

Vertical Dance

Pioneers in pole fitness



Instructor Training

Beginner

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phone +44 (0) 7796 906 256
skype KTCOATES1



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Vertical Dance Pole Instructor Training - Beginner



Vertical Dance is the creation of KT Coates. Her vision has been to take the fitness and performance elements of pole dance and create a structured exercise format.

Vertical Dance was the first pole school in the world to do pole purely for fitness over ten years ago. KT had seen schools opening using heels and feather bowers marketing themselves towards the more adult market. She decided that pole never made her feel sexy but it she loved how it improved her body, agility, confidence and over all fitness in such a fun and challenging way. So she started the first school in a gym, with bare feet and sports clothing. This idea has now been replicated thousands of times all over the world.

KT went on to write and create the world's first instructor training programme to increase the standards of best practice for pole around the world. Vertical Dance is now the leader in recognised instructor training worldwide and has the only globally recognised certification and online instruction program. The course is taught by KT Coates who has gained over 16 years of pole experience, over 10 fitness qualifications and is the President of the International Pole sports Federation and the winner of the IPDFA contribution to the pole industry award.

Our training program has been created for anyone who wishes to teach pole fitness. Whether you have little or no skill, or you have been teaching pole fitness for years. The course is suitable for those with or without fitness or dance certifications and the beginner level has no prerequisite in order to sign up. We give you all the skills required to make you the best and safest instructor you can be.

About KT Coates

A pioneer in the pole community, KT was an innovator of pole fitness taking away its exotic image and presenting it in a fitness and gymnastic format. She created the first pole video clips, pole fitness forum, dictionary of pole moves and instructor training programs. She is honoured to hold the position of President of the International Pole Sports Federation which is the governing body of pole sports globally and the creator of the World Pole Sports Championships.

A fitness fanatic, KT has fitness qualifications in both the UK and the USA. Her training has taken her through: exercise to music, group exercise, pre and postnatal exercise, prenatal strength training, injury prevention, shoulder stabilisation, posture and alignment, advanced flexibility, freestyle yoga, aerial yoga, children's fitness, children's dance, gymnastics judge and many more including a level three fitness instructor as well as a level five pole pioneer with the PDC. KT continues to educate herself so that she can pass on the knowledge to instructors worldwide.



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The Vertical Dance Pole Instructors Certification is recognised worldwide. Her courses are endorsed by ACE, AFAA, CANFITPRO, Fitness Australia, REPS, Skills Active, PDC, IPDFA and the PFA. Her training programs have certified over 1000 instructors across the globe and courses are endorsed by schools and insurance companies worldwide.

A mum to three year old Blossom, KT was the first to document her experiences of instructing while pregnant. Her findings have set an industry standard for both student and instructors alike. She has become the advisor of many pole mums to be and promotes a pole free pregnancy in the case of all students.

She has helped to raise the profile of pole fitness and more importantly health and safety standards within the pole industry. She is responsible for the push to get pole sports into the Olympics and for getting pole sports officially recognised as a sport. KT has worked alongside competition and event organisers as well as leading national and international federations, associations and leaders within the pole industry to create the first rules, regulations and scoring system which have aligned with Olympic standards. Her tireless work within the pole industry won KT the IPC Contribution to the Pole Industry Award.

As the President of the International Pole Sports Federation, a not for profit organisation responsible for the recognition of pole as a sport, she has helped coordinated gymnastic standard rules and regulations, helped create the first child safety policy for pole. Along with other members of the IPSF she has created the successful World Pole Sports Championship, the first competition of its kind to host pole as a sporting event.



KT has trained some of the world's top instructors, performers and celebrities as well as touring the world teaching pole. KT has performed pole with the Rolling Stones, in movies, commercials, as well as teaching pole to celebrities and thousands of students. She has worked tirelessly to gain recognition and respect for pole for many years and has worked alongside the PFA and IPDFA to create a unified language of moves. KT has judged pole competitions all over the world and created instructional DVDs that have inspired a generation of pole performers.



