

CCSDL2

Identify, research and understand your market



Overview

This standard is about identifying the skills required to deliver dance to a specific market to ensure that your work will be effective.

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Performance criteria

- You must be able to:*
- P1 identify relevant sources of information relating to a potential market
 - P2 employ appropriate research activities to find out about a potential market
 - P3 identify and respond to the specific needs of a potential market when planning a dance programme

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Knowledge and understanding

You need to know and understand:

- K1 how to identify, locate and research a target market
- K2 the importance of values, policies or language that are relevant to communicating with the identified market
- K3 the needs of your target market
- K4 the importance of researching what dance style(s) delivery methods, roles and relationships and communication systems has been employed previously with this market.

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Additional Information

Glossary

Market - refers to sectors of people that you have identified that you could work with by matching your skills together with your research of the needs of these people.

Research – refers to the different activities you might undertake to find out about your market. This might include observation of a potential group, a review of written documentation (reports, policies, articles), discussion with potential organisations or participants or a survey of data and/or statistics.

Dance programme can be any series of sessions, a term or an annual syllabus/programme, intensive one-off residencies, or mixture of all of these.

Links to other NOS

Useful reference points for this standard from other NOS suites:

Creative and Cultural Skills Suite:

Freelancing for creative and cultural industries:

FL2 Define the vision and objectives for your freelance work in creative and cultural industries

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