

VO Atlanta Voiceover Conference

BREAK THROUGH - WINNING BY DESIGN

March 9th - 12th, 2017
ATLANTA AIRPORT MARRIOTT

Conference Program Guide

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David Goldberg



Joe Loesch



Graeme Spicer

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SPECIAL OFFER FOR 2017 VO ATLANTA ATTENDEES ONLY:

\$99 Private 30-minute Audition Workout ... with David Goldberg!

Call 888-321-3343 or email training@edgestudio.com to schedule.

Buy now and schedule later! Price valid through 6pm ET Friday, March 17, 2017.

OVER 500 Attendees This year

SERVING YOU SINCE 2013

Started in 2013 with the simple idea of bringing members of the voiceover community together, VO Atlanta has become the Go-To Voiceover Event. With attendees arriving from more than 14 countries and 35+ states, VO Atlanta has truly come to represent the very best of the industry.



Connect with old friends and make new ones as you enjoy your time at VO Atlanta. Check out some of the social activities to have fun and relax. This is **YOUR** conference and opportunity to truly move your career forward while having a great time.

It's been five years since we started this, so let's celebrate the moment and Break Through.

Experience the conference where learning meets doing and you are free to explore the world of voiceover while connecting with an international community.



As Executive Producer of VO Atlanta, I can't begin to tell you what an honor it's been to serve the voiceover community for the past 5 years. It is my hope that your time here will be memorable. Let us know how we're doing as we want you to have an **AMAZING** experience and Break Through to whatever the next level is for you.

Gerald Griffith, Executive Producer, VO Atlanta

LETTER FROM THE GOVERNOR



STATE OF GEORGIA
OFFICE OF THE GOVERNOR
ATLANTA 30334-0900

Nathan Deal
GOVERNOR

March 9, 2017

To: Voiceover Atlanta

GREETINGS:

I am pleased to extend my warmest regards to Voiceover Atlanta Conference. On behalf of the State of Georgia, it is a pleasure to be a part of your event.

You play an important role in advancement of Georgia through your dedication and hard work in the voiceover community. I applaud this organization for the contributions it has made to our great state.

I commend Voiceover Atlanta for organizing this event and send my best wishes for a successful and enjoyable event.

Sincerely,

A handwritten signature in black ink that reads "Nathan Deal".

Nathan Deal

ND:at

ARE YOU LISTENING TO THE [YOUR NAME HERE) NETWORK?



You do own a network, don't you? We mean a marketing network. Because that's how you grow business.

Many people think that networking involves massively making calls, sending emails and distributing business cards. Actually, the process of building an effective marketing network takes more insight and effort than that.

The good news is that it needn't be an imposing task. Like most things, it's easy to do if you take it in smallish bits. Instead of spending entire days identifying and contacting prospects, chart them and make contacting one or two from the list part of your daily schedule. Including follow-ups.

WHO SHOULD YOUR MARKETING NETWORK CONSIST OF?

You're ultimately interested in gaining mindshare among people who hire voice talent – such as production companies, ad agency creatives and producers, media production and promotion departments, website builders, and all the various other types of companies that use VO – from children's toys to art museums, as match your specialty.

But to reach those people, often you arrive via their associates -- people who might be only tangentially involved in hiring VO. Not only might they refer you to the right person, more importantly you can learn from them what the target person needs.

So, as you set about to build or expand your network, don't overlook one of the best connections: your family and friends. Don't expect them to "pull strings" or "put in a good word," but rather to help you understand the

needs of potential clients that they know or work with. If your friend mentions you to their associate, it should be to help the associate meet business needs, not just "I have this friend who does VO." Better yet, you should be the one to market yourself to that prospective client.

LISTEN TO YOUR NETWORK. NOT THE OTHER WAY AROUND

As you seek to add and strengthen network connections, focus on what they need, not what you want to sell them. That's why we worded the headline as we did. It's your network, but you need to listen to them.

For the same reason, handing out business cards willy-nilly is much less effective than receiving business cards. The latter indicates you've made the connection. An offer to talk again is even stronger link, if it's not just a pleasantry or vague exit line. Don't drop the ball.

BE SEEN AS A PRO

Naturally, when meeting in person for the first time, for you to listen, they'll need something to talk about. At a networking event such as VO Atlanta, planting that seed is up to you. Know what you offer that's special. Be seen as a specialist in one (or two) genres or niches, not a generalist. Let your expertise be known, but in a way that solicits an answer to "what are they looking for today?"

The very fact that you're encountered repeatedly at such events also indicates that you are committed to your work, and potentially to theirs.

BUILD A NETWORK OF BUSINESS FRIENDS

A new network association seldom results in a VO job right off the bat. Like personal friendships, they take time to grow. A specific need must present itself. That means keeping in touch and being genuinely interested and helpful -- without being overbearing, annoying, presumptuous or artificial. If the prospect becomes a personal friend, rejoice. Along with being personally rewarding, the relationship becomes a branch from which new shoots grow.



With more than 2,000 books narrated between them, VO Atlanta is pleased to present our 2017 Audiobook presenter lineup. Whether you're a seasoned veteran or you're just finding your way, our audiobook presenters are here for you.

During the Audiobook panel, our presenters will offer their expert perspectives on what it takes for you to achieve success. In addition to the expert panel discussion, VO Atlanta offers a number of breakout sessions to help you explore and discover what it takes to reach the top of your audiobook potential.

AUDIOBOOK PRESENTERS



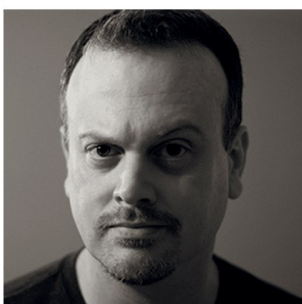
AMY RUBINATE
PUBLISHER AND PRODUCER



SCOTT BRICK
AUDIOBOOK NARRATOR



JOHNNY HELLER
AUDIOBOOK NARRATOR



JEFFREY KAFER
AUDIOBOOK NARRATOR



CAROL MONDA
AUDIOBOOK NARRATOR



ANDI ARDNT
AUDIOBOOK NARRATOR

Friday, March 10

9:45am

X-Session 35 - The Professional Audiobook
Narrator - Scott Brick

11:00am

Breakout Session 10 - "5 Myths of the audiobook
business" - Jeffrey Kafer

1:30pm

X-Session 42 - Audiobook Career
INTENSIVE - Amy Rubinate

2:45pm

Breakout Session 21 - Audiobook Narration -
Body, Mind & Heart - Carol Monda

4:00pm

Breakout Session 22 - Preparing Yourself for
Success - Scott Brick

Saturday, March 11

8:30am

Breakout Session 62 - Johnny Heller

11:00am

Panel Discussion 75 - Audiobooks
Andi Ardnt • Scott Brick • Johnny Heller
Jeffrey Kafer • Carol Monda • Amy Rubinate

4:00pm

Breakout Session 103 - Career Development for
The Up and Coming Audiobook Narrator
- Amy Rubinate

6:00pm

X-Session 96 - The Professional Audiobook
Narrator - Scott Brick

Business and Marketing is at the core of every successful voiceover career. Without a solid understanding of how to market and manage your business, you will struggle and ultimately have less than the success you want. With a variety of sessions, workshops, and engaging activities you will have the opportunity to discover what it takes to build, AND SUSTAIN a profitable voiceover business.

