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London: the Hub of Commercial Dance Agencies by [Julia Roger](#)

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Commercial dance agencies train and provide dancers from various commercial events. Commercial dance is a broad term that includes different dance styles. These are jazz, hip hop, street dancing, break dancing and the like. Typically, one comes across such dance forms in commercials and music videos. Commercial dance agencies London cater to dancer retirements throughout the country. Many offer additional facilities like trained choreographers and actors.

Dancers from these agencies in London regularly perform in live stage shows, musical recitals, plays, music videos, TV shows and advertisements and award nights. Bigger agencies send their dancers to be cast in movies. Due to good inside - industry connections, dancers get to participate in fashion parades and parties. Sports ceremonies also see trained commercial dancers delivering exceptional performances. They are often recruited in cruise liners or travel groups and perform for tourists.

Apart from filling up the gap between dancer requirements and dearth of talent, these agencies also supply models, actors, event girls and hosts, choreographers, dance tutors and directors. Some also provide stylists. According to industry needs, dancers can be sent as individual performer as well as group artistes. Pair performers are often in demand for private shows. Both male and female dancers are registered with these agencies. Commercial dancing styles like funk, locking and popping and tap are popular and often experienced commercial dancers hold dance workshops.

These organizations offer different dance packages for clients. These services are complete with costumes, number of dancers, stylists, choreographers, creative directors and managers. Many look into the logistics of the event. Commercial dance agencies are engaged in extensive PR activities and are always scouting for fresh talent. Any amateur dancer might want to sign up with commercial dance agencies London and kick start their careers. They screen candidates before sending them off to location. Some of the biggest commercial dancers have been churned out by these agencies.

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