



Then & Now InterGenerational Theatre®

by >Virtical™

Engaging the Creative Arts & Elevating Your Community's Presence

“all ages creating community, entertainment, education, and inspiration together”

A Cultural Development and Lead Generation Program. I'm excited to introduce you to >Virtical's newest workshop series that brings together sales, life enrichment, residents, volunteers, and staff, collaborating creatively to engage and retain your CRM database prospects and attract new leads. These 7 workshops will guide you in developing this signature program in practical and magical ways, fostering a sense of community and distinguishing you in the greater community.

Older Populations. As babyboomers arrive in greater numbers at senior living communities, they bring networks, talents, and stories to share. An intergenerational theatre program can create engaging opportunities for storytelling by bringing entertainment, education, and inspiration while introducing existing and new prospects to your unique culture.

Younger Populations. Adult children, grandkids, great-grandkids and grandfriends from ages 6 to 60 have an opportunity to bring their stories and perspectives as they enjoy connecting and working with your residents and older actors to create a rich sense of community that embraces everyone in their evolving stages of life.

Connecting Populations. The shared chemistry, messages, and performances created together by young and older actors can give life to heartwarming stories. This collaborative theatre experience will set the stage for engaging and including your CRM prospects while opening new doors to positive relationships as well as elevating the community's marketplace presence and bringing in new prospective leads.

For more information about this community cultural & lead generating program please contact Gary@Virtical.Live.



Developing Sales Leads via Outreach Marketing & Networking

Inspire & Innovate is a Signature Service of >Virtical™ featuring these 3 programs.

The Speakers® . . . The Baker's Dozen® . . . Then & Now InterGenerational Theatre®