



presents

PROFESSIONAL ACTORS WORKSHOP (COMMONWEALTH) MAY 2010 - LOS ANGELES CALIFORNIA.

THE FACTS

WHAT IS THIS PROJECT ALL ABOUT?

The Professional Actors Workshop series will run from 26th APRIL – 31st MAY 2010* (inclusive) in Los Angeles, California and has been designed for actors 20 years plus (ideal age group 20 – 35 years) who are contemplating a move to LA in the near future to pursue an acting career. We are looking for represented talent with professional credits and/or substantial training.

The workshop series has been put together by the Australian Institute for Performing Arts and a selection of LA's top casting professionals for actors. We all recognise that there is a need for a genuine series of workshops so that emerging actors living in Commonwealth countries can work with the American decision makers. Actors will get honest feedback about their performance and their employability in the US before they go through the expense and ordeal of relocating. There are no promises of representation or O1 visas after being a part of this programme. Several actors have achieved this from the last two series, but as you know, it is a fickle industry and there are many factors that come into play. As any agent of repute knows, if a studio wishes to employ an International actor or a management firm wishes to sign and sponsor them, they will get the paperwork done. Many jobs cast in LA are shot outside of the US, opening up further opportunities for Commonwealth actors.

The aim of the workshop series is simple – 'to introduce actors to the leading casting directors and network casting executives in Los Angeles'. The team of casting professionals who will be teaching the workshop series are listed below. As you will see, they are not associates or assistants; they are Casting Directors with substantial credits, experience and reputation. Many of them do not teach workshops. They have agreed to teach this series as they have cast actors from Australia, Canada, New Zealand, South Africa and the UK and respect the work ethic that you as professionals possess. The casting directors are being remunerated for their time as they are **teaching**. These are not paid 'go-sees' and this is not a 'fee for audition' situation. At the end of the series, each actor will put down 90 secs of their best work from the sessions. This footage will be left with all casting directors as a reference point, along with resumes and headshots. There is also an opportunity for call-backs and meetings with agents at the conclusion of the series. There are no promises that any actors will be called back or that any agents will show interest even though it has happened as a result of both the series in May 2009 and November 2009.

* Actors check-in on 25th April and check out on 31st May 2010.

THIS IS AN ACTORS DREAM. IS IT TOO GOOD TO BE TRUE?

AIPA is known in Australia for making the seemingly 'impossible' possible. Our strength is creating and delivering amazing educational and industry experiences for performing artists. We will not promise anything that we cannot deliver. AIPA staff take a personal interest in each actor's development and our work with you is on-going. There is no charge for this. We want to see our industry grow and flourish.

The companies and individuals involved in this workshop series are all industry professionals, passionate about helping actors succeed. The PAW series ran in LA in May 2009 to great industry acclaim. There were twenty-two actors from Australia involved. The feedback was 100% positive. A series of PAW's ran in Sydney, Australia in November 2009, with over 700 actors in attendance at different workshops. We have also had every casting director who taught in May and November offer to teach again in 2010. The casting directors loved the actors and the actors stated that knowledge they imparted and the skills they learned were invaluable. Please see the testimonials section following.



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THIS IS AN ACTORS DREAM. IS IT TOO GOOD TO BE TRUE? Cont.

Please remember that our reputations and careers are just as important to us as yours is to you. Having run PAWS twice successfully for Australians, we are now ready to extend the opportunity to actors from other Commonwealth countries. We **STRONGLY** encourage you to contact us, check us out and research the casting directors involved. No company before AIPA has run a series of this calibre. We aren't into sales, we are about 'the work'.

HOW MUCH DOES IT COST TO PARTICIPATE?

There is a complete costs breakdown at the end of this factsheet. There is **NO COST** to submit your reel or to audition. If you are selected, you will need to have funds to support your accommodation, flight, tuition and food. All costs are represented transparently to allow you to budget accurately. There are no hidden costs (except taxes and tips in the US on service items). If you are selected, a copy of your travel insurance and a deposit will be required by 22nd March (so we know that you are serious).

DOES THE WORKSHOP SERIES COMPRISE OF ANY OTHER OPPORTUNITIES?

You bet! At the beginning of the series, you will have the opportunity to attend three sessions with LA's top scene study teachers and drama coaches. These people have been recommended by the casting directors, so we know that they are the best. Usually you can't attend a class with these teachers unless invited or a special recommendation has been given. By taking class with these people you will have a clear understanding of the standard expected. These coaches have been recommended by senior VP's of casting at networks and studios – the best of the best.

