

Meet, Learn From and Network with some of the World's Top Industry Professionals



KRISTEN



JAKE



EMMA



LUCAS



SYDNEY



MEGAN

**ASPIRING
TALENT
KIDS CAMP**
www.aspiringtalent.com

TALENT CAMP AT



UNIVERSAL STUDIOS

JULY 23rd -26th, 2009

DECEMBER 10th -13th, 2009

ROYAL PACIFIC HOTEL AT UNIVERSAL STUDIOS

www.aspiringtalent.com



Have you ever wanted to be a model or actor?
but you did not know how to go about it...legitimately
What are the realities? Possibilities of success?

Are these the questions that you have been asking yourself,
Then please take a few minutes and read this brochure...

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I have been in this industry for over 20 years and from my experiences as a Producer and Publisher, I have met and worked with some pretty amazing people in all facets of the business. I have also met thousands of parents who wanted to help their child break into the entertainment industry, but lacked the understanding, knowledge and guidance to make it a reality.

As a motivational speaker and also a parent, I believe that the performing arts is a great avenue to teach our children life skills including: **building self esteem, how to express themselves, interviewing skills, public speaking** and of course, **a positive self image**. Our performing arts camp was created to not only be a guide to aspiring talent, but parents as well, which is why we require all talent under the age of 18 to attend with at least one parent. It is first important to build a foundation, therefore camp is taught in a non-competitive environment.

Upon acceptance to attend our program, you and your child will meet, network and work with some of the world's top industry professionals in the business, while building the tools necessary to succeed. Visit our testimonials and success stories page at our site to hear some of the amazing stories of families and talent we have helped to date. You could be next!



Executive Producer
Gregory James with
Actress Amber Heard



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The Benefits of Attending the Camp

Aspiring Talent Boot Camp is not a modeling school, convention or scouting service. Talent Camp is a continuing education opportunity for aspiring talent and their parents taught in a *non-competitive* environment. The Camp is taught by a variety of top industry Leaders: **Top Agents, Scouts, Managers, Casting Directors, Actors, & Models.**

You are guaranteed to walk away with the following:

12-Month Action Plan - Personalized for you to meet your goals and needs. Every Career requires step by step action. Pursuing a career in the entertainment industry can be daunting. By setting realistic goals and focusing on achieving each one sequentially it is no longer a question of can I do it, only a matter of when.

Training Workshops - During the Camp, you will go through a series of workshops taught by experienced professionals in an open forum creating a unique learning opportunity followed by a Q&A session.

Business Seminars - Top Industry professionals will teach you and your parents how to conduct yourself in this business and what steps are necessary for success. Each seminar will include a Q&A session with each instructor.

Photo Shoot - Our photographers have shot campaigns for major brands such as Burberry, Louis Vuitton, Marie Claire, Ocean Drive, Italian Vogue, CosmoGIRL. At Camp, we will shoot an in-studio acting headshot and also a second look that captures your unique style and personality.



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Meet and Greet - You will get the chance to sit down and meet your instructors along with your parents.

Personal Evaluation - On the last day, you will stand in front of the instructors...guaranteed! So you can receive individual guidance and recommendations to improve yourself. This is a unique opportunity to showcase yourself in front of some of the top decision makers in the modeling and acting industries. Each instructor will complete a personal evaluation form and turn it back into us. After the Camp is over, we will review the recommendations and send you a copy of each instructor's evaluation forms.

AgencyPro Software - Before you attend the Camp, you will be given access to our software which will help us not only market you, but also track your individual development. The software allows you to store up to 20 images, manages your electronic resume, personal website, demo and audio reel, and print short run composite cards, headshots and resumes. For the first 12 months, the cost of the software is included in your Camp costs. Afterwards, you can continue to use this amazing service for only \$19.95 a month.

VIP's Access - To say this is a "Who you know business" is an understatement. Outside of owning ESB Productions, our sister company is Peter Glenn Publications, which is a 52 year-old entertainment publishing company. You will be given 6-month VIP access to pgdirect.com (a \$120 value), which includes access to over 23,000 company profiles including information on advertising agencies, production companies, casting directors, theatre companies and model & talent agencies.



