

Introduction-

I have always admired the art of performing, as it embodies everything I aspire to achieve. My passion has driven me towards a career in creative expression, beginning with my first ever performance, where passion turned into purpose. The excitement of being on stage ignited a determination to build my future revolving a career as a professional dancer. Upon entering the industry with a degree in commercial dance, my primary goal for the upcoming year is to attend cruise ship dancer auditions. To achieve this, I will continue to develop my technical skills by attending regular local classes, as well as occasional London based workshops to broaden my exposure to network within the industry. Alongside researching various cruise lines, identifying whose contracts, performance styles, and travel routes best align with my professional goals. I will also be actively researching UK based talent agencies, to gain representation. Having agency representation not only provides access to private auditions, whilst also offering support with international contracts and paperwork. This will aid me when applying for overseas work possibilities. This action plan outlines the precise steps I will take post-graduation to achieve my goal of becoming a cruise ship dancer, alongside establishing a steady foundation for a sustainable, long-term career in the performance industry, having gained valuable work experience, whilst also enhancing my technical skills, and overall performance quality. Dancing across the world's oceans perfectly combines my love for travel, storytelling, and performance, allowing me to spread joy and inspiration with audiences worldwide.

Aims and Objectives-

Fundamentally, the aim of my action plan is to acquire employment as a cruise ship dancer by constructing the professional, promotional, and technical skills required. The reason being, it allows me to combine my passion for dance with travel, as well as consistent performance work and professional growth. Currently, I consider myself well-positioned to pursue this goal, however, upon graduation, i intend to engage in additional dance classes to sustain and further develop my technical training. I will continue living in Wales, which will allow me to establish a steady foundation for my career, as relocating to London is not part of my immediate plan. However, I my objective is to travel to London Monthly to attend classes at popular institutions such as Base and Pineapple. This will enable me to maintain the quality of my training while simultaneously expanding my network through exposure to established choreographers and London based dancers. According to (Ellis, S. McLelland, R. and Cisneros, R.K. 2023.) the average annual cost of living in London is approximately £29,990, which harshly contrasts with the average earnings of a full-time freelance dancer, who make roughly £11,669.74 per year. Therefore, living at home following graduation proves to be the most cost-effective solution. To achieve this goal, it is important to establish specific aims and objectives to direct my development over the next 12 months. The principal aim being to secure employment as a cruise ship dancer within one year of completing my degree. To achieve this, i intend to continue my professional training locally, further developing both my technique and overall performance quality. Enhancing my online portfolio through social media platforms is an essential component of my one-year action plan, as it will aid in increasing my professional visibility. I will do so by creating content such as in class, and rehearsal videos, showcasing my abilities. In conjunction with this, I will be conducting thorough research into various cruise line companies, identifying those offering contracts that align with my goals and preferred working conditions. To better understand how i will

achieve these objectives, I have conducted a SWOT analysis, which can be found in Appendix A.

Self-Assessment and Promotion-

Conducting a self-assessment allows me to evaluate my current skill level and identify areas requiring development to meet industry standards. During this process, I was able to recognise both my strengths and weaknesses. To support this analysis, I have conducted a SWOT analysis review, my findings can be found in Appendix A. By assessing my capabilities, it allows me to establish targeted objectives for the coming year, ensuring effective focus on my training and professional development. This approach not only provides structure on the steps necessary to achieve my goal of becoming a cruise ship dancer but also creates a foundation for longevity career growth within the dance industry. Technically, my strengths consist of jazz, contemporary, and ballet foundations, supported by a good stage presence. However, I recognise that I need to improve my use of facial expressions in styles such as commercial and hip hop. I will improve this, by incorporating facial expressions during practice, ensuring it translates effectively to performance. Regarding fitness and stamina, while there is room for improvement, my overall physical condition is strong. Areas requiring further development include tap technique, hip hop foundations and confidence when auditioning. Although I occasionally experience self-doubt and lack of confidence, I maintain a high standard of professionalism, both in and out of the dance studio. Lecturers have consistently recognised my good manners and personal presentation as valuable attributes for the industry. Feedback from my commercial lecturer emphasises the importance of improving choreography memory by reviewing material independently to develop stronger pick-up speed. Through my training, I have acquired essential transferable skills for employability, including resilience, effective

communication and adaptability. I have learned that not every audition or opportunity will result in success, and that employer responses to you are not personal. The enhancement of professionalism and discipline has further reinforced my desire to pursue a career in dance. Developing on these qualities, effective self-promotion is crucial to reaching potential employers and agencies. Self-promotion plays a key role in gaining visibility and credibility; to enhance my platform, I intend to maintain a dance Instagram and TikTok account. Consisting of branding, consistent posting, engagement with other dancers, and tagging studios and choreographers. (Battacharya S. 2023) states that "TikTok has given dance companies and agents access to talent they otherwise wouldn't have known about". Dance agent Kuidee Davie, aged 28, has stated the ever-growing role of social media in talent scouting. When brands such as Nike and Adidas request commercial performers and her dancers are already booked, she relies heavily on platforms like TikTok and Instagram to find suitable candidates. "Now, most casting agents don't even look at your website or the portfolio you send in. They head straight to your Instagram and TikTok, so it's kind of like an artist's resume". Similarly, (Lisowski L. 2025) states in his thesis that the impact of these social media platforms on a performers career growth by promoting networking opportunities, therefor increasing visibility, and thus redefining industry standards.

