

# **Merseyside Latin Festival**

**Hosted by Salsa Liverpool**

# Hosts

- Event is hosted by Salsa Liverpool
- This branding is to remain unchanged
- Hosted by Karen and Gill



# Attempt at unifying design

- Logo and website by Connor
- Some very brief promotion material
- Logo uses colours and elements from SL logo





[HOME](#) [TICKETS](#) [ABOUT](#) [SCHEDULE](#) [DINNER](#)



JERSEY SIDE  
**Latin Festival**  
SALSA - RUEDA  
BACHATA - KIZOMBA

**MLF 2024** 29 & 30 November + 1 December

→ LEARN ← DINE ← DANCE →

**4 ROOMS**

**3 DAYS**

LEARN

30th Nov + 1st Dec 2024

DINE

30th November 2024

PARTY

29 & 30 Nov + 1 Dec 2024

# Other published materials

By Karen mostly used on social media and some print





Logo used on Facebook

**Merseyside Latin Festival**

# **Winter Charity Ball**

**11 Nov 2023**

**ALL DAY LATIN DANCE EVENT**  
**THREE ROOMS - SRBK - Salsa - Rueda - Bachata - Kizomba**

**ADELPHI HOTEL** Brownlow Hill Entrance, RanLeigh Place, L3 5UL

**LEARN - Classes**  
9:30am Registration Open  
10am - 5pm **WORKSHOPS** - Dance Boost Classes for all levels

**ARTISTS** : Moe Flex, Julian Mr M, Sami Rodriguez, Amine UrbanKiz Esref Ulas, Lee & Rachel, Sal K, Carl Poxon, Ellena, Alfie, JP Karen Salsa Liverpool, SalsaGill, Laura M, Fernanda & Jeray DJ 5StarKid, DJ Shahid, DJs Tee & Ema - more TBC...

**DINE - Dinner & Dance**  
6:30pm Evening Registration Open  
6:45pm **GALA DINNER**  
Drinks Reception & 3 Course Meal  
(Vegan available on request)

**DANCE - Party**  
8:30pm Registration Open  
8:40pm **BALLROOM** Opens for Dancing - SBK  
10pm - 2am **THREE ROOMS** of Dancing  
SALSA ~ BACHATA ~ KIZOMBA

**VARIOUS PRICES & PASS OPTIONS**  
**FULL PASS - DAY ONLY - DINNER & DANCE - PARTY ONLY**

**DISCOUNTS:** ADVANCE TICKETS - STUDENT - EARLY BIRD - ADELPHI B&B  
Cash or Card Accepted On the Door (however prices will be more expensive)

**Book Advance Tickets Online**

[www.MerseysideLatinFestival.co.uk](http://www.MerseysideLatinFestival.co.uk)

Website: BOOKING, Discounts, Teachers, DJs, Schedule, Contact & more... Details subject to change

Poster for print and online use

Roller banner used at the event



Online banners





**Available for sale on  
Saturday  
ALL PROFIT TO OUR  
CHARITY FUND!**

T-shirt sold on the day



General online promotion





Teacher/artist profile



Flyer used online and in print



Teachers profile (only one like this)

# MERSEYSIDE LATIN FESTIVAL – Winter Ball

ADELPHI HOTEL - 11 NOVEMBER 2023

[www.MerseysideLatinFestival.co.uk](http://www.MerseysideLatinFestival.co.uk)

