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TCG National Conference 2006 - Preconference Info

Blue Ocean Strategy

June 8, 2006

Atlanta, GA

Blue Ocean Strategy, a one-day pre-conference workshop, will be held on Thursday, June 8, 2006, from 8:30 AM to 4 PM, concluding in time for the start of the full National Conference activities.

As the rules of our society are being re-written, as the demographics of our country shift, as competition for attention within an overcrowded market increases, how can theatres re-envision and re-position themselves most strategically? Blue Ocean Strategy is an innovative approach to growth and advancement, designed to help organizations find new opportunities.

Ralph Trombetta will lead the Blue Ocean Strategy workshop. With over twenty years of business experience working across a diverse set of industries, Mr. Trombetta is an Assistant Professor at Fordham University, where he teaches strategy and value innovation in the MBA and EMBA programs, and the founder of the [Value Innovation Associates](#) consulting firm. Trombetta works closely with Professors W. Chan Kim and Renee Mauborgne, the creators of Blue Ocean Strategy, and is a senior member of their value innovation network. He frequently speaks about and helps organizations to implement Blue Ocean Strategy concepts.

[Learn more](#) about Ralph Trombetta and Blue Ocean Strategy.

The pre-conference workshop is available at an additional fee beyond the conference registration. The pre-conference fee will include breakfast, lunch, and all materials, including a copy of the bestselling book *Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*, by W. Chan Kim and Renee Mauborgne, which will be shipped to registrants in advance.

- Registration for Blue Ocean Strategy is \$150 per person, in addition to the TCG National Conference registration fee.
- Registration for Blue Ocean Strategy is \$200 per person for those not attending the TCG National Conference.

Pre-conference enrollment is limited to 125. Priority will be given to staff and board members of TCG member theatres attending the TCG National Conference. Others interested in the workshop will be placed on a waiting list and will only be admitted if space is available after the April 3 early bird registration deadline.

Questions? Comments?

Contact conference@tcg.org or Jenni Werner, National Conference Director at 212-609-5900 x233.

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