

COMMERCIAL THEATER INSTITUTE

2011 - 2012 season line-up

NEW COURSES, NEW CITIES, NEW WAYS TO ATTEND AND NEW WAYS TO SAVE!

PLUS:

BEHIND THE SCENES: SIX NIGHTS AT THE THEATRE WITH CTI

ONLINE REGISTRATION:

www.CommercialTheaterInstitute.com

(New York, NY) September 26, 2011– The Commercial Theater Institute (CTI) reveals its complete season line-up for 2011-2012. With over a dozen different courses, the season includes new seminars, new cities, and returning favorites that are committed to training and developing emerging producers at every level.

Behind the Scenes: Six Nights at the Theatre with CTI

October 11-November 15, 2011

Students can learn about producing in the theatre by experiencing the magic of live theatre and joining CTI for six nights of theatre followed by six exclusive post show experiences. On six consecutive Tuesdays, students have the opportunity to attend a combination of new Broadway and Off-Broadway productions and then will have the chance to engage in an intimate and interactive post show discussion/talk-back with members of the cast and/or creative team. The following schedule is subject to change and detailed information can be found on the website.

- **October 11th: *Relatively Speaking* (8:00 pm: Brooks Atkinson Theatre)**
- **October 18th: *Chinglish* (7:00 pm: Longacre Theatre)**
- **October 25th: *We Live Here* (7:00 pm: MTC City Center Stage 1)**
- **November 1st: *Godspell* (8:00 pm: Circle in the Square)**
- **November 8th: *Seminar* (8:00 pm: John Golden Theatre)**
- **November 15th: *The Blue Flower* (7:00 pm: 2nd Stage Theatre)**

Other New Courses

14- Week (Plus 2 Extra Weeks!)

January 9th - April 23rd 2012

Due to its growing popularity this intensive program, presenting a comprehensive look at numerous aspects of the theatrical producing in the commercial arena, has been extended for 2 extra weeks.

Ft. Lauderdale One-Day Seminar: The Business Behind the Show

January 27th, 2012

CTI is headed to Florida, to help potential investors and theatre fans explore the journey from development to opening night.

New Ways to Attend: Webinars

CTI courses available online: The 2011-2012 season will offer three webinars.

Investor Relations: Finding, Soliciting, and Fussing **December 16th, 2011**

“Show me the money.” How to find it? How to make every investment a positive experience for those involved? This one-day seminar will review specific strategies for how to identify financial sources, how to develop and present an investment proposition ... and ultimately how to communicate, inform and involve investors as the project unfolds.

Marketing, Measurement & Analysis: (Webinar Simulcast) **February 10th, 2012**

In an era when the ability to understand the demographics of customers and their ticket buying behavior becomes increasingly crucial, this course teaches how to more deeply mine available data.

Sales Tactics: What To Do? When To Do It? What to Spend? **May 4th, 2012**

There are an overwhelming number of industry-wide marketing efforts that producers use to sell tickets and promote their shows, but how do you identify which ones will work best for you? How much do you have to invest in order to see results? Do some tactics work better for musicals than plays? This course will outline traditional strategies, new industry initiatives, and out of the box ideas.

New Ways To Save

Registrants now have the opportunity to sign up early and save on select courses. Signing up 30 days in advance for specific one-day and weekend seminars can save 20% off the regular course price.

A complete class schedule is attached and additional details and registration information for all courses can be found at commercialtheaterinstitute.com. Also, be sure to follow us on Twitter [@CTIPrograms](https://twitter.com/CTIPrograms) or on facebook.com/CommercialTheaterInstitute.

The Commercial Theater Institute, now in its 31st year, is a project of Theatre Development Fund (TDF) and The Broadway League. Dedicated to training the next generation of commercial

theatre producers, CTI provides resources and guidance to individuals interested in the various paths one can take towards creating commercial productions for the stage.

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The Broadway League founded in 1930, is the national trade association for the Broadway industry. The League's 700-plus members include theatre owners and operators, producers, presenters, and general managers in over 200 North American cities, as well as suppliers of goods and services to the theatre industry. Each year, League members bring Broadway to nearly 30 million people in New York and on tour across the U.S. and Canada.

www.BroadwayLeague.com

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Theatre Development Fund (TDF) has played a unique role in strengthening live theatre and dance in New York City for the past 42 years. This not-for-profit service organization's programs have provided 78 million people access to the theatre at discount prices (with theatre lovers who would normally not be able to attend live performance) and returned nearly 2 billion dollars in revenue to thousands of theatre, dance and music productions. Best known for its TKTS Discount Booths, TDF's membership, voucher, access and education programs as well as its Costume Collection, help to make the unique experience of theatre available to everyone. TDF recently published its first book, *Outrageous Fortune: The Life and Times of the New American Play*. To learn more about TDF, go to www.tdf.org.