

McKenna Dance Center 15th Anniversary Event

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M.S. in Project Management

2019

Granite State College

McKenna Dance Center

- Anniversary performance scheduled for June 2020
- Event celebrates history, students, family & alumni of the school
- Includes performance event & pre-enrollment activities
- Includes a 9 person team of Project Manager, instructors, office manager, stage, light & sound technicians
- Collaborative, multi-faceted project



MDC 15th Anniversary Event Components

- Performance plan, staging, choreography= concept of the showcase
- Key choreography & production aspects of the project
- Students & families participation
- Sell out 850 tickets to performance venue
- Retain 90% of current enrollment for 2020-2021 season
- Plan & execute pre-enrollment activities and events
 - Open House
 - Pre-Registration Nights
 - Promotional opportunities