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Post Camp Benefits and Support

The Talent Camp Weekend is just the beginning of your journey:



Guidance: One of the unique aspects of the **Talent Camp program** is our continued guidance and support after you leave Orlando. Our belief is that success is earned in time with hard work, support of the family and by making wise choices. Our 12-month ACTION PLAN will provide you a step-by-step practical road map outlining the steps of development. Using the tools and feedback we produce at the Camp, our team will continue to track and support the family along the way. As things start to happen for you, we will be there to make sure it is the best choice for your career without any additional compensation* to ESB Productions.

Research: Every market is different, but even in the smallest marketplace, opportunities exist. Once you start implementing your ACTION PLAN, you will start to research and build your contacts and learn to open your own doors. As you begin to develop your skills and become a Talent-Plus person, others will notice your talent and commitment.

Contacts: To say this is a “Who you know business” is an understatement. Peter Glenn Publications, our sister company has built long standing relationships to talent agencies, casting directors, producers, photographers all over the world. Using our resources, you will begin to outline contacts in your area that you want to know and who are looking for talent.

The Difference: Most other programs put the emphasis of being discovered or being successful at the conclusion of their weekend event and go home empty handed, sad and upset, but we look at the weekend as the beginning of the journey. Additionally, because of our continued guidance and support to the family, we allow some payments toward your Camp tuition to be paid after you attend our program. Please see our Terms & Conditions page for details.

If you think you have what it takes, then put it to the test at our next Camp... It can make all the difference!



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Practical Training Approach To The Industry



Acting Training by Veteran Actor John D' Aquino from Disney's Hannah Montana & Corey in the House develop a greater understanding of acting techniques and how to grow your craft.

Photo Posing Workshops - learn how to use your body and environment to collaborate with your photographer and produce quality work.

Interview/Casting - how you present and market yourself is as important as your look.

Resume/Portfolio - a resume and portfolio showcases your abilities to agents, managers, & casting directors. It must be as strong as possible.

Identifying Legitimacy - learn to discern between a scam and quality representation as well as how to find the right agency for you and your specific goals.

Expectations - what you should expect of your agency experience, fundamentally and financially. We will also teach you how to speak like a professional by understanding contracts, exclusive vs. non-exclusive, terms, etc.

Building a Plan - every successful business has a plan, you will learn to set goals and benchmarks to achieve success in your timeframe. Developing your talent does not happen overnight, our goal is to put you on the right path to becoming a professional talent.





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Meet Some of Our Talent Camp Instructors

Here is a partial list of some of our current and past instructors that you will have the opportunity to work with at an upcoming Talent Camp.

NIKI TAYLOR Supermodel • **JOHN D'AQUINO** Actor • **ELITE** New York Los Angeles Miami Chicago Atlanta • **UNIVERSAL CASTING** Miami • **GILLA ROOS** New York Miami • **COSMOGIRL** New York • **NEW YORK MODEL MANAGEMENT** New York • **LA MODELS** Los Angeles • **LA TALENT** Los Angeles • **ELLEN JACOBY CASTING** Miami • **PARENTS MAGAZINE** New York • **NEW YORK CONSERVATORY FOR DRAMATIC ARTS** New York • **THE GAP** San Francisco • **IMAGES MANAGEMENT** New York • **FUNNYFACE TODAY** New York • **KIM DAWSON AGENCY** Dallas • **BENZ MODELS AND TALENT** Tampa • **KAREN LEE GROUP** New York • **ASPIRING TALENT MANAGEMENT** Delray Beach • **THE GREEN AGENCY** Miami • **GENERATIONS** New York • **THE MODEL CHILD** New York • **STUDIO GALATEA** Chicago • **DR. STEPHEN PINCUS** Los Angeles • **HEYMAN AGENCY** Louisville Columbus Cincinnati • **TERRY BERLAND CASTING** Los Angeles

From the talent that has attended our program, some of our talent has gone on after getting signed with an agency and has worked with such clients as:

Print: Abercrombie, Hollister, American Eagle, Rampage, Justice, Varsity, Pantene, South Pole, Lacoste, Urban Outfitters
Magazine: CosmoGIRL, Teen Vogue, ELLEgirl, Seventeen, Cosmopolitan, Glamour, Nylon, FHM, Maxim, LA Confidential
TV Shows: Burn Notice, Gossip Girls, CSI Miami, PBS, Hidden Palms, The OC, One Tree Hill, Californication, Project Runway
Movies: Pineapple Express, Marley and Me, The Informers, All the Boys Love Mandy Lane, North Country, Friday Night Lights, Alpha Dog, Never Back Down, The Stepfather, The River Why, The Joneses, Ex-Terminators, Leatherhead, Sexdrive, Sophomore



