

# Actor & Theatre Professionals 2015

## Pilot Program



Theatre Profile is selecting an exclusive group of Actors & Theatre Professionals to participate in a unique pilot program to help increase audiences and fans, market upcoming productions and enhance visibility. Our specially designed pilot program is tailored to the specific needs of Actors and Theatre Professionals. This is an exclusive, complimentary, limited-time offer. That's right, **Theatre Profile will not be charging pilot-participants for the reports and professional services that help you increase your brand awareness while you are involved in the program.**

### Why You Should be Involved

- You are a professional in the USA, UK or Canada with a minimum of 3 years of experience in the industry.
- You have a minimum of 5 credits.
- You are working to efficiently increase audiences and followers for your work and exposure of your craft.
- You are looking for new ways to interact with your audiences and followers.
- You are looking to connect with new, broader audiences and followers.
- You are looking to increase your visibility in the industry.
- You are willing to use TheatreProfile.com tools on a regular basis for your marketing and communication with your followers and fans.

### Benefits of Participation

- Aggregates your information in a professional, sophisticated platform that is easy to visit, use and access.
- Helps build new audiences and find your fans.
- Keeps your audiences and followers up-to-date on upcoming productions and appearances.
- Increases your visibility in the industry.
- Connects you with other professionals.

### Features of the Pilot Program

- Safely archives past production information.
- Let fans/followers know about your new projects.
- Analyzes statistics on your fans/followers.
- Provides an easy way to communicate with your fans/followers.
- Provides two tools customized to your needs. (This is at TheatreProfile.com's discretion.)
- Shares your TheatreProfile.com profile with your audiences, fans, friends and industry members
- We will be able to send you detailed information that includes:
  - what your audiences and followers/fans are looking at
  - what kinds of productions they like
  - what other sites your audiences and followers/fans are inclined to be following
  - whether or not developmental, experimental productions would be well received, before the curtain rises!
- Informs fellow professionals and fans/followers of your work, past, current and upcoming.

- Helps build a fan base for your upcoming productions/work/appearances.
- Sends your headshot and resume to casting professionals easily.

### **How to Get Involved**

- Simply fill out the application and send to [info@TheatreProfile.com](mailto:info@TheatreProfile.com).
- Input data on past productions into TheatreProfile.com.
- Provide data about cast, crew and creative that you have access to.
- Provide data about production dates and venues.
- Provide data on upcoming productions.
- Provide data about production dates and venues.

### **How to Get Started After Acceptance**

- We'll set up an initial meeting to introduce Theatre Profile tools to you and talk about your specific needs. Additional meetings may be requested. Meetings will most likely be over phone, Skype, or other web conferencing.
- You will agree to work with Theatre Profile to promote yourself and any productions that you are working with.
- You will report weekly or bi-weekly on the use of TheatreProfile.com tools and tools in development.
- You will use Theatre Profile tools to promote yourself and your work.
- You will input a complete profile of your work into Theatre.Profile.com including all past, current and upcoming productions.
- You'll promote TheatreProfile.com in all communication, emails, newsletters, social media etc.
- You will encourage audience members, fans, cast, crew, creative and friends to use TheatreProfile.com.

Your involvement in the pilot project will last 3-6 months

### **What's In It for Us?**

- With your Pilot Program participation, we can refine our tools and forms of communication to share to other in meaningful ways that provide value to us all.
- You'll help us test specific tools on TheatreProfile.com audiences and cast, crew and creatives such as the Watchlist, Ratings (for shows and productions), Registration and any other function we deem useful.
- You're going to inform us as to what customized tools you would like to see developed.
- As the community builds, we will be able to provide more information to our users

### **The BOTTOM LINE?**

By allowing us to have your uploaded data to merge into TheatreProfile.com, you are assured that your shows and productions, resources and creative products will achieve increased visibility to your fans. **You'll be positioned on a professional site with other respected actors and resources, gaining exposure from a central source where your audiences --- and new people, too --- can find all relevant information about your work with one click of a button!**