While our presenters aren't miracle workers, they will provide you with tips and tools needed to grow your client base and solidify the relationship you have with your existing clients. So, don't miss this unique opportunity to learn and grow your business.

BUSINESS AND MARKETING RESOURCES



ANNE GANGUZZA

CONFERENCE HOST AND PRESENTER



CELIA SIEGEL

MARKETING SPECIALIST



DOUG TURKEL

PROFESSIONAL VOICE ACTOR



JONATHAN TILLEY

BRANDING SPECIALIST



RACHAEL NAYLOR

GUEST PRESENTER

Friday, March 10

11:00am

Panel Discussion 13 - Business and Marketing
Anne Ganguzza • David Goldberg • Celia Siegel
Jonathan Tilley • Doug Turkel

1:30pm

Breakout Session 16 - Empowering your VO Career
Through Personal Branding - Celia Siegel

X-Session 39 - Build your client list with a killer
cover letter - Jonathan Tilley

4:00pm

Breakout Session 105 - Brandindividualism: How to
Market Your VO Services So Clients Will Pay Attention.
- Doug Turkel

Saturday, March 11

9:00am

X-Session 86 - Finding The Seeds of Your Personal
Brand - Celia Siegel

9:45am

Breakout Session 63 - THE TOP 5 MARKETING
MISTAKES YOU NEED TO STOP DOING ASAP
- Jonathan Tilley
Panel Discussion 74 - RATES Roundtable
Sponsored
by WoVO - Anne Ganguzza • Dave Courvoisier

1:30pm

X-Session 90 - The Art of Successful Business
Negotiation – How to Get (More of) What You Want
- Anne Ganguzza

4:00pm

Breakout Session 73 - Take Your VO Business
Higher
- Rachel Naylor

6:00pm

X-Session 100 - The 5 Step Follow Up Formula
- Jonathan Tilley

GAMING AND ANIMATION

If you've been wanting to take your career to the next level in the world of gaming or animation, this track is for you. With years of experience and a wealth of knowledge, that's unsurpassed in any voiceover conference. VO Atlanta is about providing you with the tools you need for success.

Our industry experts provide you with insights and information from their years of experience in the areas of gaming and animation. Be sure to ask questions, learn from their experience, and thank them for being here.

GAMING AND ANIMATION PRESENTERS



ANDREA TOYIAS
CASTING & VOICE DIRECTOR



BILL FARMER
CONFERENCE KEYNOTE



CISSY JONES
PROFESSIONAL VOICE ACTOR



DAVE FENNOY
PROFESSIONAL VOICE ACTOR



ELLEY-RAY HENNESSY
PROFESSIONAL VOICE ACTOR



JACQUIE SHRIVER
PROFESSIONAL VOICE ACTOR

Friday, March 10

1:30pm

Panel Discussion 25 - Game ON: The Changing Role of Voiceover in Video Games - Dave Fennoy
Cissy Jones • Jacquie Shriver • Andrea Toyias

2:45pm

Breakout Session 20 - How to transform base character reads into unique, memorable, animation GOLD - Elley-Ray Hennessy

4:00pm

Breakout Session 23 - "The Fundamentals of Video Games for Voice Actors" - Andrea Toyias

6:00pm

X-Session 112 - "Thrive in the World of Video Game Voice Acting" - Andrea Toyias
X-Session 43 - VO for Video Games - Dave Fennoy
X-Session 46 - Nailing the Character Audition: The 7 Fundamentals - David Rosenthal

Saturday, March 11

9:00am

X-Session 89 - Essentials of Voice-Over: What every actor needs to know! - Bill Farmer
X-Session 87 - "Thrive in the World of Video Game Voice Acting" - Andrea Toyias

1:30am

Breakout Session 68 - The Unique Gaming VO - Dave Fennoy

6:00pm

X-Session 115 - VO for Video Games - Dave Fennoy
X-Session 94 - Video Game Audition Technique and Critiques - Jacquie Shriver

Narration and eLearning

Each year, we're asked to bring more resources to VO Atlanta for those interested in Narration and eLearning, so we're happy to deliver on our promise to do so. The experience and knowledge available through our presenters on narration and eLearning is amazing and we can't wait to have you move ahead and discover what it takes to step forward and break through to your next level.

NARRATION AND ELEARNING PRESENTERS



CHRISTI BOWEN
PROFESSIONAL VOICE ACTOR



LAUREL THOMAS
PROFESSIONAL VOICE ACTOR



PAUL BOUCHER
PROFESSIONAL VOICE ACTOR



THOM PINTO
PROFESSIONAL VOICE ACTOR

FULL CONTACT TRAINING



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V.O. Dojo

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Thursday, March 9

1:00pm

X-Session 106 - "Prime-time Narration: Documentaries and Reality Series" - Thom Pinto

Friday, March 10

9:45am

X-Session 36 - Training Your Read for eLearning Narration
- Paul Boucher • Christi Bowen • Laurel Thomas

11:00am

Breakout Session 11 - "Colors of Your Voice"
- Thom Pinto

2:45pm

Breakout Session 19 - The Elements of eLearning
- How Your Voice Becomes a Course
- Paul Boucher • Christi Bowen • Laurel Thomas

Saturday, March 11

8:30am

Panel Discussion 61 - eLearning
Paul Boucher • J Michael Collins • Laurel Thomas

1:30pm

Breakout Session 67 - The Business of eLearning
- Best Business Practices - Paul Boucher • Christi Bowen • Laurel Thomas
X-Session 92 - "Prime-time Narration: Documentaries and Reality Series"
- Thom Pinto

6:00pm

Breakout Session 19 - The Elements of eLearning
- How Your Voice Becomes a Course
- Paul Boucher • Christi Bowen • Laurel Thomas

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PERFORMANCE AND IMPROV

Nothing propels you towards success like your ability to perform professional reads for your clients. In addition to a great performance, you need to be ready and able to improvise at a moment's notice to meet the changing needs and interest of your clients.