## Schedule of the day

\*PLEASE RETAIN YOUR WRISTBAND FOR THE EVENING EVENT – NO WRISTBAND, NO ENTRY\*

TIME	REGISTRATION – Brownlow Hill Entrance - Cash or card on the door			
09:30	BANQUETING HALL Ballroom	DERBY SUITE Off Reception	HYPOSTYLE Off the Ballroom	TERRACE Bar Area
LEARN	SALSA ROOM	BACHATA ROOM	KIZOMBA ROOM	CHILL OUT ZONE
10:00 – 10:50	CUBAN SALSA Partnerwork Improver/Intermediate Mark & Carol	BACHATA Improver JP	Intro to KIZOMBA Beginners Sal K	CHILL & RELAX Practice Music
11:00 – 11:50	BACHATA RHYTHM Musicality in practice Intermediate + Julian Mr M	CROSSBODY SALSA Improver/Intermediate Carl & Ellena	SHINES STYLE Improver Fernanda	Intro to RUEDA Beginners Libby
12:00 – 12:50	SALSA Cuban Styling & Musicality Intermediate + Moe Flex	BACHATA MODERNA Improver Fernanda & Jeray	KIZOMBA CONNECTION Improver/Intermediate Sal K	CHILL & RELAX Practice Music
13:00 – 13:50	LIFTS & DIPS Intermediate/Advanced Sami Rodriguez	YOGA & STRETCH ALL *No mat/towel required* Robyn	Intro to URBAN KIZOMBA Improver + Alfie	Intro to BACHATA Beginners JP
14:00 – 14:50	DOMINICAN BACHATA Intermediate/Advanced Julian Mr M	RUEDA Improver + Esref Ulas	URBAN KIZOMBA Intermediate Amine UrbanKiz	CHILL & RELAX Practice Music
15:00 – 15:50	SALSA RUEDA Intermediate/Advanced Moe Flex	SEMBA Intermediate Alfie	HIP HOP applied to Salsa Improver + Laura Marvel	Intro to CHA CHA Beginners Gill
16:00 – 16:50	SALSA Contemporary fusion Improver + Moe Flex	CALI SALSA Improver/Intermediate Sami Rodríguez	MERENGUE ALL Esref Ulas	SPINNING TECHNIQUE & STYLING Intermediate/Advanced Freddie Garland
17:00	CLOSE	CLOSE	CLOSE	
17:00 – 18:30	30 MINUTES REHEARSALS - SET-UP FOR PARTY – SOUND CHECK			
18:30	EVENING REGISTRATION – Brownlow Hill Entrance - Cash or card on the door			
DINNER & DANCE				
18:45 – 20:30	Drinks Reception followed by three course Gala Dinner in the Banqueting Hall			
DANCE	SALSA	BACHATA	KIZOMBA	
20:45 – 21:30	CUBAN SON Beginners/Improvers Lee & Rachel	SENSUAL BACHATA Intermediate + Francisco Morales	TARRAXO Improver + Amine UrbanKiz	
	DJ 5STARKID, DJ Fran, Moe Flex, Julian Mr. M, DJ Musu, DJ Shahid, DJ Mark, DJ Amine, DJs Tee & Ema, DJ Sal & more...			
21:30 – 02:00	SALSA	BACHATA	KIZOMBA	
02:00 – 02:30	SBK PARTY MIX	CLOSE	CLOSE	

PLEASE NOTE – The programme, instructors, rooms and so forth, may be subject to change without prior notice up to and including the event date. We apologize for any inconvenience this may cause.

### KEY TO LEARNING:

 ALL
  Beginner
  Improver
  Intermediate
  Intermediate +

\*POLITE NOTICE – NO PROFESSIONAL CAMERAS ALLOWED DURING THE EVENT – OFFICIAL PHOTOGRAPHERS ONLY\*

# Liverpool Latin Festival

Similar but smaller scale festival for example

- Had a rebrand for 2023 edition
- Run by University of Liverpool Salsa Society
- Redesign by Connor
- 1-day, 4-room festival
- 1-room party, with afterparty until 3am





Adaptable logo to use in various different places



Attendees photo frame for fb/insta



Teachers/artists photo frames



Example use of smaller logo

Facebook banner



Social media post



Also in square and one for stories too



Poster for online



Poster for digital screens and print



One of many digital screens with poster



Generic roller banner



Generic ticket announcements for social media



Miniature posters for print



Generic information such as directions and notices of photography

The image displays a grid of 14 numbered informational cards, each featuring the LLFA logo (a stylized person in yellow and purple) at the top. The cards are arranged in two rows of seven. Each card includes a QR code at the bottom right.

