Agent & Casting Director Workshop/Scouting Event!
Learn from the pros! Get Discovered!

On May 3rd and 4th The Viera Studio for the performing Arts will host a workshop and scouting event led by Orlando model and talent agent Nick Clayton and Casting Director Amy Baker Severson, CSA. This event will be open to the public. However, there are only 50 spots available for the workshops and Q&A sessions, and approximately 55 slots for the scouting. All workshop participants will be given first availability for the scouting which could result in 5 or less openings for non-workshop participants.

Below is a shortened explanation of the event followed by a more in-depth description answering the Why? What? Who? Where? When? of the event.

OPTION A:
- **Saturday, May 3rd**: Three-hour workshop with your to age group.
- **Sunday, May 4th**: Parent/Adult Participant Question and Answer Session, followed by a Scouting Session. This will be your audition for representation and/or casting.
- $149 total for the weekend.

OPTION B:
- Does NOT include workshop
- Does NOT include Q&A Session
- Limited first-come-first-serve audition slots, should there be time after all workshop participants have been seen on Sunday (there is no guarantee that you'll be seen)
- No cost.

Now let's get to the details...
Why are we hosting this event, and why should you attend?: Orlando’s Commercial and Film/TV market is going strong. Agents, Casting Directors, Production Companies, and other professionals in the entertainment and advertising industries are always on the lookout for great new talent and fresh faces. We at The Viera Studio believe that many of our students as well as members of the Brevard County acting community are ready to move beyond community theatre and public school productions (though certainly valuable), and rise up to fill positions available in the professional acting industries of Central Florida.

Working and learning regularly in a classroom setting is an essential first step toward achieving one’s professional goals of finally making it to television, film, professional theatre, and commercials; and should be continued to keep skills at their strongest. However, receiving instruction from professionals who represent and hire talent on a daily basis is crucial to knowing where one stands in this highly competitive business. This 2-day Agent and Casting Director Workshop and Scouting Event will give those in attendance invaluable insight into the demands and opportunities that await them should they choose to step into the world of professional entertainment. We think it’s time the world saw the exquisite level of talent Brevard County has to offer! Who knows!? You might just get an agent or cast in a role!

What to Expect from:
The Workshops: The workshop segment during the first day will feature an approximately 3 hour workshop/class in which students (separated by age-group) will learn technique, skill, and insight from both the agent and the casting director; including written feedback that will identify the students “type” (meaning the kind of role that they are most likely to be cast as. i.e: Comedic “best friend,” dramatic “leading man,” “high school cheerleader,” Commercial “Everyday Dad,” or “quirky outcast” type, just to name a few), strengths, and areas to improve BEFORE the scouting session the next day. They will also learn HOW to audition for film/and TV; How to cold read for commercials and sitcoms; and how to put yourself on tape, etc. Modeling and print work will also be discussed.

The Q&A Sessions: As actors looking to break into the professional entertainment
industry, or parents of kids with great smiles, personalities, and talent; we’re sure you have many questions. You will be given a time and group number. Your 5 to 7 minute question and answer session will allow you to have your questions answered by an industry professional who sits on the other side of the audition table day in and day out, giving you honest and applicable information. These sessions will be held in small groups of 4 to 5 families (or 4 to 5 individuals for the adult participants). During your Q&A session, you’ll be able to gain the knowledge you’ll need to support your child in the pursuit of their dreams. You’ll learn what’s expected of you as the parent of a child attempting to work in this industry, and how your involvement can help or hinder them. For our adult participants, you’ll get the real-world advice on what your next steps should be in order to begin working, begin landing those higher paying, more recognizable roles, as well as how to give the best audition possible.

The Scouting/Audition: The scouting session will be the participant’s chance to show the agent and casting director what they can do! Each participant will be given a number, and will enter the room one at a time, numerically, to give their private audition. They’ll then have the option of performing a segment of a monologue, commercial copy (commercial script), or song. They may be handed sides (a very short segment of a scene) for a cold reading. When the scouting is complete, a list of participants they are interested in will be presented to The Viera Studio Directors.

