**Premier Performing Arts – Young Arts Ambassador 2015-2016**

*Overview*

Premier Performing Arts Young Arts Ambassador scheme aims to create opportunities for young people between the ages of 12-17 with an interest for dance, drama and/or music. They will be given the opportunity to assist in organising events, performing, assisting in rehearsals and mentoring young people inside and outside of the school sector amongst many other things.

Young people’s ideas and creativity are vital to the progression of Premier Performing Arts; the Young Arts Ambassador scheme gives those who are excited about sharing their experiences and opinions a platform to shape the arts within their region.

*Benefits to the licensee*

* Brand awareness in your area
* Forms a part of your recruitment process creating a new pool of staff and apprentices
* Creates awareness for your evening and weekend sessions including your academy
* Creates links with wider community, prospective schools and colleges
* Makes you stand out from the competition

*Benefits to the YAA*

* A great introduction into the arts
* An opportunity to gain valuable work experience in a field that you are passionate about
* An opportunity to shape the arts in your community
* Attend training
* Develop skills in marketing, social media and blog writing
* Assess shows and performances
* Represent the arts in your area and be a part of a nationwide team

*Recruitment*

* Licensees will have the opportunity to nominate a dance ambassador from their area
* Comms on Facebook/twitter/website
* Targeted coms in newsletter and in mailshots
* Advertising in colleges and schools

*The role of a Young Arts Ambassador*

* Represent Premier Performing Arts and its partners at specific events
* Promote the value and benefits of the arts
* Participate in regular PPA arts activities
* Advocate locally, regionally and nationally by helping to identify and promote relevant successes and challenges

 *Your role*

* Give candidates the opportunity to assist in events, performances and shows
* Invite candidates to evening, weekend and academy sessions
* Act as the regional supporter of the programme therefore providing opportunities and training
* Recruitment suitable YAA in your region

*Our role*

* Support licensees with resources and training
* Provide at least 1 opportunity a year for YAA’s to attend training at HQ
* Communicate to colleges/schools/parents about YAA opportunities
* Shortlist YAA candidates once applications are received