

## Flash Mob Instruction Pack

### What is a Flash Mob?

A Flash mob is an effective way to raise awareness of a specific issue through organising a group of people who work together on a large scale to do a dance, song or record breaking event in a public place. The aim is to amuse and surprise the general public with a spontaneous performance that engages as well as entertains. It involves a lot of organisation. However if successful it can be a very rewarding and fun event for both those involved and those watching. To ensure you maximise the impact of your flash mob the event is usually filmed and edited to create a short 4-5minute video to host on You Tube, release through social media and if you generate enough interest, be played in part on national television. Here are 2 example flash mobs to give you an idea of what they are:

Shout Out Psoriasis Campaign (Manchester, UK)

<https://www.youtube.com/watch?v=QhjMiXK2juM>

Best Foot Forward Campaign (Richmond, UK)

<https://www.youtube.com/watch?v=Am2RL-8ZVzg>

### The ProFouND 2015 Stay Steady Stay Strong Campaign

For the 2015 ProFouND **Stay Strong Stay Steady** Campaign we have decided to organise a flash mob one of which will take place in Manchester, England on 1<sup>st</sup> October 2015. The focus of the flash mob will be a dance based on best practice strength and balance exercises and has been choreographed by Bex Townley from Later Life Training. The dance will be accompanied by a song and will include older and younger people to highlight our 2015 **intergenerational** theme.

We want other partners and stakeholders across the EU to also organise flash mobs in their centres/localities and this pack provides clear instructions on how to do this. In order to offer a choice of potential activity we have detailed 3 levels of engagement which you can decide on based on available resources.

We suggest three levels of engagement depending on resources.

1. **“Private flash mob” of small group for ProFouND Film:** This involves getting a small group of people (10 – 20) together to learn the dance, filming the group rehearsing and doing it in a private area, such as an exercise class or at the front of your institution, and then sending the short film to us for editing into the final ProFouND Flash Mob film. Please ensure all participants sign the ‘consent form’ in this pack Appendix 1. The film will be uploaded on You Tube by mid-October for global access use and reference (see level 1 engagement).
2. **“Public” flash mob for filming and use in ProFouND final film:** This involves organising larger group (30-50) to deliver a flash mob in a public space, using the song we have selected and will require the same activities outlined in level 1 (learning the dance, gathering the group, filming) but in addition will require a local music permit, available via national music

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licensing organisation, as well as any local authorisation for delivery of a flash mob in a public place – usually agreed by the local government or council office and a loud speaker to play the song through. Please ensure all participants sign the ‘consent form’ in this pack Appendix 1. (see level 2 engagement).

3. **“Fully Organised Public” Flash Mob Different Song:** For those who would like to choose a different song and organise your own flash mob then this details what is required, from licensing your song choice, through to organising (see level 3 engagement)

### How do we get involved?

Below is an outline on how to become involved covering all 3 levels of engagement for delivering the 2015 campaign.

#### **Level 1 - Small Group for inclusion in ProFouND Film (10-20)**

For this level of engagement we are asking those interested to do the following steps:

**Gather a group together;** this can be older people, colleagues, younger people or your immediate work team. Ideally this needs to be approximately 10-20 people.

**Learn the flash mob dance;** agree some time slots and arrange to learn the flash mob dance - choreographed instructions along with the song choice are detailed below to include a link to a training video which will help you. If you are short of time, simply learn a short section of the dance and use this for your film. Perhaps also film rehearsals. You can use mobile phone or tablet or video camera to do this, the better quality camera the better for use in the final product.

**Film your group doing the dance;** agree a date and time (1<sup>st</sup> October or before) and do the dance together to the music and film yourselves doing it. ***Please see and follow the filming guidelines*** also included in this pack as if your film does not follow the guidelines we will not be able to include it. Please ensure you ask all participants to sign the attached consent form (Appendix 1) confirming use on their image on line in the ProFouND Film. Then send a copy of your film to [j.mcdermott@manchester.ac.uk](mailto:j.mcdermott@manchester.ac.uk) via drop box (<https://www.dropbox.com/>) or we transfer (<https://www.wetransfer.com/>) no later than **3<sup>rd</sup> October 2015** so we can check and edit for inclusion in the final film.

#### **Level 2 – Public Flash mob for inclusion in the ProFouND Film**

**Gather a group together;** this can be older people, colleagues, younger people or your immediate work team (30-50 people)

**Learn the flash mob dance;** agree some time slots and arrange to learn the flash mob dance - choreographed instructions along with the song choice are detailed below to include a link to a training video which will help you. Perhaps also film rehearsals. You can use mobile

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phone or tablet or video camera to do this, the better quality camera the better for use in the final product.