Whether it's an audition or a live studio directed session, you want to shine. The experts at VO Atlanta aim to equip you with the skills and insight needed to book more jobs and connect with your copy for a break through that makes a difference.

PERFORMANCE AND IMPROV PRESENTERS



ELAINE CLARK

PROFESSIONAL VOICE ACTOR



LORI ALAN

PROFESSIONAL VOICE ACTOR



SCOTT PARKIN

PROFESSIONAL VOICE ACTOR



Friday, March 10

11:00am

Breakout Session 12 - Find your True, Authentic VOICE through IMPROV and Make Money With It!!! - LORI ALAN

1:30pm

Breakout Session 14 - The Fundamentals of Voiceover Part 1 - Elaine Clark

X-Session 40 - "Learn the conversational real read and how Improvisation can get you there" - Scott Parkin

Saturday, March 11

9:45am

Breakout Session - The Fundamentals of Voiceover Part 2 - Elaine Clark

11:00am

Breakout Session 65 - How to become a fearless Improviser even if it scares the hell out of you. - Scott Parkin

1:30pm

X-Session 93 - Improv for Commercial VO! - LORI ALAN

2:45pm

Breakout Session - The Fundamentals of Voiceover Part 3 - Elaine Clark

COMREX: ISDN REPLACEMENT WITHOUT THE SACRIFICE

As ISDN circuits have become less available and prohibitively expensive, post production houses and voiceover artists have been looking to replace their antiquated gear, without sacrificing the reliability and quality they have become accustomed to. Many of them have found their solution with Comrex.

Comrex Corporation has been a leading innovator and manufacturer of high quality communications tools for the professional broadcast and live production/post production markets since 1961. Comrex has been an industry standard for decades, with a complete line of POTS Frequency Extenders, POTS Audio Codecs and ISDN Audio Codecs to meet the rigorous demands of 24/7 broadcast.

But the advent of Internet Protocol (IP) technology in the early 2000s allowed Comrex to build on its legacy of contribution and distribution with Broadcast Reliable Internet Codec (BRIC) Technology. Comrex ACCESS and BRIC-Link II IP Audio Codecs enable broadcasters and voiceover professionals to connect to studios around the world with a simple press of a button.

Radio stations, talk show hosts, program

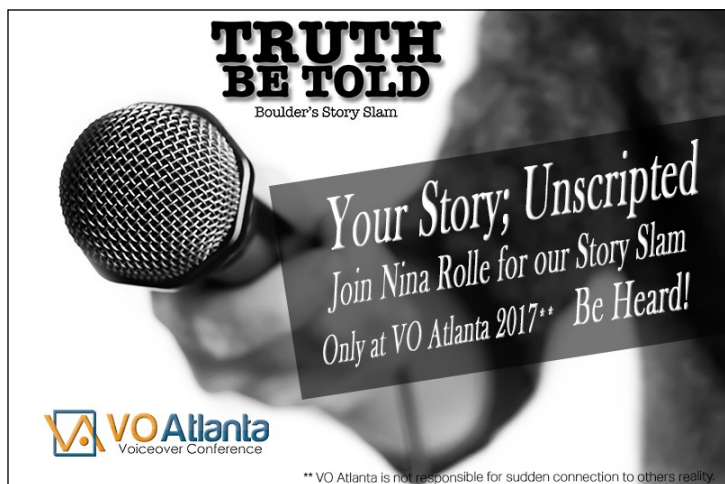
syndicators and national broadcasters around the world have made Comrex IP codecs the leading choice for point-to-point audio contribution and distribution. The proven reliability of Comrex IP Codec BRIC Technology and innovations like CrossLock VPN bonding and redundancy modes provide beyond ISDN-like reliability, quality and low-delay without the cost and circuit limitations.

Tens of thousands of customers like the White House Communications Office, the BBC, Turkish Radio & Television, RCN Columbia, as well as syndicated talk show hosts and small to large market radio stations depend on Comrex products every day for remote contribution, program distribution and studio-to-transmitter links (STLs).

To learn more, visit www.comrex.com or call us at 1-800-237-1776.

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Your Story; Unscripted
Join Nina Rolle for our Story Slam
Only at VO Atlanta 2017** Be Heard!

VO Atlanta
Voiceover Conference

** VO Atlanta is not responsible for sudden connection to others reality.



Discover Your Inner-Smooth
Join Victor Singleton for our cigar session
Only at VO Atlanta 2017** Be Smooth!

VO Atlanta
Voiceover Conference

** VO Atlanta is not responsible for sudden elevation of your 'cool factor'.

Each year, we work to bring more resources to VO Atlanta for those interested in Promo and Imaging. The experience and knowledge available through our presenters on narration and eLearning is amazing and we can't wait to have you move ahead and discover what it takes to step forward and break through to your next level.

PROMO PRESENTERS



JEFF HOWELL
PROFESSIONAL VOICE ACTOR



JJ JURGENS
PROFESSIONAL VOICE ACTOR



JOE CIPRIANO
PROFESSIONAL VOICE ACTOR



SHARON FEINGOLD
PROFESSIONAL VOICE ACTOR

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Resource Center*



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Friday, March 10

9:45am

X-Session 37 - Breaking Into PROMO
- Jeff Howell

2:45pm

Panel Discussion 26 - Promo Panel
- Joe Cipriano · Jeff Howell · J.J. Jurgens
Thom Pinto

4:00pm

Breakout Session 24 - Dive Intro Promo
- Jeff Howell

Saturday, March 11

8:30am

X-Session 37 - Breaking Into PROMO
- Jeff Howell

9:00am

X-Session 88 - "Inside The Network Promo
World" - J.J. Jurgens

1:30pm

X-Session 91 - "Coming up next...Your Career
in Promos" - Joe Cipriano

4:00pm

Breakout Session 60 - "The Inside Scoop on
Network Promo" - J.J. Jurgens

eyeball

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Never let how far you have to go diminish the celebration of how far you have come. -Ron Minatrea

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Trying to fit everything into just a few tracks is impossible. That's why we've created our specialty track to give place to those special sessions you need to be aware of. It also allows us to highlight some of the benefits of attending VO Atlanta and connecting with the community overall.

