



Prime & Prim Studio of the Arts

Model Seminar: How to land an Experience Showcase Contract

Are you a new or aspiring model looking for a way to get your foot in the door?

Look no further! Prime and Prim Studio of the Arts is thrilled to present to you our annual Modeling Seminar, where you can acquire skills to strut and own the runway, get tips on brand management, learn to exude confidence and professionalism to stand out from competitors and potentially land a paid modeling contract in The Experience Showcase.

The Experience Showcase is an event you don't want to miss! The event will consist of our annual fashion show that allows you to experience and be a part of the astounding talents of creatives from all over the country. Models, designers, singers, dancers and performers will work with professionals to receive training and put on a show that exhibits and unifies the arts. This uniquely designed fashion show supports creativity in a competitive, fun and learning environment to offer you recognition nationwide along with scholarships and gifts to jumpstart your career.

It all sounds unbelievably exciting but you may also be wondering why you should attend the seminar and how it will benefit you or be a good use of your time.

Most fields require some form of experience and/or background knowledge before entering. Prime and Prim Studio of the Arts offers those first steps to kickstart your career and the Modeling Seminar is a chance to receive hands-on experience and guidance. The Modeling Seminar is organized into three sessions to help you learn some of the fundamentals of the modeling industry, which include; Modeling 101, Brand Management and Runway Coaching all taught by industry enthusiasts.

Here's what you can expect from each session:

Session 1: Modeling 101

- Learn the “do's and don'ts” of modeling, from exhibiting professionalism, to time management and respectability.
- James Baker once said, “Proper preparation prevents poor performance.” How many of us have gone somewhere and realized we've forgotten something? It can seemingly ruin your day or prevent you from completing a task. Being prepared exhibits your



professionalism. Models seeking to audition anywhere should always be prepared, this means showing up in the proper attire and bringing your portfolio.

- Proper attire consists of an ALL BLACK outfit with black or neutral colored heels for women and dress shoes for men. Show up and show out by showing us you've done your research and know how to come prepared for auditions. This is an opportunity to gain experience and knowledge, which can land you a chance to work with us.
- What's a portfolio? It consists of all the work you've previously done as well as a headshot. Don't be alarmed if you're a new model and don't have a headshot or portfolio. We will be taking headshots after check-in, between sessions and during auditions. You'll also get the opportunity to learn the importance of portfolio's and how they showcase your versatility.
- We've probably all heard the term "tardy for the party," which can be cute and amusing during your high school years when you're late to class. But it's not so amusing when you're late to an audition or booking. Time management has proven to be one of the most important skills in most fields, it leads to opportunities, lowers stress, helps you focus and aids in career success.

Session 2: Brand Management

- During this session modeling professionals will show you the ropes to brand management. You'll learn how to represent a brand, use business strategies to succeed in modeling, how to manage your social media and perfect your elevator pitch
- So, what is brand management and why is it important to you? Brand management is the process of using marketing tactics to increase brand awareness and product value over time. As a model it's important to you because you will likely represent your brand and the value you place on your brand allows consumers to place value on it as well, which ultimately increases brand awareness.
- As a model it is critical that you have some basic business knowledge. This can mean knowing ways to manage your online presence. Companies scouting models want to know that you can carry yourself in a professional manner on and offline, for example having an appropriate account name when you're trying to get scouted. It's great that @sarahscute12 on Insta thinks she's a cutie but what's Sarah's real name? Remember to be professional and create platforms that present you in that manner.



Session 3: Runway Coaching

- During this session you'll learn some of the different styled walks done on the runway, how to perfect your pose and posture and improve your confidence.
- Give us life as you walk the runway!
- Runway consists of different types of walks, for example the clydesdale walk, named after the scottish bred horse in effort to mimic its strut and showcase your legs. Come work the runway and practice this walk and others at the seminar.
- Posture is directly related to posing. It helps to exhibit confidence and showcases your energy so you're not perceived as lazy and disinterested. We'll be coaching you on techniques to help improve your posture and posing
- Confidence is key! Join us to receive advice and demonstrations on how to exude confidence on the runway

Here's how you you can land a paid modeling contract in The Experience Showcase:

- Step 1: Follow Prime & Prim on all social platforms (IG, FB, Youtube)
- Step 2: Subscribe to the newsletter to stay up to date with Prime & Prim.....
- Step 3: Book a FREE model consultation via the website - Let the Talent Scout meet you personally and see what you have to offer
- Step 4: Attend a workshop - learn exactly the types of models that clients work with
- Step 5: RSVP to the Modeling Seminar - increase your chances of winning one of the 10 paid modeling contracts for The Experience Showcase.

We're looking forward to meeting you at The Model Seminar!