**Organise a music permit;** we have agreed publishing and production licences for the ProFouND chosen song and therefore can use this on 1<sup>st</sup> October for Older Person's day as well as for our Flash mob film we will produce. However in addition to this, you will need to organise a 'local permit' to play the song in a public space on a loud speaker. Each EU country has different rules and organisations who release these permits (in the UK it's PRS) so please investigate this locally and ensure you have a fully organised permit prior to our proposed flash mob. You will also need a loud speaker / amplifier for your music to be played loud enough in your public area.

**Inform the local authority of your flash mob date and plans;** contact your local authority and inform them of your plans. Typically this will involve you stating the location of your flash mob, approximate numbers and timings. This is necessary so they can confirm there are no other events happening on the same day as well as to inform the police that you will be delivering a flash mob.

**Film your group doing the dance;** agree a date and time (1<sup>st</sup> October or before) and do the dance together to the music and film yourselves doing it. ***Please see and follow the filming guidelines*** also included in this pack as if your film does not follow the guidelines we will not be able to include it. Please ensure you ask all participants to sign the attached consent form (Appendix 1) confirming use on their image on line in the ProFouND Film. Then send a copy of your film to [j.mcdermott@manchester.ac.uk](mailto:j.mcdermott@manchester.ac.uk) via drop box (<https://www.dropbox.com/>) or we transfer (<https://www.wetransfer.com/>) no later than **3<sup>rd</sup> October 2015** so we can check and edit for inclusion in the final film.

### Level 3 – Fully organised public flash mob – Different Song

For those of you with the time resource available organising a flash mob in your local town is a great way to raise awareness and engage the general public and potentially local and national media. Please find below a brief check list of what is required in order to organise and successfully deliver a flash mob choosing a different song than the one we have selected for ProFouND;

**Agree a date to deliver your flash mob;** it may be to align with Older Person's Day or another national day which is relevant to older people.

**Identify the song you would like to use;** ideally something that is easily recognisable and appeals to older people (and younger people if you are adopting an intergenerational theme). This can be either through the era of the music piece, cultural significance and/or lyrics, as well as finding a piece of music that has the right pace for your selected routine.

**Apply for relevant licenses to use the song;** once you have identified a song you need to contact both the producer (owns production rights) and the publisher (owns copyright) and formally request licences to use it. Production and publishing companies work on behalf of

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the artists to secure licences for use, this will be quoted as per your request so could be restricted to online (you tube) use in your country/region, across the EU, EU + Americas or other specified countries/continents or global access. Equally, you will need to agree the length of the licence, so 1, 2 or more years. Once you have had full approval and cost quoted from both the production and publishing companies you will also need to apply for a permit to play the song in a public space and for online use. Usually, a single organisation based in your country will manage these permits, in the UK the organisation is called PRS but you will need to identify who issues permits locally.

**Develop your dance/activity;** once you have confirmed licencing use of the song you need to ask a choreographer to develop a dance based on your theme or approach. Using strength and balance exercises as the dance movements is a good idea should you wish to focus on active ageing and physical activity. Once you have a clear set of steps, make a training video of the full piece to share with groups...

**Identify and recruit your groups to learn the dance;** work with your networks and local groups to identify those who are willing to take part. Once identified you can either arrange to visit the groups and deliver 1-2 hour long training sessions, leading them or for more independent groups simply send them the training video link and instructions.

**Notify local council of your flash mob;** as you will be using a public space you must inform your local council or ensure you have approval from your organisation or institution if you plan to deliver the flash mob on site.

**In addition to this you will also need to;** hire a loud speaker to amplify the song on site; organise transport to move your group around different locations for you flash mob (if you plan to do it in more than one place); organise refreshments if you plan to deliver several flash mobs over a day; organise a film crew for filming the flash mob; have signed consent forms for all participants.

**Finally, deliver your flash mob** having informed all your groups of the date and time for the flash mob, arrive ready with your equipment and delivery. If you want film it for use on social media platforms or your website, music licence permitting you will also need to hire a film crew.

If you have any questions regarding this process please contact Jane McDermott who can advise you on the process based on the Manchester experience.

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### Chosen Song

This is the song we will use for the Manchester flash mob, originally sung by Ella Fitzgerald then a later version recorded together by 2 bands in the UK in the 1980s

<https://www.youtube.com/watch?v=DQ9DrReE-uo>

ProFouND has confirmed legal publishing, production and copyright licenses for use of the chosen song for the following purposes **ONLY**:

- To be played when learning and filming by small groups for use in the final film (**ONLY**) you would not be permitted to place your local recording on social media or any other local platforms unless you agree a local license to do so.
- To be played in a public space for the Manchester Flash Mob, however if you would like to do a level 2 flash mob then please apply and pay for local music permits in order to play the chosen song in a public space. Music permits are issued by national copyright organisations based in EU countries.
- To be used as back ground in the final ProFouND Film for global access for 2 years, so we will use it in the final film for hosting on you tube.