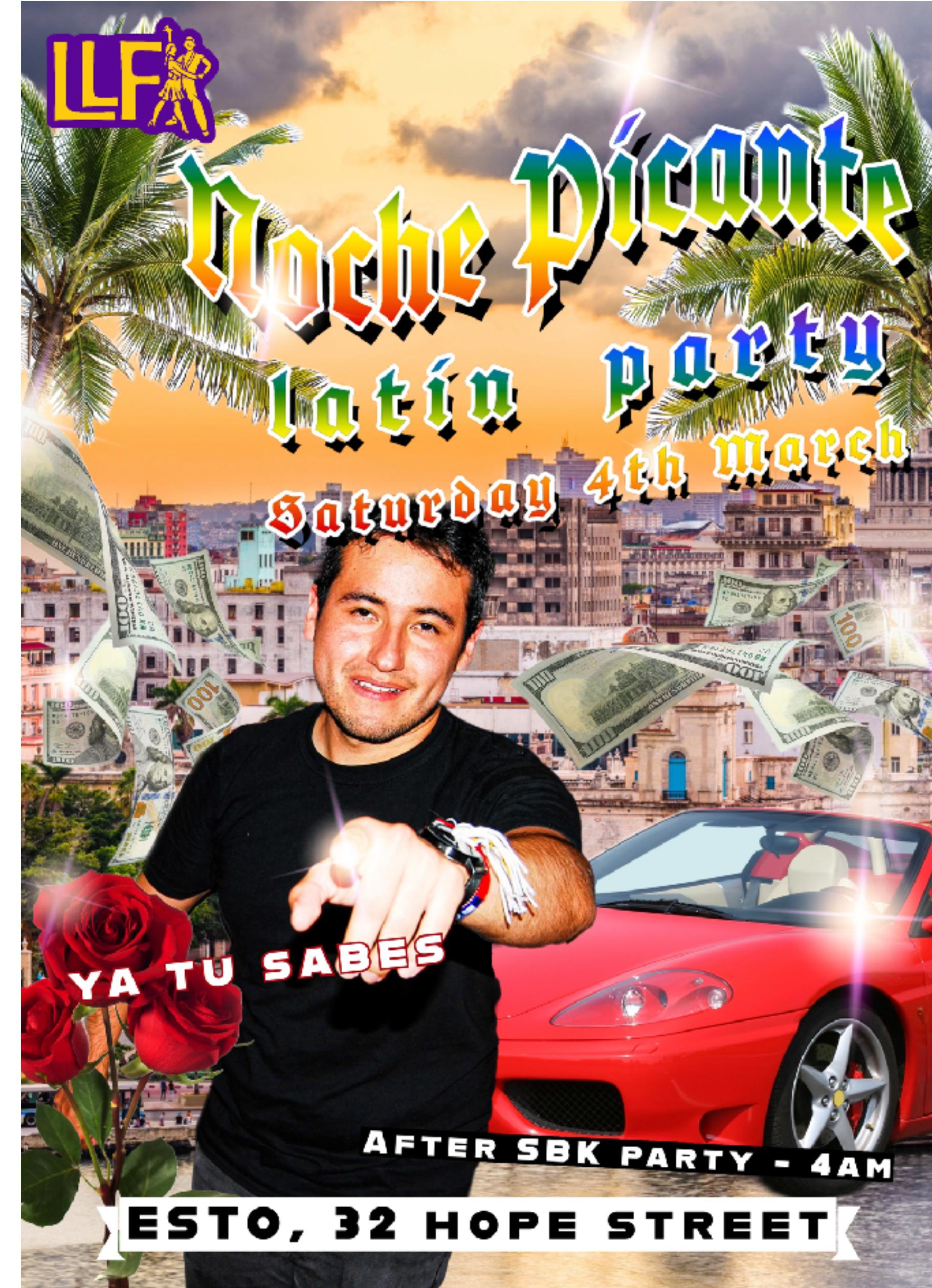
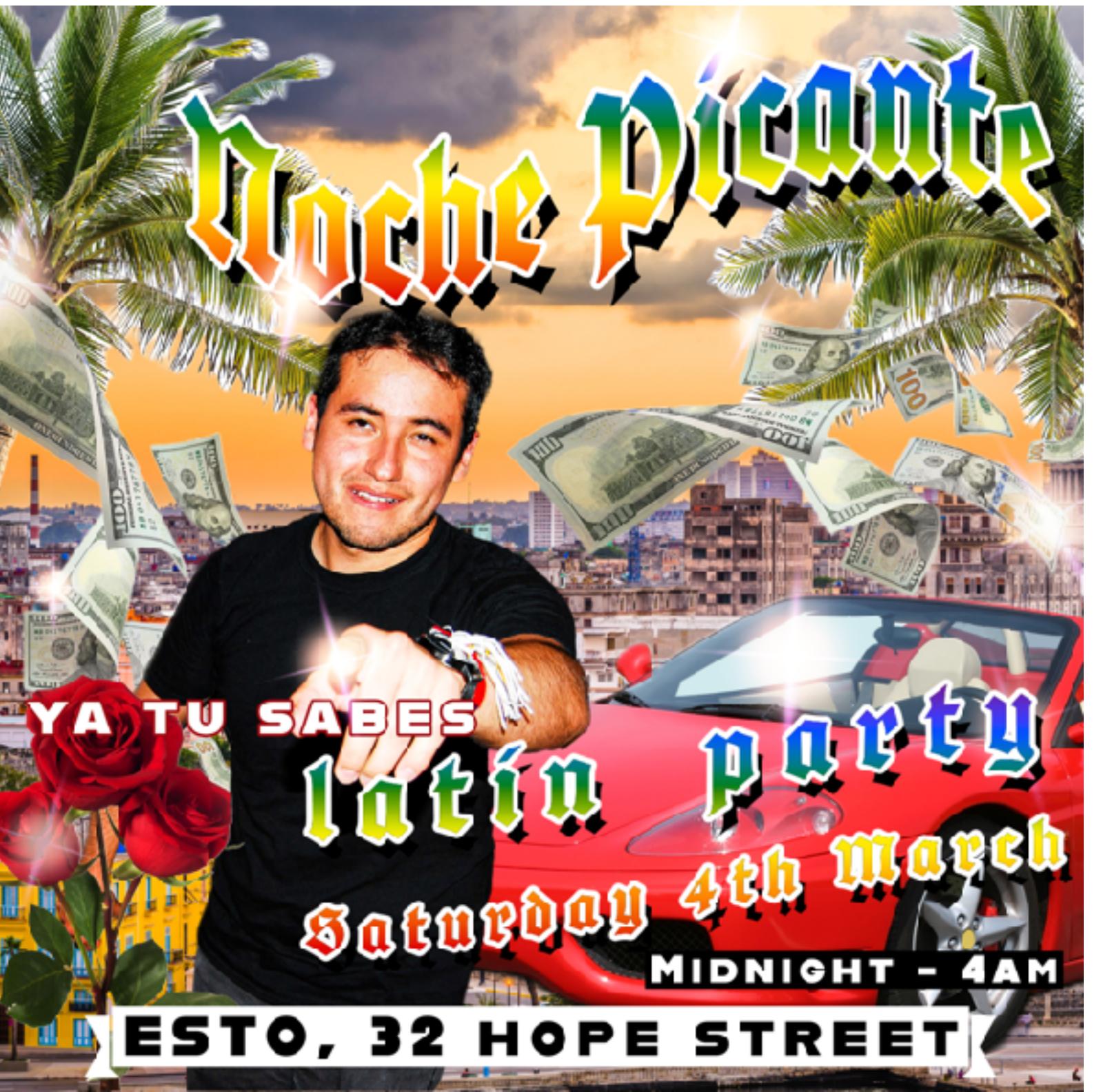
- 1. Mountford Hall & Stanley Theatre**  
Scan for more info
- 2. Mountford Hall & Stanley Theatre**  
Scan for more info
- 3. Green room**  
Instructors and volunteers only  
Scan for more info
- 4. Green room**  
Instructors and volunteers only beyond this point  
Scan for more info
- 5. Green room**  
Instructors and volunteers only beyond this point  
Scan for more info
- 6. NO ENTRY**  
INSTRUCTOR OR VOLUNTEER PASSES ONLY  
Scan for more info
- 7. SBK PARTY**  
Entry: 8pm  
Doors will open at 8pm  
Please return here at this time  
Scan for more info
- 8. WELCOME**  
This desk is now closed. If you are just arriving please find a volunteer with a yellow t-shirt. Or contact one of the numbers below.  
07395760103  
07853597799  
07982627043  
Scan for more info
- 9. FULL-PASSES**  
£20 Members  
£23 Students  
£25 Standard  
Scan to pay with card or pay cash at the desk  
Scan for more info
- 10. FULL-PASSES**  
£20 Members  
£23 Students  
£25 Standard  
Scan to pay with card or pay cash at the desk  
Scan for more info
- 11. RAFFLE TICKETS**  
£2 Ticket  
£10 Strip x2  
Scan for more info
- 12. TAG US!**  
Tag us throughout the day in your photographs  
@liverpoolsalsasoc
- 13. PHOTOGRAPHY**  
At this event, photos and videos may be recorded.  
By attending this event, you may be included in these photos and videos.  
Your attendance at this event grants your permission to be in these photos or videos, which may be used for educational, archival or promotional purposes.  
Scan for more info
- 14. RAFFLE PRIZES**
  - FREE ticket to Dance UK Evolution (DUKE)
  - Private class with Don Diego
  - 5 free classes at Salsa Liverpool x2
  - Free Flamenco class with Olga x5
  - Couple ticket for Kiz Fusion Tuesday in Manchester x2
  - 1hr private class with Lucas & Jeyda  
Scan for more info