In 2017 we're bringing you industry leading resources in the areas of Legal, Union, and Online Casting. You won't find these resources offered at this level anywhere else in the voiceover industry, so take advantage of it only at VO Atlanta 2017.

SPECIALTY RESOURCES



J. MICHAEL COLLINS
PROFESSIONAL VOICE ACTOR



MELISSA EXELBERTH
PROFESSIONAL VOICE ACTOR



ROBERT SCIGLIMPAGLIA
PROFESSIONAL VOICE ACTOR



ProductionHUB
The global network of local crew & vendors™

Friday, March 10

1:30pm

Breakout Session 122 - [Part 1] Producing your own work: The legalities of being an Executive Producer
- Robert Sciglimpaglia
Breakout Session 15 - Setting The Union Record Straight -
Melissa Exelberth

2:45pm

Breakout Session 109 - Tech Breakout with Cliff and Dan -
Cliff Zellman · Dan Friedman
Breakout Session 38 - [Part 3] Generating Referrals: Are you a
Giver, Taker or Matcher. - Robert Sciglimpaglia

4:00pm

Panel Discussion 27 - Online Casting Site Leadership Panel -
J Michael Collins · Juanita Casas · Armin Hierstetter

6:00pm

X-Session 44 - Cracking the Union Code for Today's Voiceover
Professional - Melissa Exelberth

Saturday, March 11

8:30am

Breakout Session 121 - [Part 2] The Film and TV Business and
how it can generate more VO business
- Robert Sciglimpaglia

11:00am

Breakout Session 66 - Success in Online Casting
- J Michael Collins

2:45pm

Breakout Session 69 - How to Create and Protect Your Brand
through Copyrighting and Trademarks
- Robert Sciglimpaglia

4:00pm

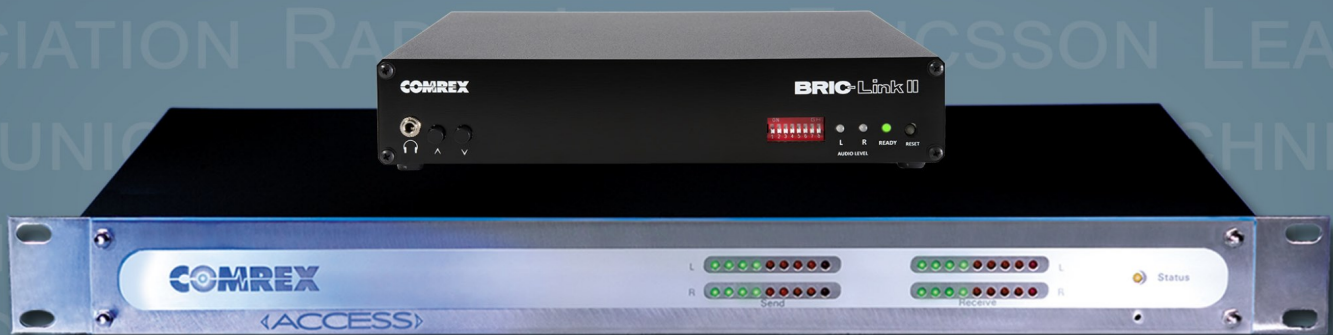
Panel Discussion 76 - Union Matters - Melissa Exelberth · Tim
Walsh · Mary Lynn Wissner · Tom Allamon

7:30pm

Featured Panel: 78 - Ethics for Voice Actors, Coaches, and
Demo Producers - J Michael Collins · Robert Sciglimpaglia ·
Cliff Zellman · Dave Courvoisier · Paul Strikwerda

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THURSDAY SCHEDULE AND EXHIBIT HALL

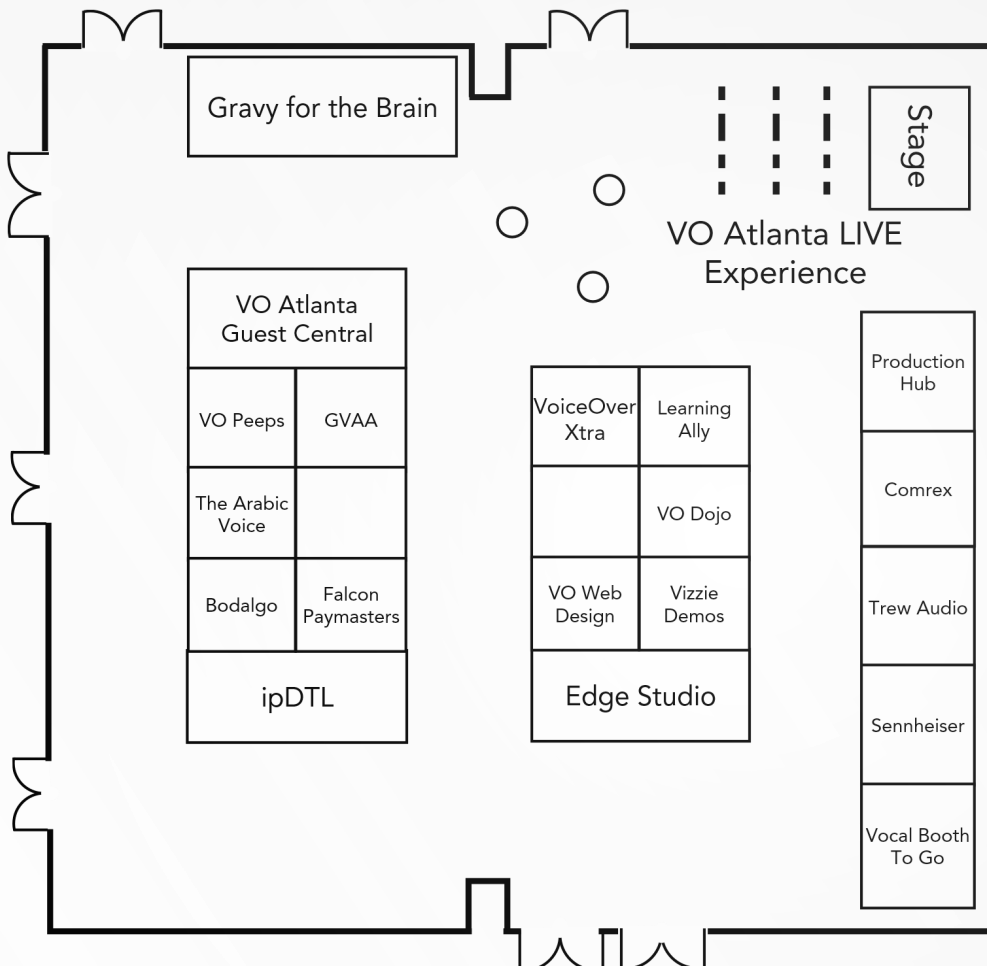
	Salon E-H	Augusta	Athens	Innovation	VOYA	Terrace
1:00		X-Session	X-Session			
2:00		1:00-4:00	1:00-4:00			
3:00		Mary Lynn Wissner	Thom Pinto			
4:00	Registration 3:00-8:00			4:00-4:30 Graeme Spicer of Edge Studio		
5:00	Express Checkin 3:00-6:00					Welcome Reception
6:00						5:00-7:00
7:00					Entertainment 7:15-8:15 VOYA	
8:00		Speaker Rollout 8:30-10:00 Dan Lenard George Whittam				
9:00						