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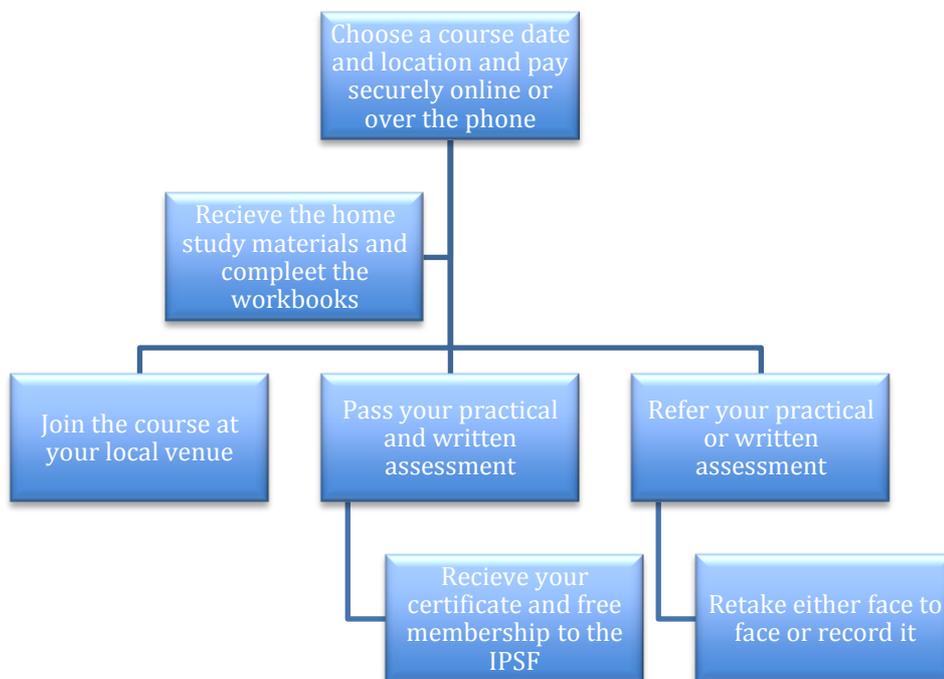
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Why learn with KT Coates and Vertical Dance?

This course is the longest running instructor course in the world. It is up dated and improved yearly. KT has been in the pole industry for nearly 20 year and this course reflects her wealth of knowledge and experience. As the head of the International Pole Sports Federation KT has access to the world's best athletes and coaches and has studied their skills and best practice. She is an innovator and a pioneer with the first kid's pole fitness course alongside so many other ideas.

How does it work?

As soon as you receive your workbooks you can start working on making yourself a better instructor....



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What is the prerequisite to the beginner's course?

- ✓ Anyone with basic pole skills. As long as you have a pole to practice on prior to the course commencing. You do not have to be an existing instructor or fitness professional.
- ✓ Anyone wanting to learn the in-depth technical aspect of pole fitness that gives the participant the perfect foundation to take their teaching to a professional level.
- ✓ Pole students who wish to take the next step into professional teaching.
- ✓ Existing instructors planning to update their knowledge or learn KT Coates style of instruction.
- ✓ Qualified fitness instructors or dance teachers wanting to add to their teaching skills.
- ✓ You will need a certification in anatomy, physiology and warm up and cool down techniques. Please see the next point...

Beginner Pole Instructor Course Content

The course is the most in depth on the market and the only certification course that is online.

	Beginner Health and safety
	Injury Prevention
	Warm Up and Cool Down Techniques
	Pole Techniques
	Instruction techniques
	Pregnancy and Pole
	Chorography
	Strength training
	Creating your own business
	Online test and assessments
	The option to take our in house fitness training covering fitness, A&P and warm up

Fitness Course for Pole

In order to take the course KT requires you to have a basic understanding of fitness, anatomy, and physiology, warm up and cool down techniques, so you can be a safe and effective instructor. If you have completed a course that involves the above you will not need the extra fitness module, however if you have not then you will need to complete our fitness module. This should be completed prior to taking the two day course and will be ready to download upon payment of the course. You will receive a manual and workbook. You will also need to design a warm up and cool down. You will be assessed on this course and must pass in order to become certified in pole.

Please be advised that this is not a standalone certification and is endorsed by Vertical Dance and the International Pole Sports Federation only. It is an add-on module so we are satisfied that you are competent instructing a safe and effective warm up and cool down.

£99 - Free if you book the fitness, beginner and intermediate course together.



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What is covered in the fitness course?

	Anatomy & Physiology
	Muscles and Muscle Actions
	Principals of Fitness, Health and Exercise
	Nervous System
	Health and Safety

What will having this certification enable me to do?

- ✓ To instruct a structured pole fitness class that includes beginner spins, transitions and floor work.
- ✓ You will gain the skills to teach:
 - Correct technique
 - Routines
 - Different styles of pole classes
 - Strength and endurance exercise
 - Flexibility
 - Pole Pre and Postnatal knowledge
- ✓ Injury prevention and strengthening techniques from a qualified fitness instructor.
- ✓ Understand how to create momentum; grace and flow
- ✓ Understand the health and safety aspects of instructing pole fitness.
- ✓ Understand which muscles are being used when performing moves
- ✓ To build strength and flexibility.
- ✓ To understand how to break down moves and turn your pole skills into teaching skills.
- ✓ How to work with the general public to ensure they are safe and happy.
- ✓ To qualify for insurance.
- ✓ To hold a recognised international pole instructing certification

Who endorses this Certification?