In the last week of the series you will put down your best 90 seconds of scene work. This footage will be sent to all the casting directors teaching the series as well as a network of agents, managers and casting professionals in Canada, Australia, UK and South Africa. This will list your agents (or your) contact details so that follow up can be done directly. AIPA can act for you, but we feel it is better that your agent do this.

HOW MANY ACTORS ARE YOU LOOKING FOR?

The workshops series will have two groups of between eighteen and twenty-six actors who will travel to LA to take these workshops. There is no 'quota'. The numbers will be dictated by the talent level; however classes will be capped at no more than twenty six actors. There is no restriction of numbers from a specific country; it will be the actors who we deem are LA ready.

IF I WANT TO SPEAK TO OTHER ACTORS WHO HAVE DONE THIS SERIES, CAN I DO THAT?

Absolutely. If you give us your email address or phone number, we can ask any number of actors who went to LA in May or participated in Sydney in November to contact you. International agents can contact agents in Australia or AIPA for the names and contact details of agents or casting directors based in Australia who know about and support the program.



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HOW DO I APPLY?

- 1) Actors interested in being considered for the project should read all the information carefully and make sure that you can commit to the five week project. You must also make sure that you can cover the financial commitment involved. All costs are quoted in \$US and are complete. There are no hidden costs, so this figure is realistic.
- 2) Please go online to <https://esta.cbp.dhs.gov> and ensure that you will qualify for entry into the US. You need to ensure that entry to the US will be granted before you apply to us. An ESTA lasts for two years. Your passport must have AT LEAST six months validity on it from your planned RETURN date.
- 3) If you completed the PAWS in Sydney in November and received an invitation to audition (based on casting director feedback) you must call AIPA and accept your recall place by Monday 22nd February. You will then be allocated a call back time. (This will be held on Thursday 11th March 2010. Auditions will be conducted by Kari Harris Casting at FOX Studios in Sydney (by appointment).
- 4) If you did not receive an invitation, did not attend PAWS, or are an international applicant - please submit your show reel to us for consideration by MIDNIGHT 4th March, 2010.
- 5) All reels must be submitted online (TAR, YouTube, Vimeo, You Send it, your own website or any other online facility) and run a MAXIMUM of three minutes. At least one piece must be in standard American accent. Please email the link to paws@aipa.com.au In the subject line you will need to include your name and "PAWS Audition May 2010". You will also need to attach a headshot and your resume.
- 6) If you have any questions about the project, these should be directed to AIPA on +61 2 9966 5425 or paws@aipa.com.au. The only silly question is the one you don't ask us, so please go ahead.
- 7) You will receive a confirmation email from us letting you know that we have received your reel and application.
- 8) On TUESDAY 9th MARCH 2010, you will be notified if your application was successful and when your recall will be. (Please see "Important Dates" section). Everyone will be notified, so please check your email on a regular basis and keep your phone with you. If you do not live in Australia, you will be notified where your recall will be conducted. We have casting partners in all major cities.
- 9) The final group will be announced on MONDAY 15th MARCH 2010.

HOW DID YOU CHOOSE THE PEOPLE WHO WILL TEACH THESE WORKSHOPS?

As the coordinator of the project, AIPA completed considerable research and approached each casting professional individually. We explained the project and the reason behind it. All have heard of 'dodgy' courses and hate to see actors exploited. The exploitation can be the 'dream killer' of actors who could have gone on to do great things. Everyone involved in this project is committed to education and talent development. As you can see they are the best of the best.

There are numerous "casting director" workshops being run around the world. We URGE you to check them out thoroughly. Is it REALLY the casting director teaching, or is it their assistant? We have had all sorts of people apply to teach this workshop. You can be guaranteed that these casting directors are the real deal and only the best will ever be engaged to teach. We mix the group up each time to keep it fresh and current with the industry.



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WHICH CASTING PROFESSIONALS ARE TEACHING THE WORKSHOPS?

Correct as at 28th December 2009.

1) Matthew Barry – Feature Films - BGK Casting
<http://www.pro.imdb.com/name/nm0058089/>

2) Amy Jo Berman – Network Television Movies - Vice President of Features Casting HBO
<http://www.pro.imdb.com/name/nm0075723/>

3) CBS - A Senior Casting Network Representative from CBS will run an information workshop on headshots, resumes and submitting your tools or trade.