Narration & eLearning



Agents & Directors



VO Atlanta 2017 Exhibit Hall

Salon A-D

Grand Opening
Friday 9:45

Open

Friday 10:00-6:00

Saturday 8:00-5:00

FRIDAY SCHEDULE

START YOUR DAY IN THE FITNESS CENTER 6:30–7:30

		Grand Salon E-H	Florida	Tennessee	Alabama Georgia			
8:00	Registration Desk Open 8:00 - 6:00 Exhibit Hall Open 10:00-6:00 - Salon A-D		Opening Session 8:30-9:30 Bill Farmer					
9:00		Exhibit Hall Grand Opening 9:45						
10:00			Gravy for the Brain 10:15-10:45					
11:00			Bus & Marketing Panel 11:00-12:00	Breakout 11:00-12:00 Jeffrey Kafer	Breakout 11:00-12:00 Lori Alan	Breakout 11:00-12:00 Thom Pinto	Talent Screening Boardroom 222	Talent Screening Boardroom 322
12:00		Community Lunch - Bentleys / B+ 12:00-1:30						
1:00			Video Game Panel 1:30-2:30	Breakout 1:30-2:30 Elaine Clark	Breakout 1:30-2:30 Melissa Exelberth	Breakout 1:30-2:30 Celia Siegel	Talent Screening Boardroom 222	Talent Screening Boardroom 322
2:00								
3:00			Promo Panel 2:45-3:45	Breakout 2:45-3:45 Zellman, Friedman	Breakout 2:45-3:45 Elley-Ray Hennessy	Breakout 2:45-3:45 Boucher, Bowen & Thomas		
4:00			Online Casting Panel 4:00-5:00	Breakout 4:00-5:00 Scott Brick	Breakout 4:00-5:00 Doug Turkel	Breakout 4:00-5:00 Andrea Toyias		
5:00			IpDTL Session 5:15-5:45					
Dinner Break 5:45-6:45		Meet the Pros Panel 7:15-8:45 Mary Lynn Wissner - Grand Salon E-H						
Friday Night Chill								
Tennis Joe Cipriano 6:00 -7:00 Tennis Courts		Cigar Bar Victor Singleton 9:15-10:30 Outdoor Patio		Finger Painting Jenn Henry 9:15-10:45 Innovation Room		Story Slam Nina Rolle 9:15-10:45 Florida Room		
						Karaoke AJ McKay 9:30-11:45 B+ Restaurant		



Audiobooks



Gaming & Animation



Narration & eLearning



Agents & Directors

FRIDAY SCHEDULE

Macon	Brunswick	Augusta	Atlanta	Athens	Mercedes	
						8:00
	Conference X-Sessions					9:00
	X-Session 9:45-12:45 Paul Boucher, Christi Bowen, Laurel Thomas	X-Session 9:45-12:45 Jeff Howell	X-Session 9:45-12:45 J Michael Collins	X-Session 9:45-12:45	Spanish 9:00-11:00 Nydia Monarrez	10:00
					Spanish 11:15-1:00 Juana Plata	11:00
						12:00
					Lunch	1:00
Breakout 1:30-2:30 Rob Scigliompaglia	X-Session 1:30-4:30 Amy Rubinate	X-Session 1:30-4:30 Jonathan Tilley	X-Session 1:30-4:30 Scott Parkin		Spanish 2:00-4:30 Sergio Carlo	2:00
Breakout 2:45-3:45 Carol Monda						3:00
Breakout 4:00-5:00 Jeff Howell						4:00
					Spanish 4:30-7:00 Isabel Junca Gonzalo Rojas	5:00
X-Session 6:00-9:00 Andrea Toyias ENCORE	X-Session 6:00-9:00 Dave Fennoy	X-Session 6:00-9:00 David Rosenthal	X-Session 6:00-9:00 Melissa Exelberth	X-Session 6:00-9:00 Johnny Heller		6:00
						7:00
						8:00
						9:00



Bus & Marketing



Performance & Improv



Promo & Imaging



Specialty Training

SATURDAY SCHEDULE

START YOUR DAY IN THE FITNESS CENTER 6:30–7:30

		Grand Salon E-H	Florida	Tennessee	Alabama Georgia			
8:00	Registration Desk Open 8:00-5:00	Exhibit Hall Open 8:00-5:00 - Salon A-D	eLearning Panel 8:30-9:30	Breakout 8:30-9:30 Rob Sciglimpaglia	Breakout 8:30-9:30 Johnny Heller	Breakout 8:30-9:30 Joe Cipriano		
9:00								
10:00			Rates Roundtable Panel 9:45-10:45 Sponsored by WoVO	Breakout 9:45-10:45 Jonathon Tilley	Breakout 9:45-10:45 Elaine Clark	Breakout 9:45-10:45 Randall Ryan	Talent Screening Boardroom 222	Talent Screening Boardroom 322
11:00			Audiobook Panel 11:00-12:00	Breakout 11:00-12:00 J Michael Collins	Breakout 11:00-12:00 Guss, Atkin Presented by ACM	Breakout 11:00-12:00 Scott Parkin		
12:00			Community Lunch - Bentleys / B+ 12:00-1:30					
1:00								
2:00			The Atlanta Panel 1:30-2:30	Breakout 1:30-2:30 Dave Fennoy	Breakout 1:30-2:30 Boucher, Bowen, Thomas	Breakout 1:30-2:30 Lenard & Whittam	Talent Screening Boardroom 222	Talent Screening Boardroom 322
3:00			The Directors Panel 2:45-3:45	Breakout 2:45-3:45 Rob Sciglimpaglia	Breakout 2:45-3:45 Elaine Clark	Breakout 2:45-3:45 Jacquie Shriver		
4:00			Union Matters Panel 4:00-5:00	Breakout 4:00-5:00 Amy Rubinate	Breakout 4:00-5:00 J.J. Jurgens	Breakout 4:00-5:00 Rachel Naylor	Talent Screening Boardroom 222	Talent Screening Boardroom 322
5:00			Edge Studio Session 5:15-5:45					
Dinner Break 5:45-6:45		Entertainment 6:45-7:15 Grand Salon E-H		Ethics for VO's, Coaches & Demo Producers 7:30-8:45 Grand Salon E-H				
<div><div>VO Workout David Goldberg 7:00-8:45 Tennessee</div><div>1930's Dance Party with ipDTL 9:00-11:30 Salon A-D (Exhibit Hall)</div></div>								

