**TECHNICAL COMMUNICATION — C768**

**TASK 2: REPORTING TO VARIOUS AUDIENCES**

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Section A: Executive Summary

Fred Astaire Dance Studio, Inc. (FADS, Inc.) is an experience-driven business. We understand the need for that experience to be engaging, convenient, and profitable, achieved through Glofox. Glofox is a studio management software that enhances communication, convenience, and time management for instructors and students while allowing more time for other business pursuits. In this summary, we will touch on what Glofox is and how Fred Astaire benefits through the various features to create that incredible experience.

**What is Glofox?**

In a 2022 review (*DanceStudio-Pro Vs. Glofox 2023 - Feature and Pricing Comparison On*, n.d.) Glofox was named a Noteworthy Product in Fitness Software and an Established Player in Dance Studio Software for the following features:

* Glofox Store offers subscribers the possibility of selling their merchandise.
* Book A Buddy feature students can use to sign up with a friend for available classes through the app.
* Class Reports provide instant and accurate feedback.
* Instructors can review the Customer Booking History feature to find out which students have not booked classes recently.
* The Automatic Payment feature permits recurring charges for students.
* Ability to access Glofox through Windows, Mac, Linux, IOS, and Android

These features increase awareness of our performance standpoints and build rapport with students and instructors through convenience at FADS, Inc. while improving membership and sales.

**Benefits of Glofox**

When internally organizing the business via this project management software, we anticipate seeing the following benefits:

* Superior reporting and analytics are not available through Dance Studio Manager app
* Direct engagement and control through the self-service portal

When students and instructors want to address any concerns or miscommunication, Glofox features direct communication, convenience, and organizational evolution, reducing the margin of error for instructors and students.

Our research supports Glofox reporting/analytics and the self-service portal at FADS. The unique features of Glofox make it a valuable addition to the studio management toolkit to enhance our experience-driven relationships between students and instructors and profit.

**A1. Executive Summary Tone**

The **diction**applied is suited for the studio owners and managers to comprehend who understand the email exchanges and expressions used for instructor/student relations and profit (such as direct engagement and reporting/analytics). I chose specific, straightforward language in bullet points to highlight the features and benefits.

The **tone** expresses haste to stress the importance of the implementation of Glofox that align with the Fred Astaire program.

**A2. Executive Summary Jargon**

The company jargon I used was organizational evolution, experience-driven, and building rapport to advocate for Glofox implementation since I was addressing studio owners and managers who drive the vision and mission of FADS Inc. I chose to omit the term interoperability to describe how Glofox works with devices that run on multiple platforms or operating systems (the apps run on Android and iOS) because it's applied in specific circumstances. To describe this cross-platform compatibility, I use "the ability to access" instead, as it is more universally relevant.

**A3. Executive Summary Message Timing, Sensitivity, and classification**

The best time to announce the executive summary is Tuesday at 1:00 pm EST (**message timing**). The manager and instructors work Monday through Friday at the studio. However, according to a study compiled by (Bartley, 2022), Tuesdays and Thursdays are the most promising days to send business emails announcing a new product. Bartley also states specific times that best ensure the email is read, during or after lunch, 1 pm local time. This summary is suited solely for the owner and manager to relay to staff and students once approved. The details focus on the vague but specific benefits of **message sensitivity**. **Message classification**status is for internal use only because to othersoutside the student and faculty relations indicated the email may be foreign.

**Section B: Press Release**

**Headline: Exciting news! Glofox is here!**

**Location:**Longmeadow, Massachusetts Fred Astaire headquarters

**Lead-in:**Intrigued in tools that supply powerfully direct communication, convenience, and profit? Join the discussion of the features and benefits of adding Glofox to your studio management skills.

