



Canadian Institute for Theatre Technology
Institut canadien des technologies scénographiques

callboard 2.0

connecting our live community,
investing in our digital forum

 www.citt.org



we connect Canada's
live performance community and
promote the professional development
of our members.

our mission is to provide unique opportunities to our membership to communicate, network and expand their knowledge and skills through workshops, conferences, electronic forums, and publications in the areas of technology, management, design, architecture and education for live performance.

our reach.

- ✔ technical & production leadership, technicians, designers, crafters
- ✔ vendors, suppliers, manufacturers
- ✔ venues & organizations
- ✔ educational institutions & students



**we're modernizing
how we communicate.**

powered by citt/icts,
supported by you, **our community**

our needs. our purpose.

01.

consistent
communication
channels

02.

centralized &
accessible
knowledge

03.

regional community
building & attention
to bespoke needs

04.

desire for fostering a
sense of national
community & pride

05.

professional
development &
mentorship streams

06.

career visibility

the dream.



centralized community hub



knowledge library & resource archive



analytics, trends & insights



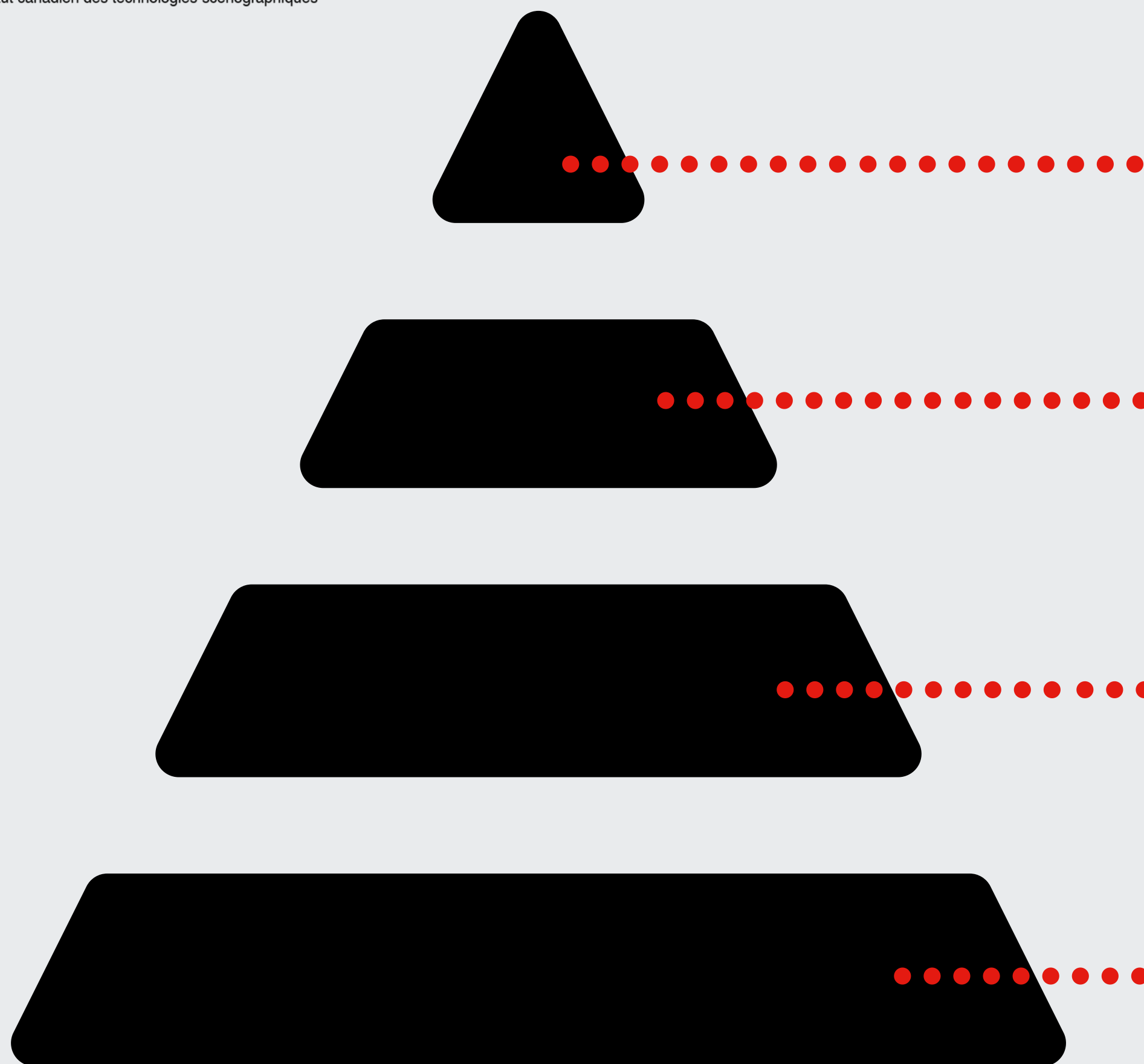
automated communication & engagement tools



vendor & sponsor exchange



education & institutional pathways



suggested amounts and titles

can be tailored to specific objectives & sponsors

headline sponsor

(1x spot available annually)

suggested contribution:

