

*KME*entertainment

# Educational Outreach

**WITH THE BROADWAY EXPERT**  
KIMBERLY FAYE GREENBERG

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# THE BROADWAY EXPERT™

TOP 10 PERFORMING ARTS COACH

## FEATURED EXPERT IN

backstage\*



THEATRENERDS

THEATER  
MANIA

STAGE 32



BROADWAY  
CON

And More...

## GUEST LECTURER/COLLABORATIONS HAVE INCLUDED:



NATIONAL  
STUDENT  
LEADERSHIP  
CONFERENCE



# KIMBERLY FAYE GREENBERG

is one of the TOP 10 Performing Arts Coaches in the world. Thanks Google! (And, no she didn't pay for the ranking.) She is also known as The Broadway Expert, providing advice and inspiration in the form of personal coaching, workshops, webinars, blog features, interviews, masterclasses and content creation for onstage, backstage and creative artists. Kimberly has been featured across a variety of outlets, including Backstage, Theatre Nerds, Broadway Blogspot, TheatreMania, Ken Davenport's TheatreMakers Studio, Schools.com, Music Theatre International, Westfield International Film Festival, BroadwayCon, the documentary "Secrets of Broadway" and more! Written from her years of coaching and teaching, Kimberly's award winning book to help performers in their journey, "Business & Marketing Strategy For The Proactive Performer" was a TOP NEW RELEASE in Performing Arts Reference on AMAZON. Kimberly loves to inspire, educate, and work with proactive performing artists to help conquer their career goals.

## As a Performer...

Kimberly Faye Greenberg is known as the first-and-only actress to play leading roles in two Off-Broadway musicals at the same time: "One Night With Fanny Brice" and "Danny & Sylvia: The Danny Kaye Musical" at St. Luke's Theatre, NYC. In addition, Kimberly's numerous portrayals of Fanny Brice (four shows/two CDs) have been critically acclaimed by the New York Times, Huffington Post, and Associated Press. Her solo show, "Fabulous Fanny: The Songs and Stories of Fanny Brice," has been traveling the country since 2014 and streamed on STELLAR during the pandemic where it was also named one of the BEST TO STREAM by Time Out New York, American Theatre Magazine, Filmed Live Musicals podcast, Times Square Chronicles, Theatre Development Fund (TDF), Goldstar, and more.

Kimberly also portrayed Fanny Brice in "Speakeasy Dollhouse: Ziegfeld Midnight Frolic" at the Liberty Theatre, Broadway's Only Hidden Theatre, and as part of the Broadway-bound musical *Ghostlight* by Matthew Martin and Tim Realbuto.

A graduate of University of California, Irvine, Kimberly has been working across the board in theatre, film, and television for over 25 years. Highlights include: *The Kid From Brooklyn: The Danny Kaye Musical* (tour); *Christmas Rappings* (Off-Broadway); the Off-Broadway musical concerts of *Miracle on 34th Street* and *Mr. President* (both for the Actors Fund), Rachel Michelson on *The Plot Against America* (HBO); and Nurse Wilkinson on *The WB's Charmed*.

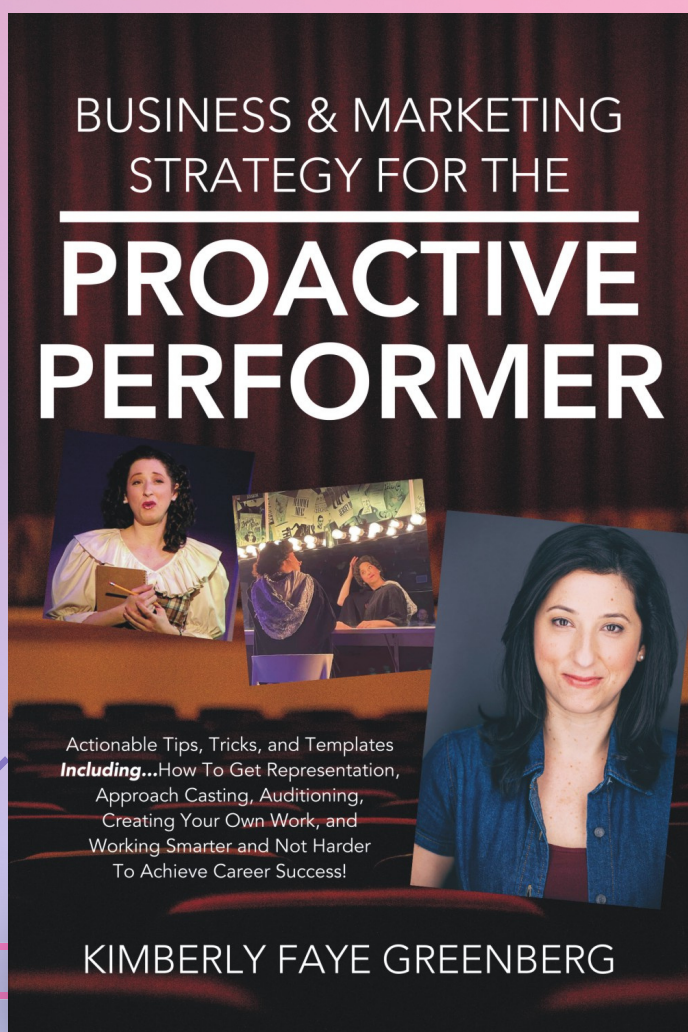
A woman of many talents, Kimberly has also worked backstage as a Broadway wardrobe swing dresser on over 20 Broadway shows, including *Mean Girls*, *Something Rotten*, *Cinderella*, *Cabaret* and *The Lion King*.

