

EUROPEAN
**FLASH
MOVE**
10 SEPTEMBER

#BEACTIVE
European Week of Sport

**NEVER MISS A
CHANCE TO DANCE**

FLASHMOVE 2016

INTRA TEAM COMPETITION: UNITED IN DIVERSITY

flashmove.nowwemove.com



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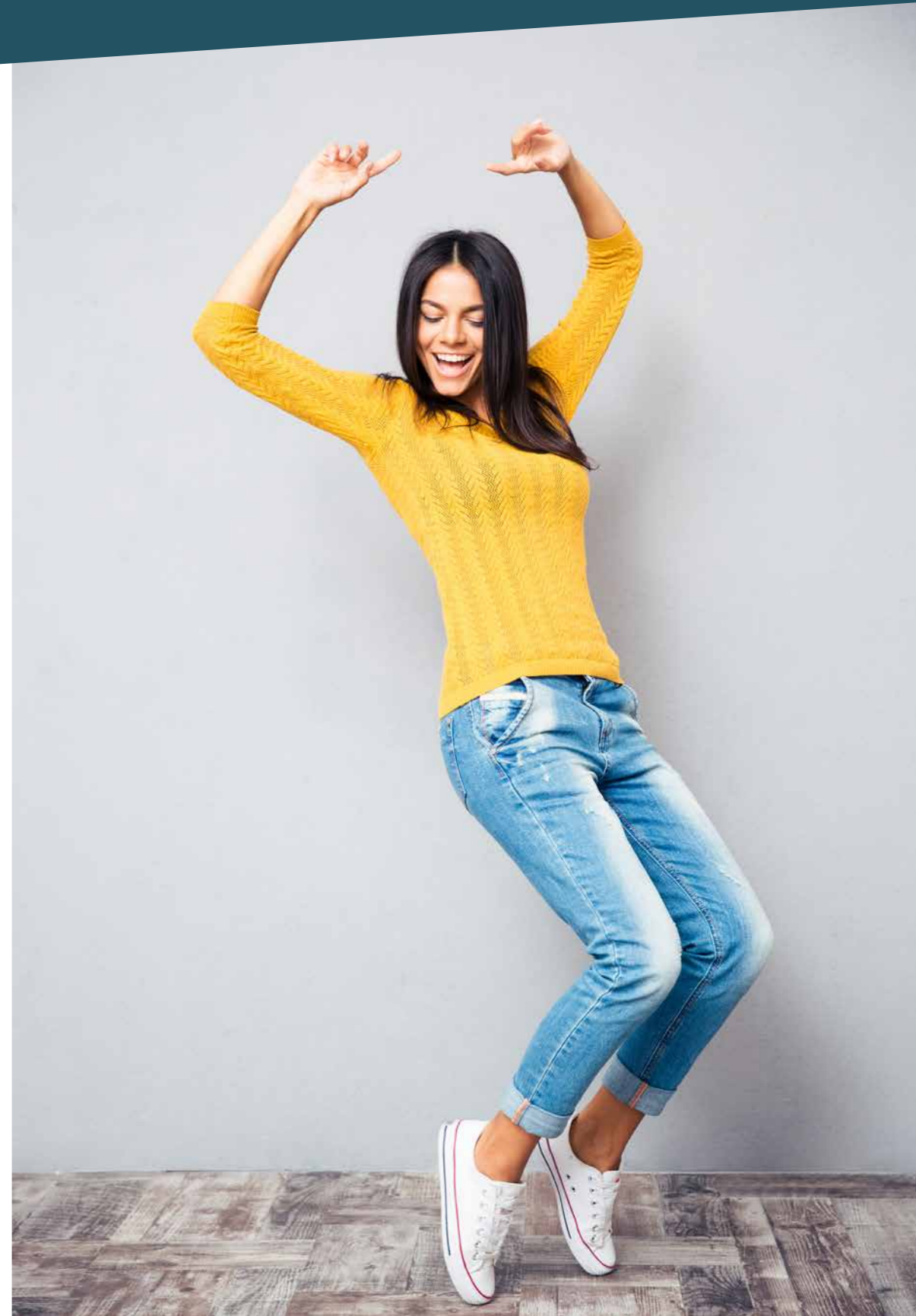


#BeActive #DanceLikeNoOnesWatchingYou #FlashMOVE

This year's FlashMOVE 2016 preparation is getting even more compelling, as we are opening an **intra team rehearsal competition**. It is not a competition that aims for division, but for fun and unification, showing the diversity of the participants throughout Europe.

WHAT

We would like to see you rehearsing for 10 September's FlashMOVE and let you inspire even more people around Europe to join the biggest European simultaneous flash mob, to dance, have fun and be active.



#DanceLikeNoOnesWatchingYou
#FlashMOVE
#BeActive

HOW

1. If you are already one of our MOVE Agents or are ready-to-become a FlashMOVE Agent [to register and organise a Flash Mob in your community, please go [here](#), you have probably already seen the [dance tutorial](#) for the event. If not - please do so.
2. Gather people from the team of participants who are practising the choreography with you [up to 5 people] or your partners [dance clubs, street performers, fitness centres, family and friends etc.]. Get a mobile phone with a camera, or a real shooting camera, if you'd prefer [remember to make a horizontal video, so we can more easily upload it on websites and social media].
3. Make a short rehearsal video ('20), #DanceLikeNoOnesWatchingYou is the leitmotiv. But remember, we are not looking for an edited video: we would like to see a real rehearsal, fun, not directed and real. Choose a part of the choreography you find most fun for you [or the most challenging] and dance it.
4. To make it more captivating, you can even choose a different location from a rehearsing room: **a square, a restaurant, a park, a pool... surprise us**. Every public space, where you can do a short dance ("like no one is watching you") is a great location that will intrigue your viewers online.
5. To sum up: make a fun video that will make people near you want to join your FlashMOVE event.
6. Don't forget: #DanceLikeNoOnesWatchingYou is a key word this year as everyone can and should dance, be active, move, no matter if they are at home, at work, at the park, and no matter if it can dance professionally. Dancing expresses emotion and it's fun!

Finally: upload your video [videos, as you can shoot an indefinite number of rehearsal short videos] on you Facebook/ YouTube/ Instagram page, using one of the # mentioned below, so we can track the videos, and also please send the videos to us on info@isca-web.org

THE OUTCOME

Get as many people as possible to join your event through our website. You should inspire them to like your video [or videos, it is really up to you], share and most important: make impact, by registering your event.



THE AWARD

After 10 September, the MOVE Agent with most likes, shares and comments of their video, will:

Become an official MOVE Agent for 2016: your FlashMOVE event video [not the rehearsal, but the real one you will deliver to us] will be used to create the 2017 promotional video.

Receive a great 30' self promotional video for your association, organisation, dance studio etc., prepared by our team, that you can use to attract new partners [for this we would need your logos and raw video materials].

THE MOST IMPORTANT

You will inspire many people to #BeActive

You will inspire people to enjoy dancing

You will be part of a European event

You will have fun

READY? CAMERA ON!

Time is ticking and you should start practicing in 5, 6, 7, 8.....

FlashMOVE!