\$10,000–\$15,000

followspot sponsor

(2x spots available annually)

suggested contribution:

\$5,000–\$9,500

hotspot sponsor

(4x spots available annually)

suggested contribution:

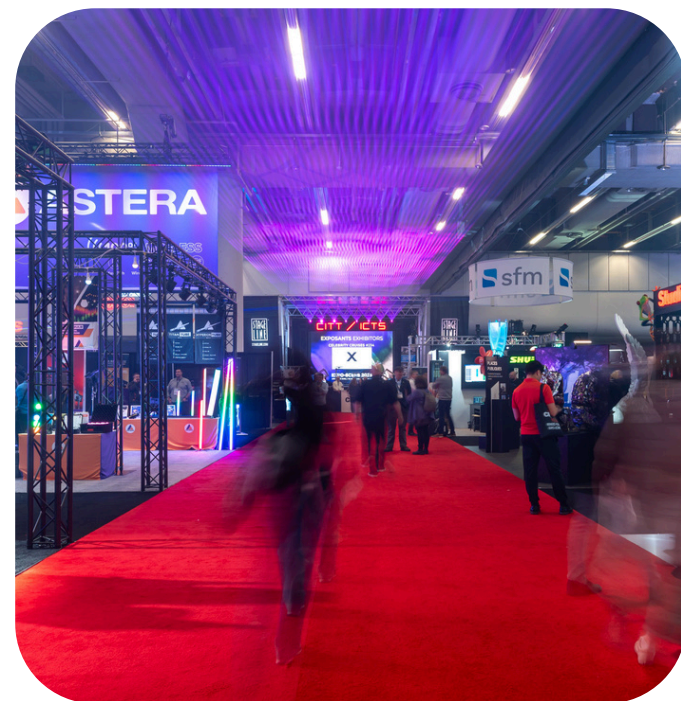
\$2,500–\$4,500

pinspot sponsor

(10x spots available annually)

suggested contribution:

\$500–\$2,000

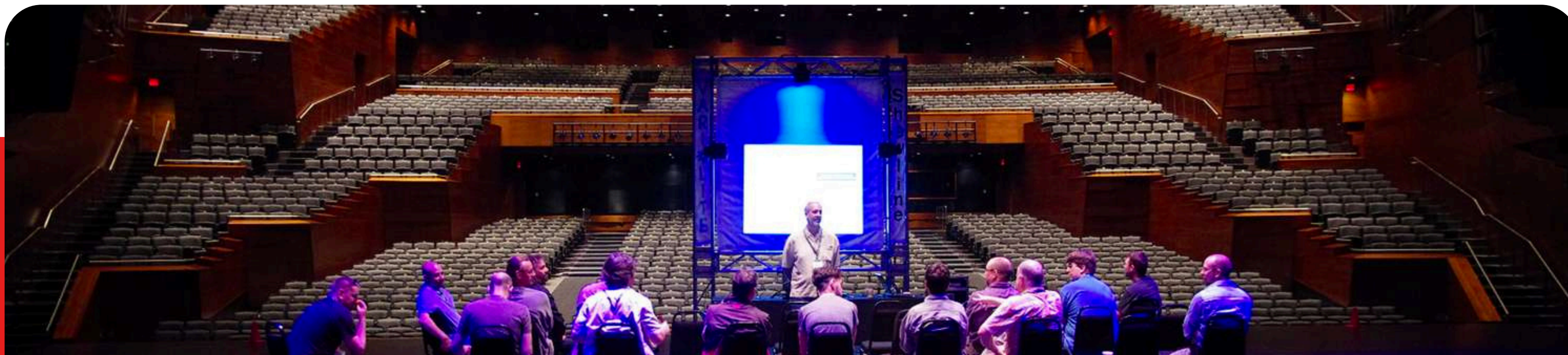


strategic value.

**based on industry-informed, illustrative benchmarks for community platforms.*

- **sector impact: 70% positive impact** on brand engagement, culture, and community connection
- **member retention / engagement: 30% improvement**
- **knowledge sharing & accessibility: 40% increase in access** to shared resources, standards, and peer support across the community
- **overall member experience: 65–75%** of members say community platforms **increase the overall value** they receive from their association.

projected timeline 2026 – year 1 implementation






Canadian Institute for Theatre Technology
Institut canadien des technologies scénographiques

thank you

**for interest or info,
contact Jacquie Lazar - jlazar@citt.org**

 www.citt.org