 Audiobooks Gaming & Animation Narration & eLearning Agents & Directors

SATURDAY SCHEDULE

Macon	Brunswick	Augusta	Atlanta	Athens	Mercedes	
Conference X-Sessions						8:00
X-Session 9:00-12:00 Celia Siegel	X-Session 9:00-12:00 Bill Farmer	X-Session 9:00-12:00 Andrea Toyias	X-Session 9:00-12:00 J.J. Jurgens	X-Session 9:00-12:00 Mary Lynn Wissner	Spanish 9:00-11:00 Santiago Duarte	9:00
						10:00
					Spanish 11:00-1:00 Simone Fojgiel, Antonio Fornaris	11:00
						12:00
					Lunch	1:00
X-Session 1:30-4:30 Anne Ganguzza	X-Session 1:30-4:30 Thom Pinto	X-Session 1:30-4:30 Joe Cipriano	X-Session 1:30-4:30 Cliff Zellman	X-Session 1:30-4:30 Lori Allan	Spanish 2:30-4:15 Guillermo Arduino	2:00
						3:00
						4:00
					Spanish 4:30-6:15 TBA	5:00
X-Session 6:00-9:00 Dave Fennoy ENCORE	X-Session 6:00-9:00 Jonathan Tilley	X-Session 6:00-9:00 Jacquie Shriver	X-Session 6:00-9:00 Paul Boucher, Christi Bowen, Laurel Thomas	X-Session 6:00-9:00 Scott Brick		6:00
						7:00
						8:00
						9:00



Bus & Marketing



Performance & Improv



Promo & Imaging



Specialty Training

TODAY'S YOUTH PROGRAM IS IN RIVERDALE 9:15 TO 6:00

SUNDAY AND SCHOLARSHIP

*Start your day in the
Fitness Center 6:30-7:30*

Grand Salon
E-H

8:00	Community Breakfast 8:30-9:30
9:00	
10:00	VOA17 Wrap Up Session 10:00-12:00
11:00	
12:00	

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Voiceover Conference

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VO Atlanta 2017 National Scholarship Winner!

Dalia Ramahi

VO Atlanta 2017 International Scholarship Winner!

David Gilbert

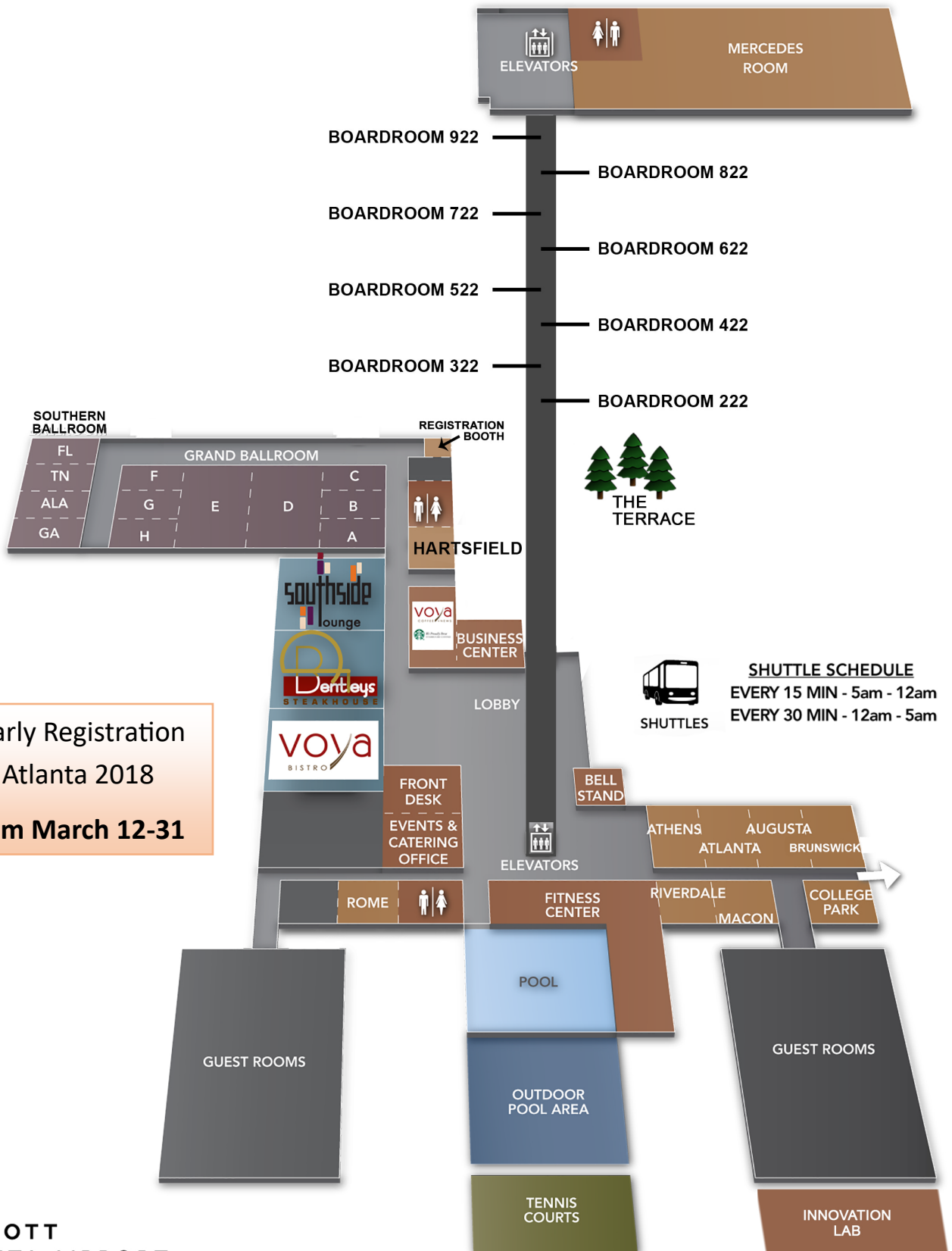
Special Thanks to Anne Ganguzza and VO Peeps. Congratulations to the winners.