If you have any questions about using the song, please check with Jane McDermott.

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### Choreography for flash mob based on strength and balance exercises

Before commencing please assess the level and abilities of those involved in your dance and ensure all participants have the appropriate support (chair/table) where required. Where required please simplify the steps as per the demonstration video.

### Training Films

The following short films will assist you in learning the flash mob movements, they include a welcome, the full sequence to music and a breakdown of the technique for the steps.

#### Welcome

<https://www.dropbox.com/s/oigvqh1unvcsrnt/Flashmob%20Welcome.mp4?dl=0>

#### Sequence

<https://www.dropbox.com/s/7iqfwehzb7uxee8/Flashmob%20Sequence%20%28whole%29.mp4?dl=0>

#### Technique for Steps

<https://www.dropbox.com/s/cffa3j1cu1w2l12/Flashmob%20Technique%20Points.mp4?dl=0>

### Choreography steps

Intro 88 88 ( March build, plus arms, find partner, perform all moves in pairs side by side)

CHORUS sequence repeats throughout (4444)

4 count - tandem walk x3 steps forwards, 4th count to parallel foot position.

4 count- tandem walk X3 steps backwards, 4th count to parallel foot position

4 count- tandem walk x3 steps forwards, 4th count to parallel foot position

4 count ('and that's what gets results') Single Leg Stance HOLD

REPEAT

VERSE ONE (88)

8 count- x4 alternate side bends, feet in wide stance position (show a clear pause in the middle of each one)

8 count- x4 alternate trunk twists, feet in wide stance position (show a clear pause in the middle of each one)

CHORUS (4444)

BREAK (44/44/44/44/44/44)

X4 knee bends, feet in hip width position, perform knee bends 'as if sitting down'.

X4 side leg lifts (2 left, 2 right), not too high!

X2 lunges (1 left, 1 right half time)

VERSE TWO (88)

X4 side steps right

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X4 side steps left  
(position hands in front of the body as if holding onto a support).

CHORUS

VERSE THREE (88)

X8 wide base sway no arms, hands on hips

X8 wide base sway with arms, bend at the the elbows touch fingers towards shoulders

CHORUS

REPEAT

REPEAT

REPEAT

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### Filming Guidelines

We are really keen to include as many EU partners in the ProFouND flash mob film as possible, but in order to do so are reliant on you filming your group and for the film to be of good enough quality to include. To help ensure this we have created a set of filming guidelines in an attempt to help ensure we are able to include your film in the final edited piece. Please send your film via drop box or we transfer as early as possible so you can re-record if required, but no later than 3<sup>rd</sup> October 2015. Happy dancing and filming!

#### DO

Do identify a person responsible for filming

Do use a high quality smartphone, tablet or camera

Do find a quiet, well lit (bright) location with plenty of space – outside is perfect, in front of your institution or organisation OR in a location that shows your country/city well as background

Do place the phone/tablet/camera on a solid surface – for a phone a car phone holder is perfect

Do please film horizontally and ensure all the people are in the shot, this for when they are both stood still and moving as part of the dance routine

Do place the music source near to the phone/tablet/camera so the sound is also recorded

Do, if possible, film in more than one location

Do remember to SMILE and have FUN 😊

Do check your film and make sure it looks great!



#### DO NOT

Do not use the 'selfie' or 'front camera' on any smart phone or tablet as the quality is poor

Do not hold the camera/phone/tablet in your hand, it will make the film very shaky and poor quality

Do not have any special effect settings switched on

Do not move the camera/phone/tablet during filming

Do not film with a light source behind your dancers (so in front of a window) as this affect how visible your participants are



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### APPENDIX 1 - Filming Consent Form: Promotional/Educational

I confirm that the University of Manchester is permitted to reproduce photographs/video footage featuring my image in their work for the ProFouND EC project. I also consent for the footage to be shared with others for the purpose of the promotion of falls prevention and healthy Active Ageing. This will mean the clips are accessible to other researchers, health professionals and older people through a website. I understand that websites and other online media can be seen throughout the world, and not just in my local country.

This agreement applies to both printed, film/video and electronic media including the World Wide Web and social media platforms (face book, twitter, you tube)

The image(s) may be retained by, and will only be accessed by, authorised persons of the University of Manchester or the ProFouND project partners and may be used in the future in University or project publications, marketing materials and any future research projects the University is involved in. The image(s) will only be retained for the stated purpose. The image(s) are processed by the University in accordance with the provisions of the Data Protection Act 1998.

All people in the footage must sign:

**Date:** \_\_\_\_\_

**Name (PRINT):**

**Signature:**

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