



News & Media

Home
Members Only

News Index

- Archives
- Media Links
- Area Liaison News
- Touring News

Communication Dept.
Press Room
News Links
Filming & Taping
Annual Study

Posted April 3, 2009

The Savvy Actor

Social Networking - The New Way to Brand

Presented by Equity Members Kevin Urban & Jodie Bentley



Equity Members Kevin Urban & Jodie Bentley

The age of Social Networking has come upon us and as Actors and Stage Managers we must embrace it. Whether we like it or not Social Networking is here to stay. Casting Directors are using it to cast. Producers are using it when finalizing casting. Believe it or not they'd like to know if you're googleable...and how many seats you can fill.

Social Networking is the answer to getting your name as an Actor and Stage Manager out there without spending money. But how do we incorporate social networking and use it to book work?

During this two hour seminar, you'll understand the importance of branding and how you can use social networking to establish that Brand. We'll go over the 4 different ways that you can incorporate social networking into your marketing plan. You'll walk away with a plan to start incorporating these into your career.

Get to know the sites you MUST have a presence on, and strategies for use of each of the sites.

- Facebook
- Linked In
- My Space
- Twitter
- And.....blogging

We'll take the mystery out of social networking and start you on your way to using it effectively.

Whether you're new to Social Networking or a seasoned twitterer come learn from fellow AEA members what tools are available to help boost your acting career. Finally, you'll know the difference between a tweet and a status update!

It's time to embrace social networking and create a strategy in order to get ahead in today's day and age.

When: Monday April 27th

Where: 7:00 PM - 9:00 PM

Actors' Equity Association,
165 West 46th St, 14th Floor Council Room

Cost: Free! Open to AEA members and EMC's
(Bring your Paid Up Equity Card or EMC Card)

Seating available on a first come basis

Sponsored by Actors' Equity Association Membership Education Committee

Presented by Equity Members **Kevin Urban & Jodie Bentley**

The Savvy Actor:

Between the two of them, **Jodie Bentley & Kevin Urban** have almost 20 years experience in the acting business. They are both signed (and working!) with legit and commercial agents, and they book work consistently in all areas. On the business end, Kevin has a degree in PR/Communications and Jodie ran her own marketing/sales company in NYC for 4 years. They have learned a lot from trial and error over the years in acting and in business, and they put what works into The Savvy Actor.

"Our mission at The Savvy Actor is to empower actors to think like small business owners by creating and implementing an effective business plan, branding their unique product, and developing marketing strategies that get them noticed and in the door; ultimately merging career and life into one of abundance and success!" www.thesavvyactor.com

[Click to view the flyer for this event](#)

[Back to News Index](#)

[Home](#) | [Members Only](#) | [About Equity](#) | [Member Benefits](#) | [Casting Call](#) | [Document Library](#)
[FAQ](#) | [News and Media](#) | [Membership Department](#) | [Contact](#) | [Site Map](#)

© 2009 . Actors' Equity Association . [Terms of Use](#)