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YOUTH PROGRAM

VO Atlanta is proud to offer the only conference based full-day youth program. Kids are important to our future and we're excited about the chance to connect young minds with industry leaders. What kid isn't excited about the chance to meet one of their favorite voices while learning about a career field they may have never thought of.

We're happy to bring in presenters specifically experienced in working with youth. They get their energy directed in positive ways and design a fun day that brings out the best in our youth?



Saturday, March 11th
9:15am—6:00pm



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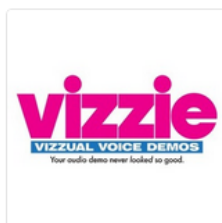
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VO ATLANTA SPANISH PROGRAM

Started in 2015, the VO Atlanta Spanish Program under the direction of Simone Fojgiel, has grown into an impressive gathering of Spanish speaking talent from around the world. The program is very unique in that it's designed from the ground up to cater to the needs, and interests, of Spanish speaking talent. All of the sessions are delivered in Spanish. It's truly an immersive experience.

The upcoming program will be the best ever with presenters attending from such markets as Mexico, Columbia, Venezuela, Uruguay, Puerto Rico, and the Dominican Republic. Special guests add representation from US markets including LA and Miami.



SIMONE FOJGIEL

Directora y Organizadora
del PROGRAMA HISPANO
VO ATLANTA 2017

SPANISH PROGRAM RESOURCES



GUILLERMO ARDUINO
FEATURED PRESENTER
SPANISH PROGRAM



ANTONIO FORNARIS
SPANISH PROGRAM PRESENTER



GONZALO ROJAS
SPANISH PROGRAM PRESENTER



ISABEL JUNCA
SPANISH PROGRAM PRESENTER



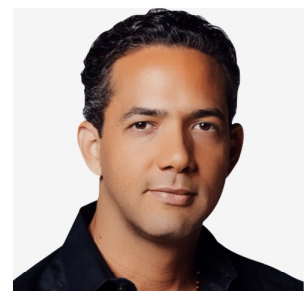
JUANA PLATA
SPANISH PROGRAM PRESENTER



NYDIA MONARREZ
SPANISH PROGRAM PRESENTER



SANTIAGO DUARTE
SPANISH PROGRAM PRESENTER



SERGIO CARLO
SPANISH PROGRAM PRESENTER

SPANISH PROGRAM OVERVIEW

GUILLERMO ARDUINO

“La Versatilidad del Locutor Frente a Cámaras en el Siglo XXI”

ISA JUNCA & GUILLERMO ROJAS

“La Emoción de la Narración Documental”

JUANA PLATA

“LinkedIn: La Red Social que crea Nuevos Mercados”

NYDIA MONARREZ

“Marketing, Actitud Mental y Abundancia”

SANTIAGO DUARTE

“El Arte del Promo”

SERGIO CARLO

“Internacionalizando tu Voz”

SIMONE FOJGIEL & ANTONIO FORNARIS

“Demos, Demitos y Demones”



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NETWORKING AND THE ENTREPRENEURS MINDSET



Hold those cards for a minute?

Whether online or off, the idea of networking with others is a good one. However, there are some basic mistakes people make on a regular basis which hinder their efforts and cause them to fall well short of their desire to find new opportunities or long-term business relationships. In this article, we'll explore the need for you to develop an Entrepreneur's Mindset.

For starters, let's talk about what networking is. According to Wikipedia, 'Networking' is defined as:

"Networking is a socioeconomic business activity by which businesspeople and Entrepreneur's meet to form business relationships and to recognize, create, or act upon business opportunities,^[1] share information and seek potential partners for ventures.

It goes on to define a **"Business Network"** a type of business social network which is developed to help businesspeople connect with other managers and Entrepreneur's to further each other's business interests by forming mutually beneficial business relationships."

Please note that there's no place in either definition where the term or phrase, "finding a job" is mentioned. However, in both cases, we see the words **"Relationships."** From this, we can draw the conclusion that networking is very different than prospecting for jobs which are what many talent find themselves doing. The failure to understand the very premise of what networking is lies at the heart of this problem.

In my role as Executive Producer for an annual conference for voice actors (VO Atlanta), I'm regularly asked if there are going to be people at the conference who can give them a job. More commonly, I'm asked about the number of agents expected at the conference as if an agent's presence greatly increases their odds of gaining representation and thus a 'job.'

The person seeking a 'job' is stuck in the position of an employee who expects others to do the work of providing the work they do. This isn't uncommon, or unexpected, as most of us grow up being taught to do well in school, get good grades, and play nice because we want to position ourselves to 'get a good job.' This mindset carries over into the world of voiceover (Entrepreneurship) where it creates some serious issues.

I recall opening sessions at my office here in Atlanta for people taking the "Introduction to Voiceover" training session. Before turning the session over to their trainer, I'd ask how many people were there for the "Small Business Class?" There would be confused look in the room because they didn't understand the question. I'd pause for a moment and ask "Who's here for the Introduction to Voiceover session?" All the hands would go up in the room.

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After a brief pause, I'd ask if they knew that I asked them the same question twice. It was at that moment we had a discussion about the fact that becoming a voice actor meant becoming a small business owner and their need to have an Entrepreneur's Mindset.

When you're the small business owner, i.e. The Entrepreneur, you have to develop Entrepreneur's Mindset that replaces the Employee Mindset which expects others to do the work of generating the work you do. Once this is done, the entire approach towards networking will change. The approach will go from what someone can do for you and instead shift towards understanding what opportunities exist between you and the others that benefit your common business interest. You will begin to seek out meaningful relationships versus feverously working to see how many business cards you can pass out in a 5-minute span of time.

I recall a conversation with an agent where they shared their experience of attending events and having talent talk to them for 10 minutes without ever asking anything about what they, or their agency needed. The entire talk was about them and why they should be signed to a roster. The mindset was all wrong. The talent was looking for a job. They had an employee mindset, which too often smells of neediness and desperation.

The Entrepreneur's Mindset would focus on understanding the needs of the agent or agency and then craft a very specific message that speaks to why they might be an ideal candidate. If no such opportunity exist, it's okay to move on after offering to help refer anyone you may know that might be a good fit for their communicated needs.

