



ROCK
THE INDUSTRY

**PROFESSIONAL DANCE &
BUSINESS PROGRAM**

WWW.ROCKU2024.COM

WHAT IS IT

Est. 2014, Rock The Industry is a dance training & business development program designed to create successful, fulfilled artists & entrepreneurs.

alumni @iamjuanzapata



STATISTICS*

	HAVE CREATED A SUSTAINABLE CAREER	95%
	BOOKED GIG WITHIN 1 MONTH OF PROGRAM	75%
	WITHIN 1 MONTH OPENED IRAS AND/OR INVESTMENT ACCTS	70%
	HAVE BECOME DEBT FREE	45%

435 ALUMNI 10 YRS



CREATING COMPETITIVE DANCERS

Most Rock The Industry participants not only get signed but also emerge as competitive clients and effective partners & communicators with their agency. They are able to take charge of their career momentum with the proper tools

IS RTI FOR ME?

- Feeling stuck, looking to push through?
- Want to increase your wealth, boost your career & enhance your performance skills?
- Seeking not just to book a job, but also have an improved quality of life on and off the dance floor?..
- Are you a working dancer aiming to generate more income & hone your talent further?
- Are you looking crafting a long-term strategy for success in entertainment, finance, & personal growth?..



if you said yes to
any of these...
apply now



alumni @itriciovannicoto

alumni @nataly_santiago

MORE DETAILS



THE TRAINING - In addition to interactive learning workshops, we prioritize fitness. Apart from bootcamp workouts/nutrition, they go thru Intense dance training & simulate high-pressure gig environments. Think America's Next Top Model meets FAME, preparing them for real-world challenges.



UNIVERSITY STRUCTURE - Since there's too much to cover in one weekend, Rock The Industry University Is divided into 4 distinct Intensive weekends: Freshman, Sophomore, Junior, and Senior. Dancers can take each over the span of months or even years, moving up a level when they're ready.

SAMPLE FRESHMAN SCHEDULE

FRI
ORIENTATION 5-9

SAT
PROGRAM ONE 10-7

SUN
PROGRAM TWO 10-8:30

MON - FRI *

*EACH PERSON RECEIVES
SOLO 20M PRIVATE
CAREER CONSULT

HOURS = 24+

UPCOMING DATES

LOS ANGELES
APR 12-14

*NEW YORK COMING IN MAY

LA TUITION

~~\$1699~~ \$1099

\$999*

*If Paid By 4/7



alumni @lisa.creative

**LA
REGISTRATION
DEADLINE**

EXTENDED!

APR 02

QUESTIONS?
ASST@ROCKTHEINDUSTRY.CO

WWW.ROCKU2024.COM

INCLUDES

- Investing for Dancers
- Booking with Social Media
- Emergency Funds & Financial Planning
- Branding 101
- Networking for Longevity
- Managing Your Team
- Auditions
- Values & Life Decisions
- Dance Fitness & Nutrition and much more...



FEATURED



ALUMNI



DIRECTOR

LUAM

An Ivy League graduate with a degree in Neuroscience, Luam pivoted early to pursue her passion. Her work as choreographer & creative director includes **Cher, Travis Scott, Janelle Monae, Beyoncé, Alicia Keys, Robin , Nike, Moncler, Tiffany, & many more.**

With a **YouTube following over 40M** and a loyal fan base, Luam was the first ever choreographer on YouTube which she translated into a 20+ year career in dance & choreography. As the founder of **Rock The Industry** and podcast **Industry Talk**, she continually works to elevate conversations and education in dance.

Luam marked her directorial debut with MV "**Hitman**" by **Kelly Rowland** and progressed into TV as Senior Producer for **Dancing with the Stars** for several seasons. She also collaborates with the award-winning design & production house Traskhouse as an in-house Creative Director, working for high-profile clients / tours such as Rosalia & Blink 182 and more.

As VP of the **Choreographer's Guild**, a member of the Creative Council for 'Pencils of Promise,' and a **TEDx speaker**, Luam is an established voice for positive transformation.

*"We need to equip all dancers to become the superpowers they're capable of! With the right information at the right time, they can become not just artists but moguls. RTI can give them tools for all of it: **success, wealth, and most of all, balance.**"*



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alumni @munozmoves

JOIN US

