## DANE SIMPSON – ABORIGI-LOL

##### WORKSHOP PLAN

Dirty Work Comedy (DWC) believes that a genuine community engagement is fundamental to the success of touring shows. This engagement is frequently generated through holding workshops, which encourage a longer, more personal connection with the performer(s). However, DWC and Dane Simpson have developed a different approach in this case.

Our idea is for a community engagement initiative that combines a community meet ‘n’ greet, flash mob and viral marketing:

* At each stop of the tour we will pre-publicise a flash mob event, encouraging all from the local community to meet at a suitable landmark, to do a particular novelty dance we will invent, “the Dane dance”;
* This activity is included with marketing the actual performance, and supports the publicity for it;
* At this meeting Simpson takes the opportunity to undertake an informal meet ‘n’ greet with those who have come along;
* While he’s giving the crowd instructions, running through the plan, teaching the dance and rehearsing the crowd, he weaves material, integrating a short set that doesn’t feel like a set;
* The crowd performs the dance and it’s filmed by the tech touring with the show;
* The whole exercise is scheduled to take around 60 minutes;
* The footage goes up online that same afternoon, to further promote and publicise the gig that night, with unique, locally-specific content;
* It can also act as a spur to publicity at the next destination, quietly stoking a bit of friendly civic rivalry!
* Communities may wish to supplement this footage with other footage they record themselves for eg. the local schoolteacher doing the dance in class, the mayor doing the dance in their office…
* At the conclusion of the tour all of the footage is edited into a whole-of-tour retrospective compile for communities to enjoy once again.

This activity is designed to give communities a sense of ownership of the event, encourage a personal connection to the touring party, support publicity and marketing, be a platform around which communities can customise their own unique experience, have a long tail following the show, and be lots of unusual fun.

It’s suitable for the whole community, including school children. In particular students in early to mid secondary school (Years 7-9) will gain an insight into digital content creation, video production and editing, and digital marketing and online literacy.