

Press Release

Theater Lover's pay attention: a new platform combines everything you need for your next cultural event in Munich

Theatergemeinde Munich launches a digital carefree package for new members on a community platform

Munich, 31.01.2021, SZ. The cultural scene in Munich is huge and offers events for all tastes. Unfortunately, it is not always easy to find what you are looking for or you are simply overwhelmed by the offer. Especially for newcomers in the scene it is challenging to find connection. Multiple information sources like newspapers, ticket pages or local blogs can be browsed, and hours can be spent to search for the right event, the right tickets and the right companion.

Fortunately, the Theatergemeinde Munich, known for its many years of experience in cultural consulting, has developed a new website that lets us once again focus on what a visit to the theatre is all about: Enjoying! The all-round online platform offers all digital features for a carefree cultural visit: the exchange with like-minded community members, personal consultation, tailored recommendations, exclusive content and digital tickets. With this new TheaGe service, the problem of finding connection in the brought environment is finally solved. Thanks to the non-profit business model of TheaGe, members can truly trust the purpose of the new platform: connecting culture connoisseurs to support and reinforce the local cultural scene.

"I love going to the Theatre and seeing new shows, but I'm new in Munich so it has sometimes been difficult to know what's going on or to find friends to come along. The TheaGe Platform is great, because I can now see upcoming events, I can book my tickets and the community shares comments and discussions on plays and shows." says Lisa, 47, Marketing Manager and Theatre enthusiast.

Culturally interested people can easily become members to the TheaGe platform to access its variety of digital services. With a personal profile, the members receive tailored recommendations based on their own interests and previous visits. For those spontaneously looking for events, the Last-minute tickets offer a great option to attend shows at short notice. But members are mainly excited about the community features of the platform, namely, the Blog and Forum. Not only give the Blog Posts outlooks and reviews of new plays by experts but the Forum allow all members to exchange their opinions, have lively discussions and find theatre buddies. With a rating and comment system of each event the members always know what they get for their money.

"Our Theatre community exists for over 100 years and our members have always valued the personal touch of our services. This online platform is our adoption to the digitization and to the new needs of our members. With that, we translated our non-profit business model into the digital world." states Michael Grill, the Managing Director of TheaGe Munich.

Indeed, the strength of TheaGe is the feeling to be well looked after, so without neglecting the elder members TheaGe now builds up a second pathway for their younger and more digital interested participants. The new online platform is an additional service on top of the already well established TheaGe offers and attracts especially a new, younger target group. Thereby, the TheaGe appears in a modern, restructured way: tickets are available easier and faster and the new community features support the non-commercial character.

"I'm a huge fan of this new development. Me and my wife oftentimes spontaneously look for good tickets for the next day, so the member's reviews help us to decide. And if we need any additional help the Live Chat on the platform is super useful" say Christian (49) & Lisa (52), from Grünwald.

The new platform "TheaGe community" went live in spring of 2021 and has been very welcome among the cultural interested community of Munich. If you are also interested in joining you can simply sign up* under www.TheaGeCom.de and experience local culture like never before.

Munich, 31.01.2021. TheaGe München. Leander Teubner, Paula Brandt c/o Michael Grill

*Memberships cost 29€ per year, billed annually. For T&Cs and a list of benefits please refer to www.TheaGe.de