4) Eric Dawson – Primetime Television Series - Ulrich/Dawson/Kritzer Casting
<http://www.pro.imdb.com/name/nm0003896/>

5) Pam Dixon[®] - Feature Films & Vice President of CSA - Pam Dixon Casting
<http://www.pro.imdb.com/name/nm0228938/>

6) Lisa Fields – Feature Films (Michael Bay) & TV Commercials - Lisa Fields Casting
<http://www.pro.imdb.com/name/nm0276304/>

7) Bonnie Gillespie – Independent Feature Films & Short Films - Cricket Feet Casting
<http://www.pro.imdb.com/name/nm1024379/>

8) Janet Hirshenson – Feature Films - The Casting Company
<http://www.pro.imdb.com/name/nm0386664/>

9) Marc Hirschfeld – Network TV & Pilots & Feature Films - Marc Hirschfeld Casting
<http://www.pro.imdb.com/name/nm0386591/>

10) Jane Jenkins – Feature Film - The Casting Company
<http://www.pro.imdb.com/name/nm0420864/>

11) Sharon Lieblein – Network Television - Vice President of Casting Nickelodeon
<http://www.pro.imdb.com/name/nm0154710/>

12) Marci Liroff – Feature Film – Marci Liroff Casting
<http://www.pro.imdb.com/name/nm0513924/>

13) Joseph Middleton – Feature Film - Joseph Middleton Casting
<http://www.pro.imdb.com/name/nm0585523/>



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14) Monika Mikkelsen - Feature Films (Horror & Independent) - Monika Mikkelsen Casting
<http://www.pro.imdb.com/name/nm0586570/>

15) NBC Universal - A Casting Network Representative from NBC Universal (Feature Films) will run a workshop

16) Marnie Saitta – Soap Opera - Casting Director “Days of Our Lives” Corday Productions
<http://www.pro.imdb.com/name/nm1335588/>

17) Francene Selkirk – Shooting form the Hip Casting - Television Commercials.
<http://www.hollywoodpassport.net/general/tv-commercial-cd-francene-selkirk-ackerman/>

18) Paul Weber - Network Television & Feature Films - MGM - Paul Weber & Associates
<http://www.pro.imdb.com/name/nm0916712/>

19) Bonnie Zane – Primetime Television Series – Zane/Pillsbury Casting
<http://www.pro.imdb.com/name/nm0952917/>

20) Gary Zuckerbrod – Feature Film, TV Movies & TV Series – Gary Zuckerbrod Casting
<http://www.pro.imdb.com/name/nm0958402/>

21) Deborah Aquila – Feature Film & Primetime Television. Aquila/Wood Casting
<http://www.pro.imdb.com/name/nm0032597/>

22) A Casting Representative from one of the world’s top studios (Feature Films) will run a workshop.

23) TBA – This CD has been booked, confirmed by email, we are just waiting for them to return their contract.

24) TBA – This CD has been booked, confirmed by email, we are just waiting for them to return their contract.

25) TBA – This CD has been booked, confirmed by email, we are just waiting for them to return their contract. *Please check back as this will be updated.*

OKAY, SO I GET SELECTED, WHAT DO I DO THEN?

- 1) Celebrate!
- 2) Accept your place. Once accepted you will be emailed a link and password to the website. Go in there, fill in the form, pay your deposit and you are confirmed.
- 3) Purchase travel insurance. You can do this online or through any travel agent. PLEASE do this and ensure that you have the correct level of coverage you need.
- 4) Research and book an airfare. The trick is to do this early and shop around. You are going to study, so try the student flight companies as well.
- 5) Let your agent know what you will be doing and how long you will be in LA for. You can arrive earlier and leave later than the project calls for.



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YOU STATE THAT WE MUST HAVE TRAVEL INSURANCE

Every actor **MUST** have comprehensive travel insurance. You will not be covered for the workshops and we cannot allow you into the venue without proof of insurance. There are numerous companies online who can help you arrange this. Please make sure that you have the top medical for the US. If you are thinking about hiring a car, please make sure that you are covered. Please also check the cancellation policy carefully. If you book a job in your hometown and can't attend, you want to make sure that your policy will cover this.

WHAT IS THE CANCELLATION POLICY?

Once you have committed to the project, you are committed. There are no refunds unless we can fill your space. As this is not 'quota controlled', we would need to find an actor of the same standard as you. Please make sure that you have travel insurance as we make no promises.

