

# Do I Have to Audition? YES!

## **Why?**

- To get the best cast
  - Test returning cast
  - Find new “fresh faces” To make your cast feel special about the job
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  - If you audition and get the job, you know you should be there
  - Ownership
- Promotion
  - First chance to reach out to the media
  - People who audition will promote your event before you do

## **How?**

- Find the right people
  - Schools
  - Fraternities/Sororities
  - Former Guests
  - Similar Interests
- Promote your Auditions
  - Start Mid Summer
  - Use Social Media
  - Reunion Audition/Party
  - Giveaways at Auditions
  - Invite local celebrities

## **Audition Content**

- Audition based on your needs
- Audition by “doing”
- Group auditions show how performers work together
- Look for Beginning, Middle and End
- Test both “Startle” and “Character”
- Test stamina

## **Training**

- SAFETY IS JOB ONE!
  - “Make the scare and get out of there.”
  - Provide escape routes (Fight or Flight)
  - Rehearse an emergency situation
- Understand the story and your part in it
- RESET
- The guest is the “missing cast member”
  - Who are they?
  - Rehearse by splitting up
- Play “Pinball” with the guests
  - Act as a team
  - Create uniqueness

## **Retention**

- “On the spot” Rewards
- End of Season/Perfect Attendance bonus
- “Next year’s audition starts now...”
- Provide water (and snacks if possible)
- Make the Cast feel like they are part of something special (The After Dark Family)

# Thank You!

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