

# COLDTOWNE

## 20 THEATER 06

### ROAD SHOWS & TOURING



### ABOUT COLDTOWNE THEATER

As Austin's main stage for alternative comedy, ColdTowne features the city's most popular improv shows!

Our diverse roster of performers are the nominees and recipients of multiple "Best of Austin Awards," "Austin Critics Awards," and "B. Iden Payne Theater" awards!

ColdTowne's Touring shows have performed improv and sketch comedy all over the country and abroad, including at the Del Close Marathon in New York City, The North Carolina Comedy Arts Festival, The Phoenix Improv Festival, The Oberlin Improv Festival, The Dallas Comedy Festival, The Trill Comedy Festival, The Alaska State Improv Festival, the Edinburgh Fringe Festival, and many, many more!

*"Just got home from my first visit and I'm kicking myself for not having gone sooner!"*

- LIZ P., YELP.COM

### TOURING SHOWS

ColdTowne has a deep bench of packaged shows that can come to your theater venue, comedy club, college campus or workplace to put on an evening of unforgettable entertainment! Don't see what you want? Hit us up for even more offerings. Media and reviews available upon request!

### TOURING WORKSHOPS

ColdTowne Theater is a nationally recognized improv and sketch comedy training center, boasting the largest improv student enrollment and the best teachers in the South.

Our students have gone on to work for HBO, Second City, UCB, Boom Chicago and more! Over the last 13 years, we've honed our curriculum and teaching techniques to accommodate all interests and skill levels. Got a community theater that wants some improv training or a college group that wants some professional coaching? We got your back!



**LATINAUTS:** Come witness the voyages of the Starship Edward J. Olmos. Their 10-year mission: to explore new worlds, seek out new resources for their home planet Earth, and to passionately go where no Latinx has gone before.

Last Year's B. Iden Payne Winner for "Best Improv Production," LATINAUTS takes some of Austin's funniest improv comedians, who just so happen to be Latinx, and puts them where we all want to see Latinos and Latinas: in a telenovela set in outer space.



**MISSED CONNECTIONS:** Inspired by Craigslist Missed Connections, this show explores the sentimental, fantastical, and downright raunchy nature of your city's most impersonal personal ads. Celebrate love in all of its random weirdness! Regular nominee for "Best Improv Production!"



**COLDTOWNE TOURCO:** Our perennial hit at New York City's Del Close Marathon, the ColdTowne Tourco is made up of some of our very best touring improvisers. This cast is well versed in multiple types of improv that are guaranteed to bust your gut and have you doubled over in laughter, as they take audience stories and suggestions and weave them into hilarity.



**VICTROLA:** Our hit improv and sketch comedy podcast Victrola features a murderers row of Austin talent - part radio play, part improvised chaos and all hilarity. A national finalist in Earwolf's Contest4Improv4Humans, Victrola can come to your improv venue or college to do a live recording and even feature some of your talent!



# IMPROV TEAM BUILDING & PRIVATE SHOWS



**“Our Team Leader Group had so much FUN! The program was just AMAZING! I can’t thank you enough!”**

- Whole Foods Team Leader, Georgia

## TRAINING PROGRAMS

### Q: WHAT IS COLDTOWNE THEATER?



**A:** ColdTowne Theater is Austin's premiere venue for alternative comedy and the largest improv and sketch comedy training center in Texas. Our instructors have trained, taught and performed all over the country at some of the nation's most prestigious comedy training centers.

### Q: WHAT CAN COLDTOWNE DO FOR OUR TEAM?

**A:** ColdTowne Theater offers customized **IMPROV TEAM BUILDING** events as well as **PRIVATE PERFORMANCES** for your group or event. We've designed high level training programs for companies like **Whole Foods, Shell Oil, Ebay, and SxSw!**



### Q: WHY IMPROV?

**A:** Bill Murray called improv the “most important group work since the pyramids.” Improv sharpens critical **communication skills**, improves teamwork and helps to create a **positive work environment**. It's also great for **creative thinking** and **presentation skills**. Most importantly? It's tons of **fun**. Our workshops are 100% customized. We'll design a workshop that fits your needs!



We believe that the principles of improv can transform people's lives and their workplace! We also believe that anyone can become a great improviser with practice. And there's no substitute for an experienced improv coach.

Below are just some of the programs we offer. Whether you want a full day of processing or just a couple of hours to blow off some steam, we got your back. Got an idea for an event that's not listed here? Let us know!

**DELUXE TEAM BUILD** -- Our ground breaking, 3 hour training package. We work on the fundamentals of improv with your team with a syllabus customized to address your team's needs.

**EXECUTIVE LEADERSHIP TRAINING** -- Team Leaders get hands on practice applying the principles of improv to real-world management issues. We'll learn new ways to effectively resolve conflict, communicate goals and expectations, motivate team members, and keep the team moving forward when up against the unexpected! Learn how to manage change more effectively and achieve more success effortlessly.

**COMMUNICATION WORKSHOP** -- Apply the tools of improv communication – empathetic listening, spontaneity and openness – to presentations, meetings and sales calls! Become a more effective communicator. Be more connected and watch your results dramatically improve.

