Logo

Changes may not be made to the logo itself. A local event name may be placed to the right or below the TTW logo, but it should be clear that TTW is the sponsoring organization.

### Marketing

Marketing gets the word out to the public through a network of connections. There are many, and much more effective, ways of marketing that do not involve buying or obtaining advertisements. Connect with community organizations who have the means for reaching out to the public.

## Marketing Events

Marketing events can mean personally connecting with people to mention what TTW is and encourage them to join a local group. These events can range from flash mobs at farmers markets to performing at events for non-TTW organizations. Some charities request a Thriller performance at their fundraisers. This would be a good time to announce to the spectators that a lesson will be taught after a performance, and the crowd can follow along to the moves on a slower speed of the music.

## Marketing and Flash Mobs

These are planned by the dancers to be a surprise to the public without the media having any prior knowledge. Choose a location that is crowded and set up a boombox. Flash Mobs usually begin with only a few dancers and eventually all dancers join in, then they disperse after dancing, but this choreography can also be performed with all dancers together in the usual manner. This could be a good time to pass out flyers and/or business cards. Some locations require permission for flash mobs and promotional efforts.

## Business Cards / Flyers / Posters

Business cards are probably the most convenient way of giving people the essential information about an upcoming local event. Flyers and posters are good ideas, but be sure to ask if they are allowed as some areas have laws regarding what can be posted and where they can be placed.

## Marketing Testimonials

Here is a great story from Penny Hudspeth how TTW Phoenix, Arizona marketed their event:

*“We had a great response last year and have already started on this year's event. Two years ago I contacted a radio station and told them about TTW. They were very curious and they partnered with me in that they provided the sound system, set up a venue they already teamed with (The Arizona State Fair) and created a radio spot to advertise our event as something going on at the State Fair in conjunction with an advertisement paid for by the Az State Fair! They also provided water the day of the event.*

*The radio station and State Fair personnel were so impressed with how organized we were (Thank you, Ines!) and because they knew what to expect that they were very excited to partner with us again last year. We doubled our dancers and now they are even more excited about next year! They have asked me to try and double our dancers again and will give us more space again.*

*We also contacted dance studios to see if they wanted to participate with us. I sent a formal email and followed up with a phone call explaining the event and asking them to join by teaching the dance to their interested dancers and teaching one night per week for free during the month of October to people living in their community. They were also invited to bring their banner to hang the day of the event at the State Fair.”*

Here is another description from Paul Farmer, Salinas, California, who organized his event in 3 weeks and drew 258 dancing zombies!

*"I posted and passed out flyers. I used my significant social network. I went to the movie theater and performed the Thriller dance as the movie let out, and impromptu trained about 25 people. I performed it at a local club the week before the event. I got coverage on the local news station the night before the event. I had Clear Channel promoting it with a remote broadcast on the day of the event. I got the local Spirit Halloween store to sponsor (free make-up!), and got them to put handbills at the register and in bags when customers purchased things. All of my guerrilla marketing was at no charge. Had no clue how many people would show up, but was ecstatic to see how many did."*

The following promo video (link below) from the Rotary in San Francisco is a great idea. They used TTW as a fundraiser, but it was part of a larger year-long multi-event strategy, not just the Thriller dance. The makeup and costumes were great and the location was very creative - in an alley:  
<http://www.youtube.com/watch?v=IA6s9wmTX44>

### **Media Relations**

Television, radio, newspapers, and social media are excellent ways to announce local events. Many members of the media are enthusiastic to learn of TTW taking place in their community and welcome the information sent by Event Managers. It is helpful for only one person to communicate directly with the media. Others may help put together mailing lists. Timelines can be helpful, for instance, announcing rehearsals one month before they begin and sending a press release four weeks in advance to television and radio stations.

### **Press Release**

- There are three types of press releases, but it is not mandatory to send all of them:
- Save the Date - This is a press release that gives a heads-up that the local event is coming up, with very little description. This can be sent 6-8 weeks in advance.
- The Story - This is the who, what, where, why and when. This one should be sent about four weeks in advance. A sample press release is provided on the TTW site under the tab "More" in "Newsroom."
- Last Minute Reminder - This is a final reminder that can be sent one week before the event

### **Dance Demonstrations**

Contact facilities such as schools, dance and non-dance organizations and/or business associations and offer to give a demonstration and/or teach the dance at no cost. If a business or a private party requests a teaching session or a dance performance, they may likely donate to your charity if they are asked.

### **Rehearsals**

It helps to have several strong dancers for teaching. Be sure to follow the videos developed by Ines. The moves are broken down in walk-through tutorial videos uploaded on the TTW site under the "Learn The Dance" tab. The videos can also be projected on a wall from a computer at rehearsals if needed. Each group has its own practice schedule for what works, including which month practice begins, how often the dancers meet, and how long rehearsals last. Some groups start rehearsing in August or September and some offer practices throughout the year.



## **Cost Management**

Website, printer ink, paper, name tags, arm bands, and other supplies can add up fast. Reimbursement may be necessary. Sponsors and/or fundraisers might need to be considered. Keep track of all receipts and donations.

## **Sponsors**

Show appreciation for sponsors by recognizing them on your website. A dance studio might offer rehearsal space, an office supply store might provide printing services, a party store might loan a fog machine, a costume store might supply makeup, and/or a radio station might be on site to broadcast a local TTW event over the air.

