**TECHNICAL COMMUNICATION — C768**

**TASK 3: PANOPTO PRESENTATION**

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**February 1, 2023**

**Section A: Email**

**To**: To all instructors and students at Fred Astaire

**From**: Nyssa Robinson Studio Director/Owner FADS-Memorial

**Subject**: See you at the Glofox presentation!!!

**Body:**

Greeting FADS Instructors and Students!

Are you ready for the ultimate FADS experience?

Glofox is a studio management software that elevates the Fred Astaire Dance Studio experience-driven relationship! The Dance Studio Manager we presently use has proven as a step in the right direction for student-instructor interaction. But Glofox takes it further by enhancing communication, convenience, and time management for instructors and students while allowing more time for other business pursuits.

I hope to see you attend this year’s meeting that will reveal the vast benefits of Glofox by effectively enriching the FADS experience and profitable development.

The scheduled presentation is for Monday, February 2, 2023, at 5 p.m. Central Time at the Westin Hotel Ballroom. Thank you for your time. I look forwards to seeing you there!

Kind Regards,

Nyssa Robinson, Studio Director/Owner FADS-Memorial

**A1. Tone & Diction**

The **tone** expressed in this email is positivity and zeal towards Glofox to encourage enthusiasm to attend the presentation. This tone builds anticipation for Glofox's arrival.

The **diction** is informal as the audience is of my coworkers and students, where there is a fellowship. This email is to influence Glofox presentation attendance by creating a lively relatable environment for the instructors and students who are accustomed to using casual wording. The informal nature of this email promotes a more engaging presentation rather than coming off as a lecture the audience would oppose.

**A2. Industry Jargon**

The goal is to keep my audience hooked and inspired about Glofox. To better engage my audience of coworkers and students, I carefully chose my words, not to assume that all are versed in the terms utilized; Glofox is one of the terms I define since it may not be known.

On the contrary, the student-instructor interaction phrase needs no explanation as it is common jargon used within this audience.

**A3. Message Timing, Sensitivity, and Classification**

The **message timing** of this email is one week before the Glofox presentation, Monday at 9 am, allowing preparation in advance.

I believe Monday is a great day since it is the beginning of the week; 9 am is when people have settled into work to check their emails.

This **message's sensitivity** status is open to the general public since shared among various groups and individuals at Fred Astaire Dance Studios that do not contain confidential information which poses no threat to laws and regulations.

There is no **message classification** as the Glofox information is not undisclosed and open to the entire FADS community.

**Section B: PowerPoint Presentation:**

**B1. Slides & B2. Visual Elements:**

[C768 Task 3 PowerPoint](https://westerngovernorsuniversity-my.sharepoint.com/:p:/r/personal/nrobi71_wgu_edu/Documents/Task%203%20PowerPoint%20.pptx?d=wf31a9e31898a461c99690a0cde21ecfc&csf=1&web=1&e=tcybdF)

**B3. Audience and Tone**

The **diction** for the message is relaxed as I have camaraderie with my audience in shared experiences as an instructor and student.

I wanted the presentation to express commonalities, be relatable, and be nonpatronizing.

The **tone** of the message is motivating and engaging since upbeat energy is characteristic of the FADS community endorsing the implementation of Glofox.

**B4. Audience and Jargon**

I designed this Glofox presentation for the FADS community, including myself, who are accustomed to utilizing Dance Studio Manager for studio management. I could omit to define some terms due to a mutual understanding with my audience. Some of those terms are studio management software, student engagement, or profitable development.

Even so, I was careful not to be under the assumption that the entire audience has the same level of software experience that Glofox entails. To counter this, I defined the types of features that Glofox offers, clarifying reporting and analytics to ensure a comfortable grasp of the information regarding Glofox benefits.

**Section C: Panopto Presentation**

<https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=85d95fc6-e3de-491d-a1c5-af9c006630a0>

**Section D: Sources**

Club Industry. (n.d.). <https://www.clubindustry.com/press-releases/glofox-grow-headcount-150-year>

*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>

Glofox Logo. (n.d.). <https://play.google.com/store/apps/details?id=ie.zappy.fennec.oneapp_glofox&hl=en_GB&gl=US>.

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Gowran, L. M. (2022, August 3). Irish gym software firm Glofox to be snapped up by US company. Silicon Republic. <https://www.siliconrepublic.com/start-ups/glofox-acquired-abc-fitness-software>

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>

Kennedy, J. (2022, August 3). Glofox acquired by ABC Fitness. Think Business. <https://www.thinkbusiness.ie/articles/glofox-abc-fitness-solutions/>