## BOOK US TODAY!

For a quote or for more information, e-mail **Michael Jastroch** at **corporate@coldtownetheater.com** or call (512) 814-TOWN

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## QUICK STATS



- 93% of our students say “Improv positively impacted them in the workplace!”
- 9 out of 10 of our students say “Improv has helped them communicate more effectively with clients and coworkers!”
- 8 out of 10 say improv has made them a more effective leader!
- 86% say improv helped them find creative solutions to problems in the workplace!
- 9 out of 10 say improv made them a better sales person!

## TESTIMONIALS



*“I have learned to not only be efficient and specific with my communication, but also to actively listen to my co workers and clients. I don’t just hear their words. ColdTowne taught me how to listen to someone’s whole self. Their tone, their body language, and so much more.” – ColdTowne Student*

*“I learned a variety of group exercises in class that I have taken back to the workplace. My team has loved the jolt of energy, melding of minds, and release of steam these improv games consist of!” – ColdTowne Student*

**DELUXE TEAM BUILD AND COMMUNICATION WORKSHOP** – Does your team need some group bonding or to blow off some steam? In our customized Team Building and Communication Workshop, we’ll introduce participants to the principles of improv—**Positivity, Trust, Authenticity, Playfulness, Empathetic Listening**—in this wildly entertaining, hilarious program!

Best of all, we’ll learn techniques to apply those principles directly to the workplace. We’ll find the right balance between active listening and thinking on your feet, and how to create an environment where we can create win-wins for your team and the clients they interact with.

In the final 30 minutes, participants will perform short improv sets for each other and engage in a debrief, where they will take away powerful, practical communication tools.

### PROGRAM OVERVIEW:

**HOURL ONE:** We have your team participate in deceptively simple theater games that introduce and work basic improv collaboration and communication skills of thinking on your feet, positivity, trust, and listening.

**HOURL TWO:** Longer form exercises that work the same muscles, but are more complicated and “risky.” Exercises are cleverly tailored to improve conflict resolution, finding win-win scenarios, dealing with the unexpected, and creating a positive environment for collaboration.

**HOURL THREE:** We’ll do a deep dive into your team’s processes and work with you to design activities customized to smooth over any rough patches we find!

### PRICING:

2-3 Hours, 4 Facilitators = \$3,000

**WANT MORE INFO?** We’re happy to send along sample syllabuses, as well as give you references from past clients!

**DON’T SEE WHAT YOU’RE LOOKING FOR?** Give us a call or drop us an email! Our programs are 100% customizable to meet your needs. Once we decide on a budget, we’ll work with you to tailor the program to fit your company!

Contact:  
Michael Jastroch  
Corporate@ColdTowneTheater.com  
(512) 423-4209



## HERE'S WHAT SOME OF OUR CLIENTS ARE SAYING:

"In my organization, there is a lot of fear of simply picking up the phone, calling on a lead, and talking to someone. Improv comedy removed that fear from me, allowing me to confidently plow through leads, generating \$700k+ of pipeline in a quarter."

– **JADE LONG, NATIONAL INSTRUMENTS SALES LEAD**

"We didn't know how this tough audience would respond, but everyone was talking and laughing about it this morning! I even heard a discussion at breakfast about how much they thought it would help them and their sellers in the field. [ColdTowne] nailed all the "associations" to what they encounter in real life, and building those skills will enable them to have much more compelling customer meetings. So well done! And [ColdTowne] were fabulous and funny MCs!"

– **DONNA WOTTON, NATIONAL INSTRUMENTS SALES MANAGEMENT CONFERENCE**

"The 2 hour session was a resounding success - in terms of getting the team to learn some new skills and techniques, having a huge impact on team bonding and connection, and [ColdTowne's] leadership in helping us make the connections between the improv work and the work that our team does. Thank you for the helping us create a relevant and fun experience for our team!"

– **DONALD WYSOCKI, INDEED.COM PRODUCT CONFERENCE**

"[Healthgrade Innovation Conference Attendees] learned some techniques to really help them in work situations, like active listening/trusting and the concept of "yes, and." PLUS some bonds were built through sharing a fun and unique experience, helping to connect people that may have never spoke to each other previously."

– **LISA MEADE, HEALTHGRADES INNOVATION CONFERENCE**

"As an opportunity manager, improv training helps me think on my feet and react when my call objective gets thrown off. It allows me to make a choice and confidently commit."

"Improv has allowed me to interact with a variety of personalities in many different situations, better preparing me for the unpredictable nature of work relationships... This skill has taught me how to read my audience, and how to adjust my approach in interacting with them to be strategic about my goals."

– **LINDSAY MARIGNY, C3 PRESENTS**

## PAST CLIENTS INCLUDE:

- UT McCombs School of Business MBA Program
- Dell Computers
- SxSw Interactive
- RetailMeNot
- Indeed.com
- Whole Foods
- Shell Oil
- National Instruments
- Rev.com
- Healthgrades.com
- Athena Health
- Cirrus Logic
- Bazaar Voice
- Keller Williams
- Texas Department of Banking
- The City of Austin
- Cornerstone
- The Advisory Board
- Urban Landscape Architecture
- Williamson County Court System
- Texas State Bar Association
- Digital Ocean
- Enterprise Rent-a-Car
- Razorfish
- Viaero Wireless
- Patient Conversation
- IXIA
- Standard Beagle Studio
- Fleishman Hillard PR
- Kendra Scott
- Travaasa Austin
- ... and more!