Industry Research-

In depth research into the cruise line entertainment sector facilitates insight into the recruitment process and employment expectations. Analysis of the cruise ship entertainment industry suggests that it is one of the most consistent, and globally attainable employment sectors for professional dancers. Success in this field requires a fusion of versatility, stamina and high-performance quality, to meet the demanding

expectations of cruise audiences. Distinguished employers within the industry include Royal Caribbean, Carnival, Princess Cruises, and Disney Cruise Line. While the job requirements throughout these companies are somewhat comparable, individual companies offer a distinct criteria and audition requirements. For instance, Royal Caribbean (Royal Caribbean 2017) offers a range of opportunities, including Broadway-style shows, signature productions, Aqua Theatre, and ice shows. Each requiring exceptional versatility and technique across styles including jazz, contemporary, theatre, ballet, and hip hop. It is essential for dancers to demonstrate stamina, high technical ability, and a strong stage presence to meet these production requirements. The audition process assesses skill level and adaptability through set choreography, and improvisation. Successful candidates being able to adapt to complex choreography and difficult circumstances, an example being the collaboration with swimmers and divers for the Aqua Theatre sector, as well as demonstrating quality skating abilities for the ice shows. Carnival Cruises (Carnival Entertainment 2025) is recognised for its vibrant entertainment sector, consisting of music-driven revues, ensemble productions, and aerial, requiring dancers to demonstrate skills in contemporary, jazz, hip hop, and lyrical, paralleled with exceptional performance and stage presence, some roles requiring vocal ability. High fitness levels are required of Carnival dancers as well as technical proficiency, contributing to rehearsals, costume maintenance and supporting other dancers. The audition process is a combination of stylistic ability, vocal performance, acrobatic, and partner skills. These are assessed through submitted videos, and prepared combinations. Successful candidates are required to demonstrate adaptability, confidence in solo, and ensemble work and a professional attitude. Princess Cruises (Princess Cruises Entertainment 2024) offers great opportunities for technical trained dancers demonstrating strong foundations in jazz, ballet, partner work, and musical theatre. Performers are required to maintain

high standards of technical ability, professional presentation, and physical fitness. Additional skills such as tap, ballroom, and acting are considered advantages when auditioning. Successful candidates are chosen based on technical ability, stage presence, adaptability, and are required to maintain a well-groomed, toned physique to upkeep with the companies' professional standards. Disney Cruises (Rising Stars 2024) performance opportunities consist of contemporary and Cirque-inspired productions, parallel to their full-scale musical theatre shows. Strong training in jazz and ballet, with additional skills in tap or tumbling are favoured, dancers of all ethnicities are encouraged for both male and female dancers. Versatility across multiple dance styles is required, as well as maintaining a high technical quality, and strong stage presence. Auditions, assess technical skills, adaptability, and overall performance quality.

Casting Agencies-

Oceans Entertainment, Rose Agency, and Cast-A-Way are distinguished agencies that specialise in performers seeking employment within the cruise ship industry. Oceans Entertainment (Oceans Entertainment 2021) is a UK based agency with over 15 years of experience, focus on global opportunities, with a strong emphasis on safety and support during contracted employment. Similarly, Rose Agency (Rose Agency 2025) focuses on connecting performers with cruise ship roles, demonstrating career advancement and strong industry networking. Cast-A-Way (Ibaro 2025) established in 1998, differentiates itself through experience of ship life, establishing that candidates are properly prepared for the high demands of onboard performances. These agencies each possess a vital role in bridging the gap between performers, and cruise line

opportunities, providing candidates with tailored representation, guidance, and industry specific insights to further success.

