



Notes from Actors' Think Tank

10/27/20221

Member Meeting

I. Schedule

- A. Wednesdays have always worked**
- B. Plan on 3:30 - 5:00 each week**
- C. Is there an appetite for another day? Perhaps two Wed a month and two Thurs....each day having it's own time**
- D. Should we ask guests their preference?**

II. Social nMedia - Mike Provenzano

- A. Followers have grown**
- B. We can make our presence bigger if everyone takes action**
- C. When we ask for something (ie Mug Shot) please be prompt**
- D. Existing members should have all sent in mug shots**
- E. We want to grow social media presence, everyone needs to do something**
- F. We will be asking the group how the Social Media group can do to help you**

- G. We have an idea for providing testimonials**
- H. It's great to share others success on social media**
- I. It's great to include in any posts about ATT a comment such as "Hey....ask me about ATT!"**

III. Community

- A. Please respond to emails**
- B. The same people are contributing consistently, however, "many hands make light work"**
- C. We all need to communicate**
- D. Member Testimonials will add to our credibility**
- E. Testimonials could be video - take a moment to record a brief one the next time you are set up to do a self tape "Since I joined ATT..."**
- F. Come up with one thing you bring that nobody else brings**

IV. Membership

- A. Let's bring on people who are committed**
- B. It's nice to say that a guest will meet 25 actors**
- C. An email was sent on how to get new guests and new members**
- D. How do you gauge when it's right to invite someone on as a guest? Only you can determine that.**
- E. Potential guests will be flattered and just may wonder what they have to offer**
- F. Having testimonials and 'Little Victories' will be helpful to our guests**

V. Slates

- A. They are getting solid and looking good**
- B. Watch out when you reach for the mute button, some of us are being too obvious in this**
- C. Even for the guests who do not love it, they get why we do it**
- D. Most of us are 15 - 18 seconds**
- E. Most are well rehearsed**
- F. Do NOT “chat” during sessions as it distracts the speaker**
- G. The longer your slate is, the less effective you are**
- H. Practice your slates if you need to get them to 15 - 18 seconds**
- I. If you change your look significantly and want to update your slate you may send a new version to Rich**

VI. Take Aways

- A. Think of these as you would an audition...what is everyone else going to say, then find something different**
- B. Do not make it too long or too short**
- C. What did you learn that can move your career forward?**
- D. Format should be: Name, email, takeaway. No ALL CAPS or italics**
- E. Quotes from the session are good**
- F. Do not say things that we have heard from many guests or that are too obvious like “get your auditions in on time**

VII. Expectations in the Industry

- A. One thing slipping is how we interact with agents**
- B. Hold Dates vs. First Refusal**
- C. If an agent says you are scheduled that might not mean you are booked**

**IF YOU NEED SOMETHING FROM RICH....JUST ASK HIM
:)**