Note** The agent and casting director will only see 55 people during the scouting session. There is no cost for this portion of the weekend. All of paying participants of the workshop will receive priority placement for the scouting session, guaranteeing them a spot.

Who will be teaching/auditioning you?

Nick Clayton, Model and Talent Agent, is an integral player in the southeast US talent market. Having worked as an agent between Orlando, Atlanta and New York City, he has successfully booked actors, spokespeople and models for 100’s of regional, national and worldwide projects. Some of his acclaimed print, fashion and commercial clients include Victoria's Secret, Mac Cosmetics, Disney, Universal Studios, Bush Gardens, Carnival Cruise Lines, Nationwide Insurance, HGTV, Chase, Waldorf Astoria, IMAN Global Chic, Hilton and Coca-Cola. Nick has also landed his people in roles in feature film projects and on series TV, including: The
Vampire Diaries, Drop Dead Diva, One Tree Hill, Forensic Files, Discovery Channel, and on on Lifetime Original movies.

Amy Baker Severson, CSA (Casting Director/Producer) has over 20 years’ experience in the entertainment industry focusing on casting, producing, talent relations, development & marketing. Her credits include casting award winning feature films (Letters to God, Day One), casting and producing countless television series for networks such as Nickelodeon, Disney Channel, PBS & FOX Family, and many other specials, PSA’s and commercials. Amy has extensive knowledge of entertainment marketing and has established relationships across the board in the entertainment industry. Amy is the recipient of the 2012 Crystal Reel Award for Best Casting for Day One. She is a member of the Casting Society of America and the co-owner of Canaveral Media | EoLA Casting.

**When:** Here’s the approximate schedule for both Saturday, May 3rd and Sunday, May 4th.

**Note** Age groups will be solidified once we get a better idea of who is attending. The times are approximate.

**Saturday, May 3rd (Workshops/Training Sessions)**
10:00am-1:00pm: Younger participants break
2:00pm-5:00pm: Older Participants break
5:30pm-7:30pm: Adult Participants

**Sunday, May 4th (Q&A Sessions and Scouting)**
10:00am-1:00am Q&A Sessions break
2:00pm-3:30pm: Q&A Sessions break
4:00pm-6:30ish: Scouting Session

**Where:** The Viera Studio for the Performing Arts is located at...
Cost: The cost for this 2-day event is just $149 total for the weekend. The Scouting is free but only paying workshop participants will be guaranteed an audition during the scouting. Once every workshop participant has been seen, the agent and casting director will see members of the public wishing to audition for representation, should time allow.

How can I reserve my spot for the Workshops and Parent/Adult Q&A, and guarantee an audition time during the scouting?: Simply drop off $149 cash or a check payable to The Viera Studio. Please write your/your child’s name on the check. For those of you who'd prefer to pay electronically, you may go to our website: www.TheVieraStudio.com. Click the "Donation" button and enter $154.00 (There is a $5 surcharge for using PayPal.)

Can I reserve a spot for the free Scouting Session on Sunday, May 4th?: Sorry. We will not be taking reservations for the free scouting. Non-workshop participants may be seen, but only on a first-come-first-serve basis. If you choose not to participate in the entire weekend, we suggest arriving as early as possible on Sunday, May 4th and waiting until each workshop participant has been seen. At that time, we will open the scouting to anyone who wishes to audition as long as there is time left.

IMPORTANT:
Please keep in mind that participation in this event does not guarantee that you or your child will gain representation or employment by either the agent or the casting director. This is an educational experience that could result in gaining representation or placement in a TV show, film, or commercial. By agreeing to participate in this event, you acknowledge that you understand you may not be selected for representation or placement in a TV show, film, or commercial.

This event already has quite a few registered participants so secure your place today! As stated above, we will not accept more than 50 participants. If you have any questions regarding the Agent & Casting Director Workshop/Scouting on May 3rd and 4th or wish to register, do not hesitate to contact us.
We are so excited to bring you this incredible opportunity!

All the best,

Jonathan McFadden, Co-Founder