Barriers, Risks, Timeline and Contingency Plans-

My research into cruise ship dancer recruitment demonstrates the increasing role of digital platforms when casting, reflecting industry trends regarding online visibility and talent scouting. (Hilman-McCord, 2017; Senft, 2017) Social media platforms, for example, Instagram, YouTube, and Facebook have acquired the role of a virtual stage for performers, allowing them to showcase themselves to casting directors, and maintain a quality online presence. Modern technology has shifted traditional forms of communicating and talent scouting, however, despite detailed preparation, barriers and risks are unavoidable, making contingency planning an essential key for career progression. Recognising potential risks allows me to create contingency plans to avoid setbacks. Main barriers include financial constraints, injury, travel restrictions, and unsuccessful auditions, whereas risks would be fluctuating motivation, burnout, and limited opportunities. To avoid this, my contingency plan includes maintaining a part-time job for financial stability, resting if injured, or seeking physiotherapy, continue networking and online promotion, therefor gaining visibility, and expanding audition goals to resorts and theme parks. To manage this, i have devised a 12-month professional development timeline. The first two months will be focusing on developing a professional showreel, updating my CV, and establishing a financial plan. Months three and four involve attending London based workshops and masterclasses to gain industry insight. Months five and six heavily prioritise weekly local classes and regular social media engagement. Mid-year, i intend to apply to agencies or cruise companies, and the commencing months, nine and ten will focus on reflecting on audition feedback to further develop performance quality. Finally, in months eleven and twelve, emphasis

will be on submitting applications, reviewing progress, and securing a contract. By combining planning with skill development and digital networking, this approach enhances employability, avoids risks, and supports a sustainable career in the cruise ship performance industry.

Employability and Reflection-

Success as a cruise ship dancer requires multiple transferable employability skills, including adaptability, collaboration, communication, professionalism, and resilience, as performers operate as part of a highly coordinated ensemble. It is essential for performers to work collaboratively in group performances, which requires good communication skills, ensuring cohesion and safety during rehearsals and live performances. Adaptability is a vital part of the role, as dancers must adjust to ever-changing schedules, dynamics of line on board, and varying performance spaces. Being self-disciplined allows performers to balance rehearsal commitments, performance demands, and personal responsibilities effectively. As a collective, these skills expand employability. Regular reflection plays a key role in my development of these skills, allowing me to audit my technical progression, personal growth, and emotional resilience. Journaling after class, recording lecturer feedback, personal goals and challenges has helped me address areas in need of improvement. An example of this is I need to improve my stage presence when dancing hip hop routines, as well as improving stylised jazz techniques, whilst overcoming imposter syndrome and lack of motivation. (Bress S. 2025) states that "Impostor syndrome is a pattern of thinking, not a diagnosis" therefore I believe that these methods will help me overcome this fear by shifting my mindset towards positivity. This process strengthens my confidence and helps me prepare for future auditions whilst also providing a space to

evaluate the effectiveness of my action plan. This ensures a continuous development and long-term employability in the cruise ship industry.

Conclusion-

My one-year action plan provides a goal-orientated foundation for transitioning from university into professional employment within the cruise ship entertainment industry. It demonstrates a broad approach to further developing my career through continued technique training, strategic networking, and specific research. By advancing my participation in both local and London-based classes, I will maintain my technical and stylistic versatility, focusing on my performance skills, enabling me to meet professional industry standards. Whilst also researching into numerous cruise lines and UK based agencies, allowing me to make informed critical decisions regarding opportunities that align with my artistic strengths and preferred working environments. Furthermore, the process of seeking agency representation and engaging with industry professionals allows me to increase my employability, as well as deepening my understanding of the contractual and logistical aspects of performing internationally. I will be strongly positioned when attending auditions throughout the year because of the combination of practical preparation and professional awareness. Overall, my action plan serves as a guidance plan, and a reflective tool, guiding my progression from university to employment. It showcases my commitment to learning, resilience, and adaptability qualities, which are essential for sustaining a successful career in the performing industry. Through this proactive approach, i aim to shift my passion for performance into a steady and fulfilling

professional career, contributing to the global entertainment industry with creativity, skill, and professionalism.

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Appendix A. SWOT Analysis-

Strengths	Weaknesses
- Versatile - Adaptable when necessary	- Limited exposure to London - Financial issues

- Determination	- Lacking professional footage
Opportunities - Growing demand for cruise line dancers - Online networking through social media - Access to local training resources	Threats - A lot of high-level competition - Injury risks - Unpredictability since COVID-19, problems with travel restrictions

Appendix B. SMARTIE Goals-

- **Specific-** I will continue my professional training locally by attending ballet, jazz, commercial, and tap classes, then travel to London once a month to attend workshops or open auditions
- **Measurable-** I will attend at least one class or audition per month in London, uploading videos monthly to my Instagram,
- **Achievable-** By living at home, I will reduce expenses, therefore budgeting and aim to save £200 for monthly travel to London.
- **Realistic-** With my current technical level, part-time income, and access to local studios, i will maintain consistent training
- **Time bound-** Within 12 months, I aim to apply to at least three major cruise line auditions (e.g., Royal Caribbean, Disney or Princess Cruises)
- **Inclusive-** I will seek opportunities with agencies that promote inclusivity in casting, ensuring that my artistic style is valued in the process.

- **Evaluated-** i will reflect on my progress every three months by reviewing class feedback, audition experiences, and social media engagement