

# **CREW** DEVELOPMENT INSTITUTE

*In Partnership With Illumin8 Academy*

**BUILDING CREWS WHO BUILD SHOWS**

Partnership Opportunity • 2026

Launch: March 2026

# THE PROBLEM

**85%**

of African live events rely on  
imported technical crews

**\$2B+**

annual production spending  
leaves the continent

**0**

formal production training  
programs in most West African  
markets

Africa's entertainment industry is booming, but the technical infrastructure and trained crews haven't kept pace. International productions fly in crews at massive cost while local talent remains untrained and underemployed.

# THE CDI SOLUTION

**CDI is not a traditional school.**

*CDI is workforce infrastructure.*

We deliver free, high-volume stagehand training combined with specialized technical tracks across all core production departments. By liberating crews with knowledge, safety awareness, and real show experience, CDI builds a dependable labor pool that promoters, festivals, and vendors can trust.

**100+**

Stagehands/Quarter

**60-120**

Specialists/Quarter

**6**

Senior Trainers

# TRAINING MODEL

## TIER 1

### STAGEHAND FUNDAMENTALS

2-Day **Free** Program • **100 Trainees**

Load-in/load-out procedures, stage etiquette, power fundamentals, cable handling, safety awareness, and department workflow orientation.

## TIER 2

### SPECIALIZED TRACKS

3-Day Intensives • 15-30 Per Track

Audio, Lighting, Video, and Rigging tracks. Rigging focuses on operational readiness and safety awareness.



#### AUDIO

FOH/Monitor mixing, system design, RF coordination



#### LIGHTING

GrandMA3 programming, fixture rigging, show design and implementation



#### VIDEO

LED wall systems, camera ops, Resolume media servers operation



#### RIGGING

Rigging safety, load-in logistics, operational awareness

# 2-WEEK QUARTERLY DEPLOYMENT

Days 1-2

**Stagehand  
Fundamentals**

Days 3-5

**Audio Track**

Days 6-8

**Lighting Track**

Days 9-11

**Video Track**

Days 12-14

**Rigging + Shows**

## REAL-WORLD APPLICATION

Each deployment concludes with a live show crewed by trained stagehands under professional supervision. This may include a concert, festival stage, or live activation delivered in partnership with promoters and artists.

*This creates real accountability and immediate validation of training outcomes.*

# THE TEAM

*40+ combined years of touring, production, and education experience*



**Erica D. Hayes**

LIGHTING DESIGNER  
| EDUCATOR

15+ years in concert touring, TV, and film. Designed for Amaarae, Fantasia, The Isley Brothers, Anita Baker and more. IATSE 728 member, ICLS Associate and Professor at California Baptist University.



**Blake Brady**

PRODUCER |  
OPERATIONS LEADER

10+ years in live event production and touring. Technical direction, stage management, LED wall systems. Expert in building sustainable production infrastructure.



**Keith Bernard**

LIGHTING DESIGNER  
| VISUAL DIRECTOR

Experience spanning film, TV, national events, and concert touring. Production lead on high-profile events. Cutting-edge, visually driven looks.

# WHY AFRICA

1

## Untapped Market Potential

Africa's live entertainment market is the fastest-growing globally, with major artists and brands seeking entry points.

2

## Ghana as Launch Market

December in GH movement proves demand. Ghana offers stability, English-speaking workforce, and government support.

3

## Continental Scalability

Training model designed to replicate across Nigeria, Kenya, South Africa, and emerging markets.

4

## Diaspora Connection

Strong ties between African diaspora and homeland create natural bridge for knowledge transfer and investment.

# \$5B+

African live entertainment market  
by 2030

# 13%

annual growth

# PARTNER VALUE PROPOSITION



## Dependable Trained Labor Pool

Trained local crews to international standards deliver reliable results



## Reduced Touring Labor Costs

Reduce expensive fly-in crew costs with qualified local technicians



## Improved Safety Culture

Crews trained with safety awareness and real-world protocols



## Faster Load-Ins

Experienced stagehands who understand department workflow

This initiative is not a revenue-driven training program. The return is risk reduction, operational efficiency, and market enablement.



# QUARTERLY INVESTMENT

International Trainer Day Rates	\$79,800
Flights	\$9,000 – \$12,000
Lodging	\$8,400 – \$12,600
Per Diems	\$8,400
Local Staff & Operations	\$12,000 – \$18,000
Catering	\$12,000 – \$18,000
Ground Transportation	\$2,000 – \$3,000
Venue	\$3,000 – \$5,000
Materials & Supplies	\$1,500 – \$2,500
Media & Documentation	\$2,000 – \$3,000
Contingency	\$5,000 – \$7,000

**TOTAL QUARTERLY INVESTMENT**

**\$150,000 – \$160,000**

*This investment represents the cost of underwriting workforce confidence rather than training tuition.*

# 2026 ROADMAP

## Q1

### FOUNDATION

Secure partnerships,  
finalize curriculum,  
establish local entity

## Q2

### PILOT

First training cohort  
launches end of March,  
equipment testing, refine  
systems

## Q3

### SCALE

Second cohort, expand  
curriculum, build local  
trainer capacity

## Q4

### DECEMBER IN GH

Major productions,  
trained crews deployed,  
showcase impact

### 2027 VISION

The goal is to train 100 local crew members per quarter in order to prepare the market for major tours and festivals. We will expand to Lagos or Nairobi, establish alumni network and develop the “train-the-trainer” program.

# CREW DEVELOPMENT INSTITUTE

*Let's Build Crews Together*

**Erica D. Hayes**

Co-Founder, Crew Development Institute

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Building Crews Who Build Shows

Diaspora-Driven • Local Crews • Global Standards