I'd like to leave you with a concept which I believe will help you in your networking effort. That's the concept of 'Threads.' A thread is a common element existing between two, or more parties. While these threads may connect around a profession, it's best that they extend well beyond a mere business connection. An example of threads may be:

- Growing up in the same city (geographic affiliation)
- Attending the same college (alumni)
- Having worked for the same company
- Entered business at the same time (before the internet)
- Shared hobbies or social interest (photography, fishing)
- Shared life experience (travel)
- Similar family structure (both have kids the same age)

This is a short list, but it provides some common points where you might find a thread that connection you beyond your being a talent hoping to land your next big job. You will be remembered much more for the fact that you attended the same college versus the cool new business card with the big microphone you just purchased prior to the event with the 'Vista-Print' markings on the back.

The Entrepreneur's Mind is one that's developed over time and is constantly looking for ways to improve and evolve. When networking, The Entrepreneur's Mindset is looking to discover ways to 'develop mutually beneficial business relationships.'

Beyond all the talk of business and business interest, remember to be a good and decent human being. Respect the space and time of others. Be courteous. Be kind. Who knows, you may just discover that those you're networking with appreciate the fact that you're a person they would love to work with and go out of their way to create an opportunity just for you.

Written by: Gerald Griffith, Executive Producer, VO Atlanta



CONFERENCE X-SESSIONS

Our optional workshops are one of the most popular benefits of attending VO Atlanta. Started in 2013 for people who didn't have time to attend the full conference, X-Sessions were created as an additional way to provide workshop training with industry leaders.

The benefits of attending an X-Session include:

- Opportunity to train with expert presenters
- Small group sessions with no more than 12 people
- Each X-Session lasts for 3-hours and provides for an up-close and personal experience

See the registration desk with questions about availability.

Thursday, March 9

1:00pm

X-Session 106 - "Prime-time Narration: Documentaries and Reality Series" - Thom Pinto
X-Session 107 - Winning the Audition! What Casting Directors & Producers are Listening for! - Mary Lynn Wissner

Friday, March 10

9:45am

X-Session 36 - Training Your Read for eLearning Narration
Paul Boucher • Christi Bowen • Laurel Thomas
X-Session 37 - Breaking Into PROMO - Jeff Howell
X-Session 41 - Online Casting Master Class - J Michael Collins
X-Session 35 - The Professional Audiobook Narrator - Scott Brick

1:30pm

X-Session 42 - Audiobook Career INTENSIVE - Amy Rubinate
X-Session 39 - Build your client list with a killer cover letter - Jonathan Tilley
X-Session 40 - "Learn the conversational, real read and and how Improvisation can get you there" - Scott Parkin

6:00pm

X-Session 112 - "Thrive in the World of Video Game Voice Acting" - Andrea Toyias
X-Session 43 - VO for Video Games - Dave Fennoy
X-Session 46 - Nailing the Character Audition: The 7 Fundamentals - David Rosenthal
X-Session 44 - Cracking the Union Code for Today's Voiceover Professional - Melissa Exelberth
X-Session 45 - The Successful Audiobook Demo - Johnny Heller

Saturday, March 11

9:00am

X-Session 86 - Finding The Seeds of Your Personal Brand - Celia Siegel
X-Session 89 - Essentials of Voice-Over: What every actor needs to know! - Bill Farmer
X-Session 87 - "Thrive in the World of Video Game Voice Acting" - Andrea Toyias
X-Session 88 - "Inside The Network Promo World" - J.J. Jurgens
X-Session 98 - Winning the Audition! What Casting Directors & Producers are Listening for! - Mary Lynn Wissner

1:30pm

X-Session 90 - The Art of Successful Business Negotiation - How to Get (More of) What You Want - Anne Ganguzza
X-Session 92 - "Prime-time Narration: Documentaries and Reality Series" - Thom Pinto
X-Session 91 - "Coming up next...Your Career in Promos" - Joe Cipriano
X-Session 99 - All Out Automotive VO - Cliff Zellman
X-Session 93 - Improv for Commercial VO! - LORI ALAN

6:00pm

X-Session 100 - The 5 Step Follow Up Formula - Jonathan Tilley
X-Session 115 - VO for Video Games - Dave Fennoy
X-Session 94 - Video Game Audition Technique and Critiques - Jacquie Shriver
X-Session 95 - E-Learning: The Nuts, Bolts & Dollars
Paul Boucher • Christi Bowen • Laurel Thomas
X-Session 96 - The Professional Audiobook Narrator - Scott Brick

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NOTES:



VO ATLANTA CODE OF CONDUCT

At VO Atlanta, we expect most people are respectful and well-intended and we're not inclined to behave in an unprofessional manner. However, we want every conference to provide a harassment-free and professional experience for everyone.

We want everyone to enjoy the conference itself and the great networking and community richness that happens when we get together in person, so we will not tolerate harassment of conference participants in any form—in person or online.

Harassment includes offensive verbal comments related to gender, age, sexual orientation, disability, physical appearance, body size, race, or religion (or lack thereof); displaying sexual images; deliberate intimidation; stalking; following; harassing photography or recording; sustained disruption of talks or other events; inappropriate physical contact; and unwelcome sexual attention. Further, please understand that VO Atlanta welcomes differences of opinion and expect that each attendee is entitled to their personal viewpoint.

Participants asked to stop any harassing behavior are expected to comply immediately.

Sponsors and vendors are also subject to the anti-harassment policy. In particular, sponsors should not use sexualized images, activities, or other material. Booth staff (including volunteers) should not use sexualized clothing/uniforms/costumes, or otherwise create a sexualized environment.

If a participant engages in harassing behavior, the conference organizers may take any action they deem appropriate, including expulsion from the conference with no refund.

If you are being harassed, or notice that someone else is being harassed, please bring it to the immediate attention of the event staff, or contact our Associate Producer, Ron Minatrea, at admin@voatlanta.me.

VO Atlanta features a number of well established talent, coaches/presenters, agents, and directors. Please refrain from attempting to press them for private attention. The conference is for all to enjoy. That means being considerate of others and respecting both the time and space of those in attendance.

We thank you for your help in keeping the event welcoming, respectful, and friendly to all participants.



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Ron Minatrea Associate Producer	Sophia Faith Cruz Social Media Director
Cam Cornelius Audio Video Services Director	Amanda Terry Ambassador Coordinator Registration Services Manager

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