

THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday PROs!

If you attended last month's webinar, "The Dos & Don'ts of Producing a Reading" then you know one of my "Don'ts" was do NOT do a Reading in May. (If you missed that webinar, [sign on to PRO](#) and visit the archives - all of our webinars are there!)

The reason not to do a Reading in May?

Because it's hard to get an industry audience to attend.

How come?

Well, so many of us theater PROs are gobsmacked with so many shows to see, because of the Tony nominations and the number of shows that open at the end of April. (Those of you who follow me on [Facebook](#) and/or [Twitter](#) know how many shows I've been seeing lately - 4 in the last 3 days, with another 4 to see before Friday!)

So what does that have to do with the Tip of the Week?

Well, my friends, guess where a great place to network with theater PROs is in May? That's right. AT shows! There hasn't been a single performance I've attended this month where I haven't seen at least half a dozen A-list Broadway players. We're talking Actors, Directors, Producers. I swear, at the performance of *A Doll's House II* I attended, we could have produced a revival of *Annie* with the people who were in the audience alone.

AND get this . . .

THIS week is the Broadway League's Spring Road Conference, when all the road presenters and their staff from all over the country swarm New York City to attend seminars and get wooed (and boozed) by the NY shows for their Tony votes. So there are TONS of VIPs seeing shows, and lots of cocktail parties and more, all around the Times Square area.

So if you've got shows on your list to see, and you are looking to rub shoulders with theater elite? This is the month to do it.

And you might just see a great show in the process.

Have a great week and . . .

Go get 'em!

Best,

Ken

P.S. Need some help with approaching people you may now know? You're not alone. It scares me too. If you want some help, then check out [this book](#), which comes recommended from a PRO!