**Body: Glofox is a** critically renowned project management software with many notable features that enhance the student experience and instructor performance. Listed below are some of those features:

* Glofox Store offers subscribers the possibility of selling their merchandise.
* Book a Buddy, which students can use to sign up with a friend for available classes through the app.
* Class Reports provide instant and accurate feedback.
* Instructors can review the Customer Booking History to find out which students have not recently booked classes.
* Automatic Payment permits recurring charges for students.
* Ability to access Glofox through Windows, Mac, Linux, IOS, and Android

In terms of improving the student experience, the listed features above showcase why Glofox is an excellent tool for providing more organization, direct engagement, and convenience to the entire FADS family. Our current app, Dance Studio Manager, is dated and limiting in comparison. With Glofox, we can receive specific automated feedback on performance, create a unique experience, and promote significant growth.

Request the studio owner and manager's consent to purchase Glofox, the best studio management app.

**Contact Information:**

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**B1. Press Release Tone**

The **diction** utilized is comprehensible and regards the present software, the Dance Studio Manager app, concerning the benefit of the new product. Also, I reference “project management software” awareness (Johnson, 2022), as presented in the white paper, as experience. The **tone**is optimistically casual to express that Glofox can make the Fred Astaire experience more meaningful and impactful for students and instructors.

**B2. Press Release Jargon**

The jargon is the FADS terminology of experience, performance feedback, direct engagement, uniqueness, and “FADS family” used to describe Fred Astaire staff and students with the importance of our experience-driven relationships to the instructor audience at Fred Astaire. I omitted the term “project management software” (Johnson, 2022) as I do not want to assume all instructors are versed in the connotation of the term project management software in Johnson’s article.

**B3. Press Release Message Timing, Sensitivity, Classification**

The most promising**time** to release this Press Release Message is the first Monday of the month to the Fred Astaire instructors following approval. The reason is the first week of the month aligns with group night Monday—Friday at 7:15 pm, staff seminars with our owner, and regional seminars where all studios in the state get together for team building. The**sensitivity**of this press releaseis for the internal staff of Fred Astaire. There is little to no risk in the information being shared with students as they are also vital contributors to Glofox elevating the instructor skill set. This press release**classification**status is for internal use only, underlining the experience-driven relationships of students and instructors with organizational growth.

**Section C: Glofox Frequently Asked Question (FAQ)**

**Question: How do I download the Glofox app?**

**Answer:**Members can find and download the app by searching 'Glofox' in either Google Play or App Store.

**Question: How do I check my Glofox studio performance report?**

**Answer:**Members can go to the dashboard and select the "Report" tab from the menu at the top of the page will open the "Trainer/Class Performance"...

**Question: How do I change the Glofox default language?**

**Answer:**Select a new language from the menu at the top of the dashboard. Click "Settings," then "Change Language"...

**C1. FAQ Tone and Diction**

The **diction**employed is tailored to be briefly clear on obtaining and utilizing the Glofox features for instructors' and students' audiences. The intended **tone**is to be formal directional communication. I chose an impersonal style that is easy step-by-step, to the point. The audience of students and staff may be overwhelmed by the variety of features available. This tone better relates to the intended audience and is incomprehensible.

**C2. FAQ Jargon**

The FAQs audience is the students and instructors. I chose not to include any **jargon**in the FAQsbeing idioms could take away from the brief, informative disposition.

**C3. FAQ Message Timing, Sensitivity, Classification**

This FAQ's message audience is the students and instructors. The**message timing**should be accessible promptly after the Task 3 presentation as there might be questions on obtaining, when, or how to use Glofox. The**message sensitivity** statusis normal/standard upon consent, the availability of Glofox to FADS instructors and students. The**message classification**is not private or safeguarded by laws. If FAQs or the message of acquiring Glofox reaches outside the FADS community, there is little to no risk.

**Section D: Sources**

Bartley, M. (2022, June 17). *The Best Time to Send Emails to Boost Opens, Clicks, and Sales*. OptinMonster. <https://optinmonster.com/the-best-time-to-send-emails-heres-what-studies-show/>

*Dance Studio Manager vs Glofox 2023 - Feature and Pricing Comparison on*. (n.d.). Capterra. <https://www.capterra.com/dance-studio-software/compare/93339-136861/DSM-vs-Glofox>

Johnson, S. (2022, October 18). *How Project Management Software Can Improve Your Business.* Business News Daily. <https://www.businessnewsdaily.com/15883-project-management-software.html>