## Schedule of the day

**2023 Timetable**

	Mountford Hall (G)	Stanley Theatre (G)	Upstairs (2nd) Dance Studio	Kitchen (LG) Dance Studio	
<b>09:00 - 10:00</b>	<b>Registration</b>				
<b>10:00 - 11:00</b>	Kizomba Alfie	Cha Cha Gill	Reggaeton Don Diego		Open
			Movement (10 mins)		
<b>11:10 - 12:10</b>	Crossbody Salsa Carl & Ellena	Bachata JP	Cali Salsa Jeray	Kizomba Alfie	Beginners
			Movement (10 mins)		
<b>12:20 - 13:20</b>	Son Cubano Lee and Rachael	Cuban Salsa/Rueda Karen	UrbanKiz Lucas & Jeyda	Salsa 3somes Gill	
			Lunch (60 mins)		
<b>14:20 - 15:20</b>	Rueda de Casino Moe Flex	Crossbody Salsa Carl & Ellena	UrbanKiz Lucas & Jeyda	Bachata Styling Fernanda	Improvers
			Movement (10 mins)		
<b>15:30 - 16:30</b>	Cuban Salsa/Rueda Karen	Sensual Bachata Jamie & Ema	Dominican Bachata Jeray & Ellena	Merengue JP	Intermediate
			Movement (10 mins)		
<b>16:40 - 17:40</b>	Salsa on2 Moe Flex	Sensual Bachata Jamie & Ema	Reggaeton Don Diego		
<b>20:00 - 00:45</b>	<b>SBK PARTY</b> DJ Moe Flex, DJ Karen Salsa Liverpool	1AM TILL Latin after party LATE! ESTO ES ESPANA, HOPE STREET			

- Externally hosted after-party
- Distinctly different theme
- LLF branding mostly not included for technical organisation reasons
- Poster is inspired by reggaeton vibes
- It is sort of over exaggeration and inspired by the cover art for Tu Sicaria - a song taking the mick of reggaeton culture



# Rueda Globetrotters

An example of good design for dance festival

<https://rgtfestival.com/>

[https://www.instagram.com/  
festivalruedaglobetrotters](https://www.instagram.com/festivalruedaglobetrotters)



The main website banner for the 2024 festival. It features a large crowd of people in a gymnasium setting. The text 'SEE YOU IN 2024' is prominently displayed in large white and orange letters. Below it, 'RUEDA - AMBIANCE - APERO' and the dates '11-13 OCTOBER' are shown. The Rueda Globetrotters logo is in the top right. Navigation links 'ACCUEIL' and 'TICKETS' are at the top right, and a 'JE PRENDs MON PASS' button is at the bottom right.

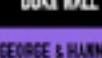
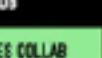
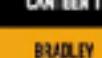
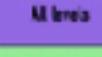
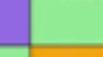
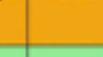
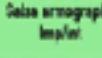
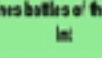
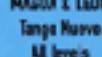
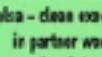
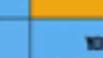
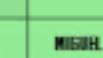
LE CONCEPT