# TOP NEW RELEASE ON AMAZON IN PERFORMING ARTS REFERENCE

"One of the most comprehensive books on the acting business I have ever read - and I have read many of them. This book is a one-stop-shop for any artist starting out in the business, getting back to the business or just looking for some inspiration. Everything in the book is practical, clearly laid out and I really enjoyed reading all the author's personal antidotes. Looking forward to putting Kimberly's advice into practice in my own performing career and sharing her advice with my students"

**KIMBERLY LARKIN**

**NYC BASED PERFORMER AND EDUCATOR,  
FACULTY AT LONG ISLAND HIGH SCHOOL FOR THE ARTS**



Business & Marketing Strategy for the  
Proactive Performer won Honorable  
Mention in the "HOW TO" Category in the  
2023 Hollywood Book Festival

**AVAILABLE NOW:**

**HEADLINEBOOKS.COM  
AMAZON  
THE DRAMA BOOK SHOP, NYC**



# Educational Offerings

## ALL AUDIENCES

### 30 MINUTE Q & A ON THE BIZ OF THE BIZ WITH A BOOK SIGNING TO FOLLOW

Ask all your questions on what being a professional performer entails and how a solo show goes on the road and get a copy of Kim's book "Business & Marketing Strategy for the Proactive Performer." (Negotiated rate for the Q &A depending on length, plus \$20 per book).

### THE WORKINGS OF BROADWAY

This is a lecture and/or Q & A. Length/Fee is dependent upon booking needs. You may request specific information/focus on certain areas/jobs if requested in advance. The following will be discussed:

- Various types of jobs on Broadway
- A Typical Day at a Broadway Show

### BEYOND THE PERFORMANCE: A FANNY BRICE Q & A

Ask all your questions on the life of Fanny Brice. Kimberly can also showcase fun facts/stories not included in the solo show about her life and legacy and Kimberly can also ask questions about her life as performer playing Fanny Brice. (Negotiated rate for the Q &A depending on length).



# Educational Offerings

## FOR KIDS (15 and under)



### **The Beginning of Broadway: Vaudeville Revue**

*Duration/Cost can be negotiated; length dependent on group needs.*

**WICKED, LES MISERABLES and MATILDA** might be the huge spectacles of today but when Broadway first started it took its cue from the most popular entertainment of its day...**VAUDEVILLE!**

In a performance based participation workshop, geared towards kids age 15 and younger, Kimberly Faye Greenberg, Fabulous Fanny Star, will take you back 100 years where to succeed in the performing world, every individual was required to create his/her own unique act built only on props and costumes that could be carried with them on the vaudeville circuit.

In a class geared for all dance levels, Kimberly will first give a Vaudeville Fanny Brice performance demonstration, then a simple movement routine will be taught. Afterward props and a unique surprise individual character name will be given to every student so that the creative imagination can take over and each participant can create their own unique "act" and character to showcase at the end of the workshop in our very own mock "vaudeville revue".