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Parent Participation: The Key to Success

The entertainment industry is a complicated business. Having talent is not enough to succeed, which is why it is imperative that an aspiring talent has the support, knowledge and understanding of a parent or loved one. Our Camp not only helps the talent develop a better understanding of their potential marketplace, but also helps develop the skills and tools needed to be successful. One key element to being successful is learning how to open doors and creating opportunity even in the smallest marketplace.

For this reason, we believe it is vital that the parents are armed with the right information to support and guide their child. By the end of the weekend you will have a thorough understanding of this industry, how it works and what your role as a parent will consist of. More importantly, you will be leaving the Camp with confidence because you will be armed with our 12-month action plan that breaks down each step and timeline to support your child on this journey.

The Talent Camp weekend is action packed, filled with valuable information and development. Our instructors work to help the family gain a better understanding of their individual starting point and how to move forward immediately after the Camp is over, therefore we highly suggest that both parents attend, if possible, and offer a 50% off discounted price on the second parent pass.





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Acceptance Into Our Program



Our Talent Camp is an **INVITATION ONLY** event and is *NOT* for everyone. We select the talent that is allowed to attend our camp through castings, individual scouting, referrals and our online application process. Once an application has been submitted, our review board looks at the talent's application, image, geographical location, and age to determine whether the application should be sent to a Producer to conduct a phone interview with the talent or parent.

Based on that phone interview, the Producer will determine if the talent's application will be accepted. Because we have limited spots, you have 14 days from the date of acceptance to accept the invitation and secure your spot.

If you are serious about learning how to break into this industry legitimately, have an outgoing personality, self confidence, and are willing to work hard for your dreams, then you may be a good candidate.





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Talent / Parent Camp Packages

TALENT ALL-ACCESS PASS • \$1795

- **Admission** to the roundtable discussions, workshops & seminars designed to enlighten you on what it takes to get to the next level and begin managing your career.
- **Network** with Top Agents, Managers, Producers and Casting Directors in the industry.
- A **Photo Shoot** shot on location with Universal Studios acting as your backdrop. You will receive a CD with rights to the images.
- A **Screen Test** taught under the supervision of Ed Lane, Director of Admissions to the New York Conservatory for Dramatic Arts.
- Lunch is included for Friday, Saturday, and Sunday, plus a pass to the Welcome Party on Friday night
- Personalized **Training Manual** geared toward achieving your goals beginning with the local marketplace and necessary steps for expanding nationally.
- 6 month VIP access to PGDIRECT.com, which has over 23,000 entertainment company profiles on our website. This data comes from **Peter Glenn Publications**, our 52 year-old entertainment publishing company.
- A ONE-YEAR online portfolio using our AgencyPro Software, allowing you to manage your career and also allows us to track your development and success. Our software allows you to upload 20 images, website, post your audio and demo reel and more...
- Guaranteed **face-to-face interviews** with your instructors.

PARENT ALL-ACCESS PASS • \$700 for the 1st Parent / Second Parent is 50% off

- Complete access admission to all roundtable discussions, workshops & seminars + the Meet & Greet, and plus your food pass.
- A pass to the Welcome Party (Friday night) to meet the industry VIP's and other campers

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The Royal Pacific Hotel at Universal Studios

Orlando's Premier Resort serves as the back drop for your Weekend



Turn your camp experience into a vacation! ESB Productions has negotiated a special rate to stay at our Talent Camp hotel. You are welcome to extend your stay up to 3 days prior and 3 days after the Camp has ended at our special negotiated rate. The July rate is \$175 per night and the December rate is \$159 per night. When reserving your accommodations, you must say you are with ESB Productions Talent Camp.