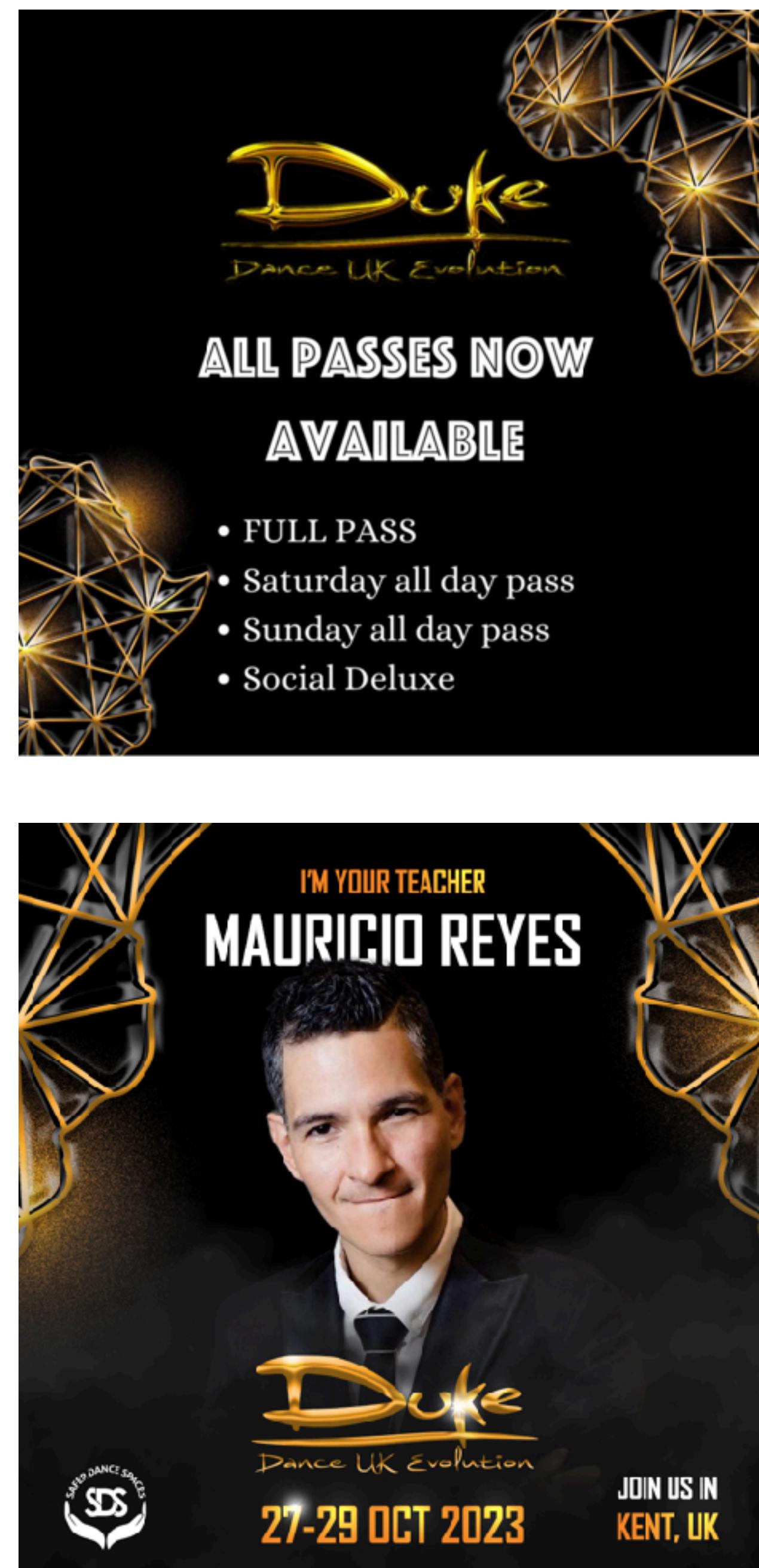
# DUKE Festival

- [https://www.facebook.com/danceukevolution/?locale=ms\\_MY&paipv=0&eav=AfberBKGE78qT4ztUDLGRgf-eSm9gyXWAsBISmWqGIQ0\\_Upp99EpDYIshtADVmtc4Wk&rd](https://www.facebook.com/danceukevolution/?locale=ms_MY&paipv=0&eav=AfberBKGE78qT4ztUDLGRgf-eSm9gyXWAsBISmWqGIQ0_Upp99EpDYIshtADVmtc4Wk&rd)



