The background of the entire page is a photograph of a school playground. In the foreground, two young girls in school uniforms are swinging happily on a swing set. Behind them, several other children in school uniforms are standing on the ground. The background wall is covered in a dense arrangement of colorful alphabet blocks, similar to those used in early childhood education. The overall tone is bright and positive, suggesting a focus on education and creativity.

Peploe
Williams
Associates Artist
Management

Artist Management Agency

Introduction & Agency Information

Introduction



We believe that you joined our prestigious Performing Arts school to grow in confidence, improve social & life skills and hopefully to learn how to Act, Sing and Dance – well in return, we are offering every pupil in our School the opportunity of joining our Agency. PWA Associates will represent all children and youngsters between the age of 4 and 21 yrs that are current members of our School. The Agency will deal with all aspects of the UK, and European entertainment industry; covering mainly commercials, film, television, stage and theatre.

Our contacts in the world of Theatre, Television, Film & Stage are quite remarkable; many of the leading Casting Directors know Emma Peplow-Williams on a personal level.

In addition having been involved in the world of Musical Theatre for 20 years, she has made many good contacts in Sir Cameron Macintosh's Theatre Company, Clear Channel Productions, run by David Ian, and the Really Useful Group, run by Andrew Lloyd Webber.

In addition, we have a great understanding of what casting directors require at an audition. Basically casting directors look at different schools and agents to cast their particular productions; they may invite 50 children to audition for one part, and perhaps, several times. Being part of an Agency does not guarantee that an individual pupil will get a part in a particular show, commercial or film. The Agency merely represents that pupil.

THE SPOTLIGHT

As part of joining PWA Associates each artist is automatically required to join The Spotlight as a performing artist; The Spotlight being the main casting breakdown provider for the entertainment industry and used by all Agencies and Casting Directors, from Theatre, Television and Film. For more information please visit: www.spotlight.com & www.spotlight.com/artists/appear/children; look at the following section: Children & Young Performers.

Joining, Cost & Payment New members - The cost to join the Agency is £181.00 (Spotlight & PWAssociates fees) plus professional headshot cost. This is split between the following: Spotlight Membership for child artists is £106.00. (2022-2023). Spotlight is available to over

5000 casting Directors & Agencies in the UK. In addition to the Spotlight fee there is a one-off joining administration fee of £75.00 to be on our Agency. Existing Members - There is also an annual renewable fee of £45 payable each October to stay on our Agency books. Also the Spotlight Fee of £106 is payable annually to keep your picture and details in the Spotlight directory. It's really good value at £14 per month. Joining Spotlight is mandatory to be part of the Agency.

Please note that if you join PWAssociates we will solely represent your child. You will not be allowed to join PWAssociates if you are on the books of another Agency. All Agency students must have a professionally taken headshot. We organise a professional

photographer (Mark from MAD Photography) to come to the Academy once a year (during November) to take suitable headshots for our students. The cost of the headshot photograph is usually around £65-85. Finally, there is a 3 month notice period to leave the Agency.



FURTHER INFORMATION



FILM AUDITIONS - SHOW REEL - DVD AND FURTHER FEES

There may be other fees incurred if you require a professional show reel: These are extremely useful, as you will sing, act and do a monologue in front of a camera. Film casting directors usually require show reels. This can be discussed with Parents at a later date but is not necessary in order to join the Agency. We strongly recommend that you have one if you are wanting to be put forward for Drama roles and Films.

HOW MUCH WORK WILL YOU GET?

Some people get work in a short period of time, for others it takes a lot longer. We never know what our clients are going to be looking for next, so we cannot make any guarantees to anyone. In addition, for Musical Theatre productions in London, Emma Peploe-Williams will select the individuals and contact Parents to discuss. Please note that there will be no more auditions for Theatre or Stage without joining the Agency.

When a child/youngster gets an audition, the chances of getting the part are minimal. i.e. please do not think that going to an Audition guarantees getting a part. Therefore, there is a rejection



PHOTOS

You will require professional photos. As a company, we hire a professional photographer each November to take all the pupils' photographs at the School. If you wish further professional photos taken, then we can arrange for this to happen. It also depends on budget, and the commitment you wish to have to the Agency. We do not allow your own headshots.

issue. Please note that it is up to the Parents to deal with this and not PWA employees. Obviously, we would not send a child to an audition unless we thought that they were suitable. Going for Auditions for any parts in Film, Theatre, TV or Stage should be looked upon as a great experience, not anymore, nor not any less.