DOES IT MATTER HOW I GET TO LA? IF I AM LIVING THERE NOW, CAN I APPLY?

As long as actors are in LA by 25th April and don't leave before the 31st May, we don't mind how or when you get there. If you are living in LA, please let us know for logistical reasons. Your call back can be put down at a partner studio in your hometown.

WHERE ARE WE STAYING?

AIPA uses serviced apartments in Burbank. You have the choice of your own apartment or twin share. All apartments have a full kitchen, bathroom, separate bedroom, lounge-room and balcony. The complex has a pool, gym, wifi, a laundry, business centre, tennis courts and many other amenities. The group stay together unless you already live in LA. Classes are in walking distance of the apartments. As the last group discovered, it is so much easier to stay with the group, for rehearsal of sides, preparation, support and social reasons.

MY PARTNER/PARENT WANTS TO STAY WITH ME. IS THAT OKAY?

This is a common question. We have no objections to this as long as the two of you have your own apartment and pay for that. Your partner must be signed in with our group and pre-registered; otherwise the hotel is entitled and will charge you the rack rate. You would both pay the twin share rate. Your partner cannot attend any of the workshops or industry events. Please ensure that their presence will not distract you or any of the other actors involved.

CAN YOU GET ME AN LA AGENT?

If a casting director thinks that you are a good fit for an agent, they will speak to Marg and a meeting will be organised for you within the time you are in LA. Your agent will be involved each step of the way if you want them to be. Several actors have received offers of representation and management through PAWS, although we make no promises.

I HAVE AN US AGENT. HOW CAN THEY BE INVOLVED?

If you are selected, their details will be on your resume. You simply need to hand these to each casting director. The casting directors will know your agent, if they are of repute.



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I WANT TO ORGANIZE OTHER MEETINGS WHEN I AM IN LA. WHEN SHOULD I DO THIS?

Please organise meetings AFTER the 31st May. It is disruptive to your workshop preparation if you have to leave or if you have to prepare any other materials in addition to what you are preparing now. You will be at your best at the conclusion of the months intensive. You will also have casting directors ready to vouch for you if you are truly industry ready.

SHOULD I HAVE NEW HEADSHOTS TAKEN BEFORE LA?

This is entirely up to you. What we found from May and November 2009 is that actors were generally told that their headshots were 'not LA' or reflective of their playing type. The actors who went to LA in May 2009 attended a session with a top casting director who went through their headshots and resumes and suggested that they have them re-taken. They also attended a 'type' workshop so they knew exactly what they wanted captured in their photos. These are the first two workshops scheduled for May 2010. Actors then have three days to get new shots taken and printed, get resumes updated, etc. We can suggest several photographers to you in LA, or you can find your own.

HOW MUCH DOES IT COST TO APPLY?

It doesn't cost you anything to apply. We take all applications seriously. We dedicate a lot of time to each individual actor. We provide feedback to everyone to assist you. PLEASE don't apply unless you are serious about committing to this project. It just wastes everyone's time.

HOW MUCH WILL THE PROJECT COST IF I AM SELECTED?

Accommodation: AIPA has negotiated a great rate at an apartment complex. You will need thirty six (36) nights' accommodation. (25th April – 31st May).

This rate includes a fully furnished apartment with kitchen, bathroom, balcony and wifi. This includes full use of the pool, tennis courts, gym, business centre etc.

We have included Twin Share (2 queen beds) in a one bedroom/one bathroom (2pp) or a two bedroom/two bathroom (4pp) deluxe apartment (four queen beds).

Tuition:

Twenty five (25) workshops with top Casting Directors (not associates or assistants)

Three (3) scene study classes with top coaches

Two (two) industry sessions

Recording and editing of speed reel

KHC Facilitation costs for viewing of reels and conducting recalls

AIPA staff facilitating programme.

Total for EVERYTHING listed above: US\$6330.00*

*If you would like your own studio apartment for 36 nights, accommodation and tuition will cost **US\$6945.00**

WHAT IS NOT INCLUDED THAT I WILL NEED TO COVER?

Travel Insurance – This is essential.

Transfers to and from your home to the airport.

Transfer from LAX to apartment and return (we suggest Super Shuttle or Primetime shuttle)

Meals – As you are living in apartments with a full kitchen, you should be able to do a weekly shop and budget approx US\$100 - \$120.00 per week for this. If you buy meals each day, you should allow for US\$300.00 per week.

