

SMALL GROUP SESSIONS

SAG-AFTRA Foundation's Small Group Sessions are facilitated discussions, serving approximately 20-60 SAG-AFTRA members per session, with the goal of digging deeper into the information and advice shared in *The Business* panels. These sessions provide a time to break down concepts into practical action items that performers can individually apply to their own professional pursuits. Small Group Sessions typically run between 1.5 - 2 hours, with the exceptions of *The Branding Workshop* and *Reels*, which are 3-hour sessions. Currently, Small Group Sessions are being held online for SAG-AFTRA members nationwide.

MONTHLY SESSIONS

The Audition

The audition is not only how you prepare the material. It is also about the mindset actors have about auditioning, how they conduct themselves in the room and how they let it go. This session will cover the many ways actors can prepare mentally, physically, and psychologically for the audition.

The Branding Workshop

This 20-person workshop helps the actor understand how people see them, the type of feeling people receive from them, and how they might be cast. The workshop uses the categories of visual, essence, stereotypes and profession.

Headshots

Headshots are an actor's calling card, but is it a professional picture that matches how the buyers see you? Does your picture accurately communicate the product that is being sold? In this session we will discuss what your headshot is communicating and if that matches with what is coming into the audition room.

Reels

This session will provide a greater understanding of the role of the reel and how an actor can best use it as one of their marketing tools.

Representation

Building one's team is an important component of an actor's career. This small group session will cover what an actor has to keep in mind when looking to add a commercial agent, theatrical agent, and manager to their team.

Resumes

Resumes are so much more than a statement of an actor's work history. They can also reflect an actor's personality, understanding of the industry, and their future potential roles. This session will provide a greater understanding of the role of the resume and how an actor can best use it as one of their marketing tools.

Actor Career Focus

There are many areas an actor can pursue within the entertainment industry. By taking the time to narrow down what you really want to focus on, you can spend more time effectively pursuing job opportunities. In this session, we will examine the different ways an actor can focus their career goals and discuss how you can create a system by which to effectively target the industry professionals within that area.

Actor Record Keeping with Evernote

Detailed record keeping is vital for any successful business. This small group session will go over how an actor can use Evernote to keep track of contacts and auditions.

Budgeting Your Time

Time is a finite resource. If you do not plan how to best use your time, days, weeks, months, or years can go by without you feeling like your goals are being achieved. In this Small Group Session, we will examine where you can adjust past habits to best use your time in relation to your acting pursuits. You will come out of this session with some techniques to budget your time more effectively.

End of Year Wrap-Up

The end of the year is not only a good time for reflection, but also action as an actor determines what is, and is not, working for them before the start of the new year. This Small Group Session uses concepts like the 80/20 rule to examine how a person can take action in their personal and professional life to remove unwanted clutter, examine how their time is used, and focus on what they really want.

Location, Location, Location

As an actor, it is your job to know the area you work in. Do you know the addresses of the top commercial casting offices? Do you know what the parking restrictions are for the area around each of those locations? This session will cover how to better understand your city and keep track of the details about important locations. This will free you up to focus on the audition and not stress out trying to get there.

Money Management

Do you have a plan for your money? Do you tell your money what to do or are you surprised at the end of the month by how it is spent? By creating a solid plan, members will have the steps to create a budget, get out of debt, build an emergency fund, and begin to save for retirement. Participants will leave knowing that they can begin their path of financial freedom.

Twitter/Social Media Basics

An actor was recently overheard saying that he just followed a couple of hundred people and will check back in 24 hours and unfollow anyone that did not follow him back. Unfortunately, this is common. Twitter is a conversation tool and, as with any good conversation, the best thing to do first is to listen and then to engage. This session will cover using Twitter and Instagram as tools for dialogue, and listening and learning while using social media. If you have never used Twitter or Instagram, we encourage you to look up some tutorials online before attending this session. A notebook and pen/pencil are recommended for taking notes.