**WORKSHOP TIMETABLE SATURDAY**

TIME	THEATRE	DUKE HALL	THE HUB	CANTEEN 1	CANTEEN 2	SUMMER ROOM
11:00 - 11:50 AM	FARID FERGACH How to make salsa look good Int 	GEORGE & HANNAH Kiz - Zero 2 Hero All levels 	LONDON LADIES COLLAB Salsa averages assemble Int/Adv 	BRADLEY Bachata sensual - flow technique Imp 	AMANDA HANLEY Bachata 10 techniques! All levels	Closed
12:40 - 12:50 PM	SARAH & FELICIA Kizomba connection "Some" Kizomba experience 	FADIK & CRISTINA Salsa armstrong Imp 	GABRIEL & JESSICA Bachata happy feet Int/Adv 	HANEROS Chivas bottles of the fittest Int 	SASHA PHILLIPS Chivas bottles of the fittest Int 	LUCILLE MARSHALL Poi tricks All levels (invited members) 
1:40 - 1:50 PM	EXALCRAFT Afro Cuban 	MAGDA & LEON Tango Nuevo All levels 	SALSA TWINS Having fun in salsa Imp/Adv 	JOHN & MARIE Salsa - close execution in partner work Imp 	LEWIS & MITI Salsa - Sharp technique Adv 	
2:40 - 2:50 PM	SUPER MARIO How to create a million moves Adv 	LEIF J Cha cha flow Int/Adv 	RALF & CAROL Bachata with Venezuelan flow Int 	KASIA Fundamentals Int/Adv 	RUFIA LIPRF Fundamental Salsa Int/Adv 	MAURICIO REYES Musicality and Control Tiempo in Salsa Seminar All levels
3:40 - 3:50 PM	LIAMBO CHARANGA Wild rythmatics All levels 	MISSY ANDREE Pachanga jam Int 	TONY & DESPINA Contemporary flow all levels 	SAM MRS. EK Salsa - Super light connection Int 	MIGUEL, MARINA & ANGELA Salsa One Step Imp 	SUPER DICON Kizomba Polyrhythms changes Musicality with partner work All levels
4:30 - 4:50 PM	SARAH & FELICIA Kizomba fusion Int 	EDWIN HERNANDEZ? Afro contemporary fusion All levels 	PONZU AGUA Salsa Bharat style Adv 	GORMACE BISHI Salsa - Utilize your limitations (How to dance even with injury) Int 	IANI & SAMIRI Salsa surpury All levels 	PIERRE BENET Musicality Seminar Bachata All levels
5:00 - 5:50 PM	JACOPO & LINDA Salsa con sabor Adv 	JORDAN Kizomba madness All levels 	LLAMA PAU Guarandu M&W All levels 	ALBERTO & JULIE Bachata Sensual - Social moves Int/Adv 	PEROLES Sensual and sensual (Bachata beginners) All levels 	Closed



