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**Nathaniel Hill, Founder and CEO of Broadway Plus, Announces Debut Book
*The VIP Effect: Designing Experiences to Impact and Impress***

A new guide to designing unforgettable experiences on Broadway, in business, and in everyday life.

New York, NY (August 18, 2026) — Nathaniel Hill, Tony Award-winning producer and founder of [Broadway Plus](https://broadwayplus.com), is proud to announce the release of his first book, *The VIP Effect*—a dynamic new exploration of how intentional experience design can transform the way people connect, celebrate, and remember. The book release coincides with the 10th Anniversary of Broadway Plus on August 15th. The release will be celebrated with a public launch event at The Drama Book Shop on **September 3rd at 7:30pm**. Free tickets are available on [Eventbrite](https://eventbrite.com). The book is now available for order in hardcover, paperback, and Kindle formats on [Amazon.com](https://amazon.com).

About the book: What if every moment at work, at home, or on stage could be designed to make people feel seen, special, and connected? In *The VIP Effect*, Broadway entrepreneur Nathaniel Hill reveals the art of crafting unforgettable experiences that move people and make them remember forever. Drawing on his journey from theater producer to founder of VIP experience platform Broadway Plus, Hill shares the “5 Cs of Experience Design” and explains how thoughtful planning can transform the ordinary into the extraordinary.

Through stories of Broadway crises and show-stopping triumphs, Hill shows how thoughtful hospitality, anticipation, and care can create emotional resonance everywhere you go. After all, VIP isn't about fame or wealth—it's about **Very Intentional Planning**. Lead with care and design with feeling; and any person in any business can leave a lasting impact on their customers, teammates, or loved ones.

“As a lifelong fan and student of business ‘How-to’ books, it’s been both a challenge and a dream to figure out how I could contribute something meaningful to the canon,” said Hill. “When I realized no one had written a book about designing VIP experiences, I decided it was an opportunity worth pursuing. Releasing *The VIP Effect* in tandem with the 10-year anniversary of Broadway Plus makes this especially meaningful. The book explores how the principles we use to create extraordinary Broadway experiences can apply to every part of life—from parties and travel to time spent with family. When you begin to see your life as an experience worth designing, you give yourself the power to make every moment feel VIP. And that’s ‘The VIP Effect.’”

Described by Broadway News as an “industry thought leader,” Hill’s work in experience design has been featured in Forbes, Entrepreneur, The New York Times, and on SiriusXM. He has spoken at major industry events including Advertising Week New York and BroadwayCon, as well as at institutions such as Duke University and New York University.

The VIP Effect marks a new chapter in Hill’s mission to help people create experiences that are not only memorable, but deeply meaningful.

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thevipeffect.com

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