

# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND



Happy Monday Pros!

And a big welcome to all the new Pros, who just joined our community!

This week, I'm proud to introduce an expanded feature to TheProducersPerspectivePRO . . . monthly networking events!

As you know, if there's ONE thing I believe all Producers, Writers, Directors, etc. MUST do is listen to their audience. We produce for them. Not for ourselves. That's why we have to listen to what they want.

That's why we are constantly listening to you . . . and asking what we can do to help you achieve the things you want to achieve in this business. In fact, that's why we created PRO in the first place, because so many of you wanted a place to learn, to connect, and to get access to information that isn't available anywhere else.

One of our original features of PRO was our quarterly scheduled Networking Events. And the one thing we've heard from so many of you is . . . "We want more!"

So we listened and starting later this month, we're starting **MONTHLY Networking events**. This will give you more opportunities to network with fellow Pros, and it will also give you folks who are out of town more chances to attend these events.

AND, at each event, we're going to bring in a **special guest** of some sort to help you with some area of your career, have a raffle or two, and give you a chance to bring some friends.

Here are the details for the next event!

PRO Networking Event - JULY  
Thursday, July 27th  
6:30 - 8:30 PM  
The Playwright Tavern  
202 West 49th St. 3rd Floor  
Special Guest: Photographer Jordan Alexrod!

One of the necessary tools in everyone's marketing toolkit, no matter if you're a Writer, Producer or Car Salesman, is a quality photo for your website, LinkedIn, etc. Jordan has volunteered to come to our event and take a FREE photo of you for your use! So come camera ready! This is a several hundred dollar value, all free because you're a PRO member.

To RSVP for this event, [click here](#).

Each PRO member is allowed to bring TWO guests. (The free photos will only be available for PRO members.)

We expect this event to be very popular, so please make sure you RSVP in advance by [clicking here](#).

Thanks again for all your feedback on how we can make PRO the best place for people like you on the web. Keep it comin'.

Go get 'em!

Best,

Ken

P.S. CoPros and LeadPros! Don't forget, our first OFFICE HOURS are tonight at 7 PM EDT! Check your confirmation email for more details and join us for an hour of your questions and my answers. Office Hours are open! (AssocPros - if you want to upgrade to CoPro, just reply to this email and we'll get you in.)