

From inception to touring, choreographer and friend of Dance Data Project® Stephanie Martinez has generously shared her decades of experience in working with dancers, companies, musicians and others as part of a Meet the Choreographer feature (read it here). As told to DDP for Stephanie's feature, here is a comprehensive list of what is required to protect artistic integrity, preserve legal rights and garner the resources required to produce a successful work.

## What You Need



### LEADERSHIP

You must provide clear direction and help dancers work together as a cohesive unit. You need to possess the ability to communicate decisively and assertively to the dancers in front of you.



### A VISUAL RESUME

Have all of your accomplishments in one place. A creative display of your qualifications will draw the reader in more than a generic CV.



### A WEBSITE/SOCIAL MEDIA PAGES

Because most choreographers' jobs are project and freelance based, it is important to network and market yourself by having a website and using Facebook/Instagram pages to create content that showcases your work.



### COLLABORATION

You should possess skills to collaborate with an artistic team – this includes artistic directors, ballet masters, rehearsal assistants, lighting designers, costume designers, set designers, video mapping team, unions, physical therapists, historians, board members, fundraisers, donors, grant writers, critics, media/radio figures, public speaking/Q&A panel members, website teams, videographers, and educational outreach programs. Be prepared to work within the bounds of a professional dance concert, commercial, industrial setting, play, live orchestra, AIDS and other charity events.



### NEGOTIATION SKILLS

Know your worth and build 100% confidence. Having a representative or agent acting on one's behalf may help. The main goal of this is to protect all artistic rights. If a choreographer does not have representation in place, then he or she must master the powerful skills to negotiate contracts with the following requirements:

- artistic fee (per diem), royalties
- travel cost (tickets, taxi, luggage, rental cars, housing/hotel, assistant fee)
- ownership of all artistic works
- input into public relations, headshots, photo shoots, all photos that represent your ballets
- choreographer bio & artistic statement
- the final word on music, music rights (BMI, ASCAP), control over music editing
- rights to your logo, branding image
- contractual length of hours for creation period of your original ballets or remounted ballets (this ranges from 25-40hrs within a professional dance organization/institution)