# Educational Offerings

## PERFORMERS ANY LEVEL (Ages: 9 to Adult)

### HOW TO AUDITION FOR MUSICAL THEATRE

*Duration/Cost can be negotiated; length dependent on group needs. Time will also be given for a Q & A. A copy of the book can also be provided at \$20 per person*

**LECTURE:** For any level of performer, the following will be discussed:

- Types of music to be sung
- Photos and resumes
- Cuts of songs for Auditions
- Steps to auditioning for musical theatre in New York and regionally
- Callback Preparation
- What to wear
- Presentation
- Walking into a room
- Behind-the-table auditors/Creative Team

### WORKING IN NYC AS A PERFORMER

*Duration/Cost can be negotiated; length dependent on group needs. Time will also be given for a Q & A. A copy of the book can also be provided at \$20 per person.*

This is a lecture with a Q & A at the end specifically geared toward those considering a professional career as an actor in NYC. The following will be discussed:

- NYC Auditions
- Types of Actor jobs available
- Audition Locations
- Cost of living
- Finding out about work
- Necessities
- Educational classes and teachers
- Unions

# Educational Offerings

## PERFORMERS: ANY LEVEL (Ages: 9 to Adult)



### WORKING BACKSTAGE ON BROADWAY

*Duration/Cost can be negotiated; length dependent on group needs. Time will also be given for a Q & A.*

This is an overview lecture of jobs available when you work Backstage on a Broadway show with Q & A at the end. More specific information/focus can be given on any of the backstage jobs and what they entail if requested in advance.



### BUSINESS & MARKETING FOR THE PERFORMER

*(90 Minute Class. A copy of the book can also be provided at \$20 per person)*

Kimberly's seminar helps actors at all levels with actionable tips and tricks of marketing themselves in the biz. This includes thinking more strategically about how they are presenting their own uniqueness in their marketing materials (including headshots, resumes, websites, postcards, cover letters, social media handles and more). How to get auditions, do self-tapes and get an agent/manager will also be discussed.



### HOW TO GET AN AGENT/MANAGER

*(90 Minute Class. A copy of the book can also be provided at \$20 per person)*

#### Class Includes:

- Learn what an agent/manager does
- Learn how to find them and who is right for your talents
- Learn how to reach out
- Learn what you need to provide to a Rep for them to help you in your career.



# Educational Offerings

## PERFORMERS: INTERMEDIATE/ADVANCED (High School/Adult)

### HOW TO AUDITION FOR MUSICAL THEATRE

*Duration/Cost can be negotiated (3 hour time recommended). A copy of the book can also be provided at \$20 per person.*

**LECTURE (First 90 minutes):** The following will be discussed:

- Types of music to be sung
- Photos and resumes
- Cuts of songs for Auditions
- Steps to auditioning for musical theatre in New York and regionally
- Callback Preparation
- What to wear
- Presentation
- Walking into a room
- Behind-the-table auditors/Creative Team

**WORKSHOP (Second 90 minutes):**

- “Mock” musical theatre auditions (with feedback)

### COVER LETTERS & RESUMES FOR ONSTAGE & BACKSTAGE ARTISTS

*Duration/Cost can be negotiated (90 minutes recommended). A copy of the book can also be provided at \$20 per person.*

**Class Includes:**

- Tips and tricks that showcase your unique you/talents (and proactive business savvy) so that you stand out in your submissions!
- A cover letter template and a how to break down the cover letter paragraph by paragraph and make it your own.
- The importance of Branding, a strategy to Brand, and then how to translate that into your cover letters & submissions.
- The lowdown (and a formula) , as well as examples, on what to put in those little boxes on all the casting websites that go along with your electronic submissions.
- Ask Your Burning Questions About Creating Cover Letters & Get Them Answered.
- A Printable PDF you can keep forever and use for reference when you are finished.

# Educational Offerings

## CORPORATE/ADULTS



### **PRESENTATIONS: BROADWAY STYLE!**

*Duration/Cost can be negotiated (3 hour time recommended). A copy of the book can also be provided at \$20 per person.*

Presenting at a conference or in a corporate setting and performing on a Broadway stage are two different arenas, yet both audiences can be intimidating. This professional development workshop will give participants the opportunity to learn presentation tips and tricks, the Broadway way. Through traditional acting games in a supportive and nurturing environment, professional actor Kimberly Faye Greenberg will create a safe space to explore and inspire you to be your best self in front of a crowd. Gain confidence on stage once you've learned proper projection and voice control, identified nervous ticks, and practiced in front of your peers. After that, presentations will be a breeze.

*"Kim's class was amazing! I have two pages of notes (both sides)! Her enthusiasm is infectious."*

**LEAH EMMERICH**

*"Thank you so much for a great class. Very informative!"*

**MIKAEL MATTSSON**

*"We have now all danced on #Broadway thanks to superstar actor Kimberly Faye Greenberg. What other conference do you get that kind of experience?"*

**ELIZABETH A DENTON**