WHO WILL BE ABLE TO SEE YOU?

By joining our Agency you will be getting yourself in front of over 5000 professional clients in film, television, advertising, commercials & modelling.



If you require any further information about us or would like to clarify any points, concerns etc please do not hesitate to call us at on **01296 733 258**.

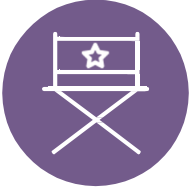
The office is open 9.00am - 5.00pm Monday to Friday.





PEPLOE-WILLIAMS ASSOCIATES MANAGEMENT

We are an agency founded by Emma Peplow-Williams, Director. We assist, develop and promote artists from any cultural backgrounds. We successfully place artists in a wide range of productions including film, TV, theatre, commercials, corporate/promotional events and video. The agency is divided into two sections: managed artists and commercial artists.



PEPLOE-WILLIAMS ASSOCIATES CASTINGS

Our Casting service aims to assist busy casting directors and producers by skillfully matching their requirements with a varied portfolio of artists. PWA supplies a diverse range of attitudes, characters, cultures, looks and talents.



HOW REPRESENTATION WORKS

PWA receives casting breakdowns from a wide variety of sources. The agents then suggest artists for castings who we feel are suited to the project based on the artist's capability and availability. Contracts are negotiated, dates confirmed and details submitted to the artist. All bookings and job contracts are subject to PWA Agreement Terms & Conditions (please see p2-3). You'll need to complete and sign the Artist Details Form & contract to acknowledge that you agree to work under PWA Agreement Terms & Conditions.



PROFESSIONAL RESPONSIBILITY

By joining PWA you are expected to show dedication, a professional attitude and wear our uniform at all times whilst representing PWA on any job; be able to take on board constructive criticism and advice provided by directors, producers, photographers etc. as well as during assessments with Emma.



IMPORTANT!

Artist must not at any time give out personal contact details, nor contact or work directly with PWA clients (unless instructed to do so by PWA); failure to comply with these Terms will be deemed a breach of contract and may result in immediate termination of your contract.



EMMA PEPLOE-WILLIAMS

Founder & Director - agency@pwacademy.com

As casting director Emma controls and oversees all the castings and projects in collaboration with the agency's agents, carries out assessments, provides advice and guidance to all artists.



UNAVAILABILITY

You must report unavailability in advance, and commitments to other assignments as well as planned holidays.



To help you with your queries, we have put together a list of frequently asked questions. If you have a question that we have not answered or would like further information about, please contact us at admin@pwacademy.com.

CAN YOU JOIN THE PWASSOCIATES ARTIST MANAGEMENT - AGENCY WITHOUT JOINING THE ACADEMY?

Yes, you do not have to be trained by Peploe-Williams Academy to join our Agency.

IF I JOIN THE AGENCY, AM I GUARANTEED WORK IN TV, FILM, THEATRE, STAGE, OR COMMERCIALS?

No, work is not guaranteed, nor are the castings. We put children forward for castings, and then the, Casting Director, Production company will choose the children they want to see audition.

DO I HAVE TO JOIN SPOTLIGHT DIRECTORY FOR CHILDREN?

Yes, it is mandatory to join the Spotlight Directory each year that you are on the Agency. It is the 'Industry' norm. You join it directly with Spotlight.

IS THERE A MINIMUM CONTRACT TIME ONCE WE HAVE JOINED THE AGENCY?

Yes, the minimum time initially is 1 year.

IS THERE NOTICE ABOUT THE CASTINGS OUR CHILDREN GET PUT UP FOR?

Sadly no. Once you are notified of a casting it is usually within 24 hours that you have to be at the casting. Most of the castings are in London, but many are becoming located in Manchester now.

DO WE NEED A LOCAL AUTHORITY LICENCE TO WORK?

Yes all our children under the age of 16 yrs require a local authority licence from the council that they reside in, in order to work.

IS THERE A COST TO JOIN THE AGENCY?

Yes there are associated costs. Spotlight Directory fees are paid yearly to Spotlight, and then there is a joining administration fee to get on the Agency.

WILL WE NEED PROFESSIONAL HEADSHOTS FOR OUR CHILD TO BE ON THE AGENCY?

Every child on our Agency must have professional headshots taken for their portfolio these will be taken by our professional photographer that we work alongside with.