In order to receive points or credits from the above you are required to be a member of the relevant governing body. This is not compulsory in order to become an instructor

	IPSF – International Pole Sports Federation
	PSUK – Pole Sports UK
	ACE – American Council on Exercise
	AFAA – Aerobics and Fitness Association of America
	CANFITPRO – Canadian Fitness Professionals (petition for credits)
	REPS – Register of Exercise Professionals
	Fitness Australia
	PFA – Pole Fitness Association
	PDC – Pole Dance Community



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Is this course internationally recognised?

KT has taught over 1000 instructors worldwide. Her courses are accepted proof of training around the world. If you are a member of a fitness organisation that is not listed above please contact KT to organise petitioning for credits on your behalf.

What will I receive?

- KT COATES Workbook and Manual
- KT COATES Personal feedback from KT Coates
- KT COATES Certificate of completion
- KT COATES CPD points if you are a member a fitness governing body
- KT COATES Qualification to become a member of the IPSF PSUK PDC
- KT COATES Moves and tricks
- KT COATES Chorography
- KT COATES Discount for further training courses either online or face to face
- KT COATES Twice a year you can send your class videos for KT Coates to give you feedback
- KT COATES Continues ongoing support via email or Skype with KT Coates
- KT COATES Free one year membership to the International Pole Sports Federation (IPSF)
- KT COATES Vertical Dance Certified Instructor and IPSF logos to place on you publicity

How do I enrol in a course or host a program?

You can visit www.verticaldance.com to sign up online

Can I pay in instalments?

Yes you can. You can pay as little or as much as you want when you want. Full payment must be received prior to gaining access to the course. Please see details on the website.

Intermediate course and advanced courses

These courses can only be booked by those who have taken the beginner or intermediate instructor courses. For more information regarding these courses please take a look at the associated PDF or email info@verticaldance.com



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FAQ's

Is the theory hard?

All you need to do is read the manual and answer the questions in the work book. There are no trick questions it just a simple read and answer method. There will be seventy five questions multiple choice exam. You will be quizzed on your written and practical work during the course. You must achieve a pass rate of 80% or you will need to retake the test.

Will I have a practical exam?

Your assessment is recorded and is in the following parts:

For those doing the fitness module:

Warm up
Routine
MSE
Cool down
Moves

You will also be assessed on your ability to perform the moves with the correct technique and your ability to instruct a short routine. The assessor is looking for the following:

-  The ability to teach a routine by breaking down all parts and adding them to music.
-  The ability to spot incorrect technique and to give the correct teaching points
-  The ability to give feedback, encouragement and to time manage with in a group.

Written feedback will be given. Your successful completion of the course will be down to passing your workbook, test and your assessment.

I can do the basics but I cannot invert is this course ok for me?

Yes as the beginner course teaches you all beginner skill level moves and we do not teach inverted moves until the intermediate course. If you wish to take your skills to the intermediate course you will need to know how to safely invert, perform the crucifix Invert facing the pole with both arms released) and perform both the inverted inside and outside leg hangs.

Will I be insured when I pass?

No you won't be. However this certification can be shown to your insurance company as proof of education, this may lower your premium. Vertical dance uses the International Pole sports federation insurance which covers pole and other forms of fitness.



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What if I refer any part of the course?

If you refer the workbook you will be asked to correct the task you have referred on. If you refer the multiple choice exam you will be asked to retake it on the second day of the course. If you refer your practical assessments you will be given in depth feed back as to why. You can retake the assessment for the referred elements of the practical instruction. You will not be charged if you refer any part of the.

Does the course include chair dancing and lap dancing?

This certification is about using the pole to create strength, flexibility, flow, fitness and dance, therefore we will not teach chair dancing or lap dancing.

Is the course refundable or transferable?

Refunds can only be given if the manual has not been sent. If you have used the instalment option, the course is non refundable. The course is non transferable.

What do I need to start the course?

You will need the following if taking part in the online course



Pole

How much does the course cost?

Please see the shop on the website

Are there discounts for purchasing one or more courses?

Yes there are discounts for purchasing more than one course. Please take a look at the shop page on the website.

Training Dates and locations

Please contact Kate at training@verticaldance.com to enquire about dates coming up. The website is currently being updated and will soon have schedules available to book onto.

If you have any further questions please contact info@verticaldance.com



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