# Me Salsa

- <https://www.facebook.com/mesalsadance>

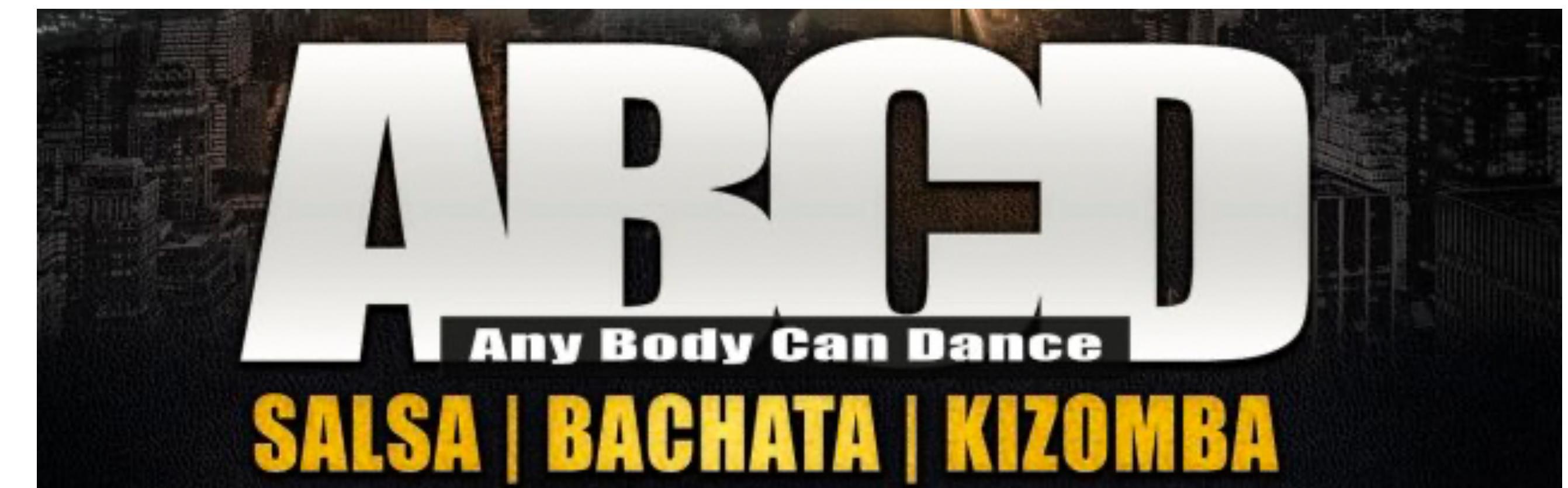


# ABCD

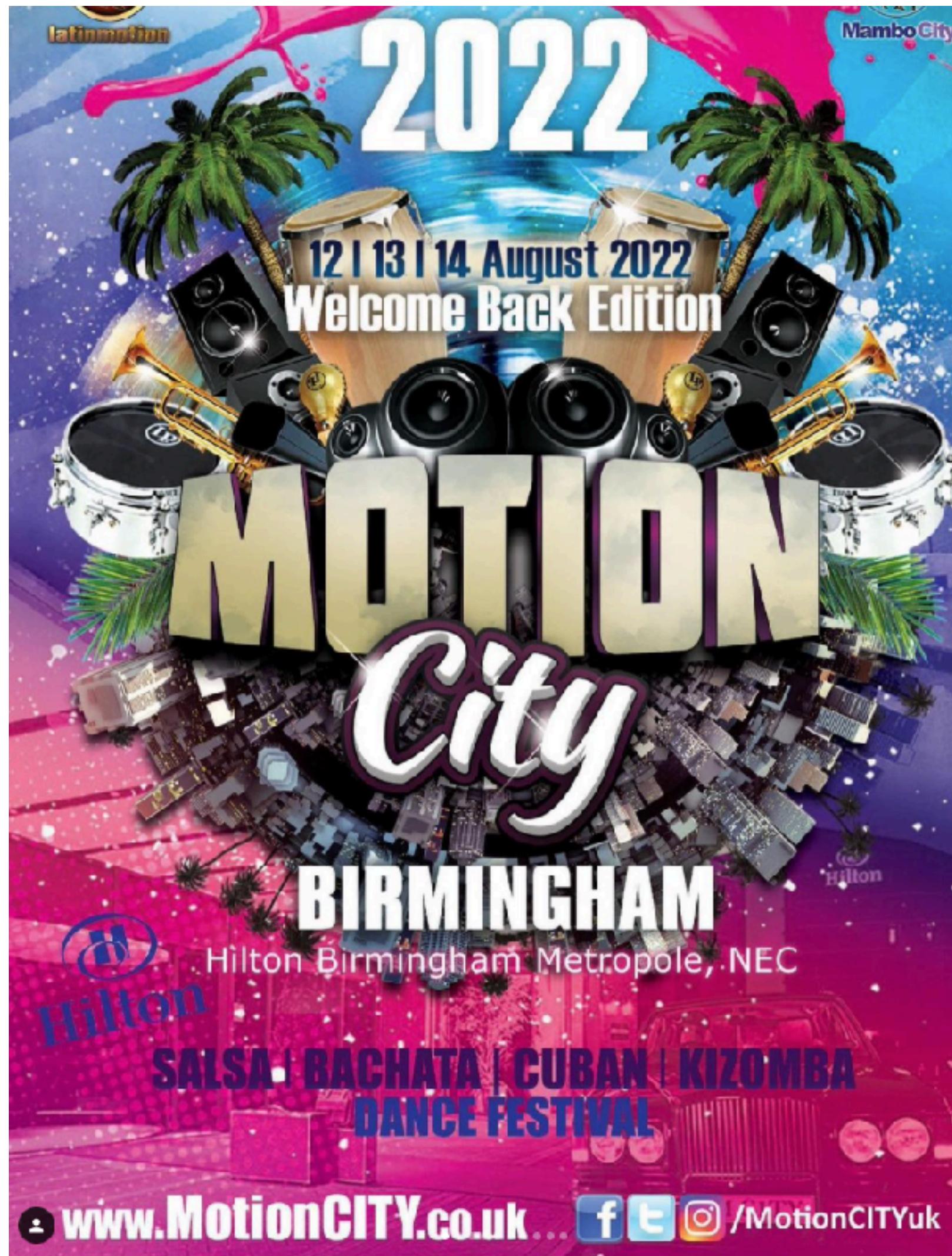
- <https://fkdance.com/abcd/>



A screenshot of the ABCD Festival website. The header includes "ABOUT", "TICKETS", "ARTISTS", the "ABCD" logo with "ANY BODY CAN DANCE" underneath, "SCHEDULE", "STAY", and "FKDANCE". The main content features a large image of a bridge at night, with text overlaying it: "'LONDON'S BIGGEST SBK FESTIVAL', '10 YEARS ANNIVERSARY', '01-04 FEB 2024', and a red button labeled 'Get tickets!'." Below this is another section with the text "THE LONDON" and "SALSA | CUBAN | BACHATA | KIZOMBA" followed by the date "01 – 04 FEBRUARY 2024".



# Motion City



# Some other similar events

- SalsaNor's Rueda Congress
- Northwest salsa congress
- Sea, Sun, Salsa
- Paris Kizomba Festival
- Newcastle Salsa Congress
- 4TheLoveOfDance
- Mambo City 5Star Congress