

THE DRUG OF THE SHOW

WITH VICTOR LEVIN

What is 'The Drug of the Show'?

An **international community of experienced and passionate storytellers and scripted professionals** to discuss and interrogate what makes certain television shows compulsive and irresistible, in pursuit of creating such shows ourselves.

It's our belief that every creative and commercial success attains that status by giving its audience a distinctive brand of pleasure -- the "drug of the show," if you will. We believe that in today's cluttered and crowded media world, **such uniqueness is the only way to break through.**

But how do you turn your viewers into addicts of a drug that only you can produce? It will be our task to explore that question by examining how other people have done it. And when our meetings are over, we will be better able to turn our lenses inward and ask, "**What do I, uniquely, have to say? How can I, uniquely, say it?**" Finding those answers is the most important part of the journey toward creative and commercial success.

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What are the benefits:

- Bi-monthly sessions
- Bonus sessions with guest Showrunners
- Community discussion space
- 20% discount on MediaXchange Online Programmes

The 2021 Schedule:

April 22nd – with Victor Levin

May – with special guest (bonus session)

June – with Victor Levin

August – with Victor Levin

September – with special guest (bonus session)

October – with Victor Levin

December – with Victor Levin

The Cost & Registration:

Registration and payment will be managed through [Patreon](#)

£30 per session, and no more than £150 for the remainder of 2021.