Headshots – If you have these taken in LA it will be at your cost.



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WHEN ARE PAYMENTS DUE?

A deposit of US\$1000.00 is required by Monday 22nd March, 2010.
Your balance is due NO LATER THAN Sunday 4th April, 2010.

WILL I BE ISSUED WITH A TAX INVOICE/RECEIPT?

Absolutely. This is automatic.

HOW DO I PAY?

Payments are completed online (by credit card or direct deposit). Details will be supplied to all successful applicants. You have the option of paying into our Australian or US account.

IF I HAVE OTHER QUESTIONS WHO SHOULD I ADDRESS THESE TO?

All questions should be addressed to The Australian Institute for Performing Arts on 02 9966 4473 or paws@aipa.com.au

WHAT ARE ALL THE DATES AT A GLANCE?

1 st January 2010.	Applications open for PAWS May 2010.
22 nd February 2010.	Actors who have received invitations need to accept by today.
5 th March 2010.	Reel and application submission DEADLINE for all applicants.
9 th March 2010.	Recalls announced. All applicants will be contacted regardless of status.
11 th March 2010.	Recalls day one.
12 th March 2010.	Recalls day two.
13 th March 2010.	Recalls day three.
14 th March 2010.	Recalls day four.
15 th March 2010.	Announcement of final group.
16 th March 2010.	Paperwork sent to all successful applicants.
22 nd March 2010.	Deposit US\$1000.00 and travel insurance policy number due.
4 th April 2010.	Balance of US\$5330.00 and all paperwork due.
24 th April 2010.	AIPA Staff arrive.
25 th April 2010.	Actors arrive and check-in
26 th April 2010.	Workshops commence.
30 th May 2010	Workshops conclude.
31 st May 2010.	Check out and departure day.

FINALLY, HERE ARE A FEW TESTIMONIALS FROM MAY '09, WE HAVE PLENTY MORE.

"I recently made the move to LA. The industry here is overwhelming. Doing APAAW was the best thing I could have done. It has, without a doubt, fast tracked my time here in LA. We got to work in front of some of the biggest and best casting directors in the biz; and maybe even more importantly we got an insight into how to best market ourselves so that we are one of the few, out of thousands, walking in the door to audition. Thanks to Marg and Kari for creating this one of a kind program." *Leanne Mauro.*



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FINALLY, HERE ARE A FEW TESTIMONIALS FROM MAY '09, WE HAVE PLENTY MORE. Cont...

"Not only was this trip a brilliant networking opportunity, but being able to hear "from the horses mouth" exactly what to expect from the American industry and what the industry expects from you, is unmatched. Not to mention how vast the differences between the Australian and American industries are. The trip really put my career into perspective and I feel more at ease knowing exactly what I am venturing into." *Amylee Bliss, 19, Detour Management*

"I learnt in two weeks what I otherwise would have learnt in two years of hard slog. It was tremendous!" *Penelope Lee (Nee Hall)*

"The APAW workshop was like nothing I have experienced before- it gave me so much insight. You get to meet people who are well regarded in the industry and their insight and perspectives are really beneficial and really help you learn. It was a great opportunity and it gives you the chance to see if you're ready for the American market, and also to present yourself, and your work for casting directors in the American industry. It was the best hands-on series of workshops I've ever done. It really was incredible." *Danielle Macdonald*

"The workshops were such a great way to get in the door in LA. It can be hard to know where to start in that town and a "general" (if you can get one!) doesn't feel like much of a chance to show people what you can do. The workshops felt like a real opportunity to make an impression and begin to form relationships with casting directors. Such a valuable insight into the industry there and such a fun and inspiring couple of weeks of professional development. I'm so glad I did it! Thank you soooo much for everything in LA. It feels so surreal now. Can't believe what we did over there really! It was fantastic" *Petra Yared.*

"It was just so amazing. The people who taught the classes were Hollywood Gods. They were so interested in us and helped us to understand what they look for and what we have to do as actors. I can't wait to go back to LA and do it all again" *Daniella Serret.*

"It went so fast, I can't believe what we did in two weeks. Wow, I learnt so much and I would recommend it to any actor. There is nothing like this in the world. There is no way that actors can see these casting directors. Thank you Marg, Kari and AIPA for your dedication to actors and the industry" *Clay Adams.*

THIS IS REALLY REAL...RIGHT?

You bet it is.