

## HOW THE PROCESS WORKS

The television industry is a strange place, filled with loads of indecision and some odd (!) people, but on the whole, working with a bunch of creatives and enjoying time on a commercial set is a whole lot of fun – and really worth it financially!

For those of you who have never worked in 'The Industry' before, here are a few guidelines...

### GETTING ON THE GO

Although your agency is primarily looking at placing you within the television commercial realm, we do get calls from Casting Directors to send through pictures of people who we feel fit the brief first, then they come back to us and let us know who they'd like to see. Which means we need good pictures of you. It may be worth your while to do a shoot with a reputable Photographer, so your agent can have a selection of good pics of you for this purpose, as well as for them to be able to represent you properly on their website.

One great way of people seeing how versatile you or your child are is for you to have an online Z-Card with several pictures of you on it. They need to have pictures and all your details – height, weight, shoe size, clothing size, tattoos, etc. – to be able to put it up on the website.

### THE AUDITION PROCESS

Talent agents are sent castings from various casting agents. Once your agent has vetted them and worked out who we feel is suitable (based on the brief given to us), you will receive an email from your agent, followed up by a WhatsApp/BBM/sms to advise you to check your email.

Whether you are able to make the casting or not, please let your agent know. They do occasionally recast, and if you haven't been, but you've been sent to the audition already, your agent won't know to let you know that it's happening – and it may be that you didn't go the time before – because you couldn't get there that day.

When you arrive at the casting venue, you will be asked to fill in a form and at some of them, have a photograph taken. Do fill in the form fully. They need to have an idea of your clothing sizes etc. Please be advised that not all model/talent agencies take the time to only select those that fit the brief, but send everybody on their books, which means, especially in the case of children's castings, there may be up to 50 people waiting to audition. So moms and dads, take along some juice for the kids and something to keep them (and yourself) busy with in case this happens. We know it can be extremely frustrating, but do be patient. If you walk in and see too many people, and don't want to stay, please advise the casting agent that you have been but have a problem with having to stay as you have another appointment.

In the case of children, if they're not feeling up to the casting, rather don't force them to go in. This is something that believe it or not is supposed to be fun as well as 'work', so don't make them hate the idea.

Some of the casting agents come back to your agent to let them know who has attended the casting. Some of them will let THE AGENT know whether any of their talent have been successful in either making the shortlist or already snagged the job. They don't contact talent directly. On the whole though, they don't let agents know if you haven't been successful, so if we haven't heard anything, and you haven't heard anything from your agent within 5 days to a week, consider it a no go. If your agent is advised that you or your child was not selected, they should let you know ASAP.

### THE CALL BACK

A call back happens when the client is undecided about who they'd like to use, and have another casting to get that person to do something different to see if they can handle the scenario. It may also involve a case where they are putting together 'families' and need to see which models work best together. In any event, you're one step closer to the job, so this is the second time you can pull out all the stops.

It is highly unlikely that they will go for a further call back after this, but if they do, the Casting Director and the client know that there is a cost implication, according to the rules and regulations set down by NAMA (National Association of Model Agents).

## **THE WARDROBE CALL**

Once you've been confirmed for the job, you will be asked to attend a wardrobe call. Depending on the size of the cast – which you can glean from the casting brief itself usually – you may be required to be there for a couple of hours. Usually the wardrobe master/mistress will be given your number to get all your sizes right, and to advise what to bring to the wardrobe call of your own. Most often though, they will have already selected a number of outfits for you to try on, going on the details you have given them on your casting form. It's not only about what looks good on you, but also how the outfit works with the clothing the other members of the cast have on.

Once again, when taking children to these calls, please do take something along to keep yourself and the child occupied and a drink in case it takes longer than expected.

## **THE CONTRACTS**

These days, it is no longer the Agent who deducts PAYE from the model – each and every production company with whom the model works does it for the agency. Which means if you're working a lot at the end of the day, you're going to be getting a lot of IRP5s in. And remember – although kids have tax deducted, you can recover it ALL at the end of the tax year. Thus, your agent needs to supply the Production Company with all your details, which means we need Bank Account details, ID numbers, your Tax Number (and if you're not registered for tax, get onto an accountant) and your physical address. So ensure your agent has those details the moment you know you're keen on making The Industry one you want to work in.

As your agent, we sign contracts on your behalf, as we have a sign-up form from you appointing us as your agent. You will also be sent through a Model Release, which we vet first, which you then sign and send back to us.

Your agency will charge you commission – this varies from 10 – 33% depending on the agent. This commission is the money YOU pay THEM for finding you work. And just so there's no confusion, the client pays the Agency a Booking Fee. That's what your agent is being paid for doing all the behind-the-scenes work for them.

## **THE SHOOT**

As soon as your agent has details of when and what call time (that's the time you arrive on set – promptly!) you're booked for, they will let you know, along with any other details and maps to the venue or studio. PLEASE DON'T BE LATE! If you have trouble on your way there, contact your agent telephonically so they can let the Production Company know. Or if you have been contacted by the Production coordinator, keep their number to hand.

Please don't arrive with a huge entourage. Just you, unless the model is a child, then one parent is allowed to accompany the minor.

Unless told otherwise, always arrive with clean hair and clean face. I.e. NO MAKE-UP. There will inevitably be a hair dresser and make-up artist on set. If you have been asked to bring specific clothing with you, please do so!

A lot of the time on set is spent in 'hurry up and wait'. When you arrive, let the people know you're on set. They will either tell you to hang around and have some breakfast (they usually supply breakfast, craft – tea and coffee and snacks – and lunch on set – so if you have any allergies or special needs, do let them and us know), or they'll take you straight off to hair and make-up. From there it's usually to wardrobe. So try not to eat or drink anything that may mess up the make up or clothing!

Once again, take a book or some work in case you have to do more of the waiting than the working. This is how it goes many times on set, so please don't get frustrated or tetchy. When it comes to children, many companies will have employed a child-minder who will spend time playing with them.

Please never discuss your fee with other models. (Unless you think they're really good and are being over-deducted by their agent – then recruit them for your agency! – only joking...) Main reason is because some models may be used more in an ad, even though you're all on set the same amount of time, and fees are worked out accordingly.