## **Event Store**

There are several websites that provide a wide assortment of goods that can be customized, such as t-shirts, stickers, key chains, and mugs. Some sites do not charge a fee to design and post an item, and they allow the seller to take a percentage of the sale when a purchase is made.

## **Pre-Registration**

Pre-registration may be set up on a website or conducted on the last day of rehearsals, but it is still necessary for dancers to check in on Thrill Day. The registration form, titled "Responsibility Waiver," is on the TTW site under the tab "Forms," and may be downloaded and printed. Parents or guardians must fill out the form for minors (under 18). Pre-registration can help the check-in lines move more quickly for large groups on Thrill Day, but it is not mandatory. Some groups do not have the resources for online pre-registration.

The Responsibility Waiver also releases the following from liability and possible legal action in the event of a casualty during the event: the venue, our founder (Ines), the event manager, and the group as a whole. Some venue owners will consider this sufficient protection in lieu of requiring the event manager to purchase special insurance for the event, but this varies by venue. Even if the venue owner does not require insurance to be purchased, they may state that additional names or departments need to be specified on the waiver. Please note: Adding departments or individuals to the waiver per the venue owner's requirements is permissible, but deleting verbiage already written into the waiver is not allowed.

## **Final Instructions**

Please refer to the Final Instructions which are posted on the TTW site under the tab "Forms." A reminder of these instructions will be sent to all Event Managers 2 weeks before Thrill Day.

# THRILL DAY

## Registration

Setting up a registration area on Thrill Day depends on the needs of each group. For large groups, ask for volunteers to help register the dancers. Volunteers can be dancers and/or non dancers. It is helpful to have one organized, responsible lead person at the registration table to answer any questions that the volunteers might have and to also help manage the flow of registration.

All underage participants (under 18) must have a parent or guardian with them and fill out the registration form or check in even if they pre-registered. An underage participant without an adult should be turned away. The Waiver on the Registration form gives TTW permission to use that each participant's image and photo, and protects the venue, local, and global group from liability (accidents, casualties). Minors cannot legally give that permission, only their parent or guardian can.

## Back-Ups

Expect to have back-ups for everything on Thrill Day, such as sound equipment, photographers, videographers, or anything that might be specific for a local event. Expect the unexpected, and prepare for it. Anything unforeseen can happen.

## Health, Safety & Environment

Make sure there are no physical obstacles in the dance space to avoid injuries. If dancers are wearing a loose scarf or hat, ask them to make sure any loose items will not fall off during the dance to avoid tripping anyone.

Locate the fire exits, health and safety notices, fire extinguishers, fire meeting points, know where the nearest hospital is, and make sure participants are aware of them. If the venue has additional safety requirements, make certain participants will be in compliance.

Do not give any pills or medications to participants, not even common, over-the-counter varieties, such as aspirin. This is a liability issue, as someone may have an allergic reaction or an underlying medical condition that they might not even know. Participants should provide their own medication if needed.

## Signs And Banners

Some venues strictly control where, or even if, banners and signs can be placed at the event. Other venues may specify size or type. Inquire to verify permission and specific details before hanging them.

## Sponsor Materials

Display sponsor materials and include them in announcements.

## **Cash**

If items are sold at the event, it is a good idea to have extra money to make change. These funds should be separated from contributions, if donations are accepted at the event.

## **Make-Up**

Providing make-up help is optional, but it can add to the fun of the event. Contact make-up artists, beauty schools, and costume shops to see if they will sponsor the event. Cosmetology school students might volunteer to apply make-up. They often have been working on special effects make-up in the weeks leading up to Halloween, or might want the experience, along with the chance to add to their resume. Also, many websites provide instructions or video tutorials on applying zombie make-up, and someone in a local group might be willing to staff a make-up booth. Obtaining make-up from a professional supplier will result in a more authentic zombie appearance.

## **Master of Ceremonies**

An official host with a great personality would be good to have for working with a large group, leading the countdown, and managing the crowd. Be sure to discuss in detail the schedule and what needs to be said.

## **Video and Photography**

Make sure everyone is in the frame at all times in the official video. Do not pan the video or focus on individual participants. Tape off the dance area if you can to be certain that participants know where to be, and the videographer knows where to focus. Be sure the photographer knows the type of shots that need to be taken: One still group photo and 3 candid photos. The Media and Volunteer Release Agreement is a form provided on the TTW site under the tab "Forms" for photographers and videographers to fill out and sign.

## **Sign-In Pages**

Print enough sign-in forms to equal double the number of dancers expected to attend.

## **Identifying Dancers**

There is a requirement for identifying dancers. This is to distinguish dancers from anyone else such as spectators or support staff who are non dancers. This can be done in one of several ways. It is the choice of the event managers to use name tags, wristbands, or hand stamps.

## **Costumes**

Costumes are not required, but they are usually very popular. Some participants are very creative and spend many hours crafting their costume. Costumes need not be elaborate or expensive, so for those who are not artistically inclined, thrift stores are a common place to start looking for costume materials. Some participants want to buy ready-made costumes in a bag where one size fits most. Remind everyone to just have fun with it.

# **POST EVENT DOCUMENTATION**

The Event Reporting Form is for Event Managers to fill out as soon as possible after their event. It will be posted on the homepage of the TTW site before Thrill Day. Please upload the event video to YouTube as soon as possible and copy the link to include it on the Event Reporting Form. Other details of the form are in the Final Instructions on the TTW site under the tab "Forms."