- Lagoon-style swimming pool with interactive water play area
- The Mariner's Club supervised children's activity center
- A 5,000-square-foot fitness center featuring cardio theatre, Croquet lawn & sand volleyball court
- Spectacular luaus featuring authentic food and entertainment in the Wantilan Luau Pavilion
- 85,000 square feet of meeting & function space and Business Center
- Access to the area's finest golf courses, including special benefits through the Golf Universal Orlando program

Royal Pacific Resort guests receive exclusive benefits including:

- Universal Express Ride Access* allowing them to bypass the regular lines at most rides and attractions
- Complimentary on-site transportation via water taxis or shuttle bus service
- Priority seating at select Universal Orlando® theme park restaurants





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Talent / Guest Reservation Form • Fax to 561-892-5786

____ Yes, I would like to accept the invitation to attend the upcoming Talent Camp Event in Orlando, Florida. By signing this registration form, I am acknowledging that I agree to the Terms and Conditions set forth on page 13 of the registration booking kit.

My application was approved on (Date) _____ by (Producers Name) _____

First Name _____ Last Name _____ ID Number (If Applicable) _____

Address _____

City _____ State _____ Zip Code _____ Country _____

Telephone _____ Mobile _____

Email _____ Parents Email _____ (if different)

Birthdate _____ Current age _____ Parents Name _____

Payment Options / Costs: Talent Pass \$1795 • Parent Pass \$700 • 2nd Parent Discounted Pass \$350 (50% savings)

A) Please reserve _____ Talent Passes for the _____ July 2009 Talent Camp or _____ December 2009 Talent Camp

B) Please reserve _____ Parent Passes (2nd Parent Pass is only \$350)

C) _____ Prepaid in Full. (15% Discount off Total Price for payment in full)

D) _____ Payment Plan Options: _____ 3 Month Plan (10% Discount off Total Price)/ _____ 6 Month Plan (No Discount)

E) Sub-Total: _____ Minus Discount: _____ = Total: _____ Approved by: _____

Payment Info: _____ MasterCard _____ Visa _____ Discover _____ Amex _____ Check/Money Order (Payment in Full Only)

Card Number _____ Exp. Date: _____

Parent's Signature _____ Talent Signature _____



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Terms and Conditions

Registration Fees and Parent Passes Fees

Talent ALL-ACCESS Pass Total Cost - \$1795 • Parent ALL-ACCESS Pass Total Cost - \$700 1st Pass • 2nd Guest Pass \$350

Cancellations / Transfers:

Because we limit the amount of spots available per camp, no refunds or cancellations are accepted once a spot is reserved. In the event you cannot attend your scheduled booked event, we will apply any deposits or money paid, to the next scheduled camp event. Any cancellations after June 15th, 2009 for the July Camp or November 15th, 2009 for the December Camp will result in a \$500 cancellation fee, which will be assessed to transfer to a future camp due to our expenses paid after this point. If the camp is canceled for any reason by producers, deposits are fully refunded. Attendees and their parents are responsible for all charges incurred at and during the event that are not specified as "included" or covered by ESB Productions in the brochure.

Housing:

Based on the activities and busy schedule of the event, we do require our talent to stay at the event hotel. The camp tuition price does not include hotel or travel costs; however ESB Productions has negotiated a special event rate per night at the hotel (normal rate averages \$350 per night). To reserve, mention **ESB Productions Talent Camp** when making your reservation to by calling 1-866-360-7395. Transportation is the responsibility of the talent. Mears Shuttle does offer a shuttle bus service to/from the airport. For rates and availability, call 1-407-423-5566 or www.mearstransportation.com.

Paid in Full Option and Payment Plan Options:

We require a payment within 14 days from the date of your acceptance to secure your spot to attend our Talent Camp. A credit card **MUST** be provided to ESB Productions for ALL payment plans. If you opt for a payment plan agreement. The additional payments will process Automatically and concurrently on the following months corresponding date to your date of deposit. Depending on which payment plan you choose, we do allow one (1) payment on a 3-month plan and up to two (2) payments on a 6-month plan to be charged post your camp attendance. Please note that once a payment plan has been agreed to, it cannot be changed or altered.

Payments:

We accept MasterCard, Visa, Discover and American Express. Payment will appear as ESB Productions. If you are paying in full you may pay with a check or money order. Mail payment to ESB Productions and mail to 235 SE 5th Avenue, Suite R, Delray Beach, FL 33483 USA. Any additional questions, please call our offices at 1-888-332-6700 extension 104.