









GRADUATE PACK

Your industry toolkit for career success.

Introduction and overview of the creative industries

You've made it to the end... and breathe. Take a moment to congratulate yourselves on all you've achieved, the challenges you've overcome, and how hard you've worked to get to this day. Since you pointed that first toe, sang that first scale, and improvised your first scene, you've been on a journey that has led to this day - the first day of the rest of your lives!

With the introduction of Agent Panel days at Performers College, along with successful panel and in-house audition events across all campuses, this year has been wonderful. It's been a pleasure to get to know you, and to watch you audition and perform in productions. You are ready: the industry is yours for the taking.

It's an exciting time to enter the creative world:

- The Creative Industries are creating jobs at three times the UK average, employing over 2 million people across the UK.
- Employment in the performing arts industry increased by approximately 12% compared to the previous year.
- Reports show that creative arts are
 17.9% up on their pre-pandemic level,

with their economic value growing from £921 million in February 2020 – the last figure before the pandemic – to an estimated £1,086 million in June 2023.

• Theatre attendance in London increased since 2019, with a staggering 16.4 million visits in 2022.

Put simply, the UK is a global leader in the creative industries and exciting opportunities lie ahead for you. We hope that the Creative Futures Team has helped you onto the first step of the ladder, and that we've given you the advice, resources and contacts to move into your professional lives with confidence. This year is merely the start of your journey with us: you can use this grad pack to discover even more ways we can help you progress.

Remember to keep in touch: our Alumni Team and Creative Futures Team are both here to guide you. Whether you feel as though you've lost your way, or you would like to share your successes, we will always be happy to hear from you.

Laura Keeling

Head of Careers: Performing Arts



Recent graduate successes



Starting out as a dancer, Adrian has worked for some of the biggest international recording artists in the world, including Take That, Rihanna, Kylie Minogue, and Robbie Williams. Adrian's dance career developed naturally into a career as a choreographer and movement director. He has used his talents on *The Voice* and *Dancing on Ice*, and he has also worked for corporate brands such as Debenhams, Toyota, Samsung, Heineken, and P&O.

Adrian Gas



Alexa is a social media influencer and presenter.

Alexa Williams



Harley has been accepted onto the Ignition
Programme with the internationally
renowned physical theatre company
Frantic Assembly.





Annie has just finished shooting three episodes of the BBC TV drama *Dead and Buried in Ireland*, airing early next year.

Annie McIlwaine



As a Contemporary Musical Theatre pathway graduate from ICTheatre Brighton, Daffyd secured industry representation from YOU Management upon graduating. He then worked as a performer at Disneyland Paris for eight months. At the end of 2023, he completed his second professional contract as a dancer and understudy in the pantomime Rapunzel in Bristol. He is currently working a 10-month contract with PEEL Talent as a production dancer aboard Ambassador Cruise Line.

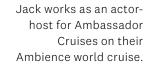
Daffyd Warren





Both Shani and Jess have been awarded places on artist development programmes, Shani at CFT and Jess at Brighton Marina Studios. On these programmes, they are receiving funding, mentoring and support to make their own work.

Jessica Alvares and Shani Kantor









Jaydan works with Princess Cruises, and his contract has now been extended to cover new cast install aboard the Grand Princess.

Jaydan Hanson-Beech

Enterprise, funding & support

Many graduates run their own businesses or work as freelancers. This is especially common within the creative industries as professionals often have a 'portfolio career', which is a career with multiple income streams, where you're working across a range of separate roles or projects.

Whether you are developing a business idea, looking for funding, or starting work as a freelancer, we can help. Feel free to contact us for business and enterprise resources and advice. We also deliver a Creative Futures: Enterprise programme for those focused on entrepreneurship, self-employment, freelancing, and starting their own business.

We are especially proud to be working with **Santander Universities**, who have an excellent development programme that you can apply to.

Our very own **Greenhouse Enterprise Programme** continues to provide training, coaching and funding for entrepreneurial projects designed by students from underrepresented groups. We can connect business startups with professional advisors where further support is needed.

There are many more useful resources on our **Enterprise SharePoint page**, from tax and self-employment guides to funding advice and creative toolkits.

For further information, including help finding professional advisors or accessing funding opportunities either via Santander Universities or our own Greenhouse Enterprise Programme, please email enterprise@bimm.ac.uk.

Freelancing

Are you looking to become a freelancer?

It's not as daunting as it seems: if you have a specific skill set that other people require to complete their work, then this is a perfect way for you to make some supplementary income, and it could even lead to a full-time freelance career in which you have control over your workload and pay.

In terms of getting started, you need to identify exactly what you want to offer and be specific about this. You also need to research your clients and gain some understanding where they are and the best way of communicating with them. Once this is established, you can begin to decide how to present yourself. Start off by creating a website or social

media account to host your portfolio, as this will allow you to signpost to your work when networking.

For more resources, including a Freelancer Guide, check out our **SharePoint page**.



Advice from Careers Managers



Leanne EverittCareers Manager Essex

It has been my pleasure to work alongside you all throughout the past academic year. You have worked so hard in preparing for graduation. I am proud of your commitment and dedication, and I have no doubt you will all go on to do fabulous work.

This industry, as you know, can be a roller-coaster, but keep smiling, keep believing, and you can all achieve wonderful things! I wish you all the best of luck—dream big, everyone!

Leanne x

A message from Kyle Seeley (Worldwide Associate Dance Supervisor for Disney's Aladdin, ITV1 Ant & Dec Saturday Night Takeaway & Bodyguard the Musical – West End):

"Good luck with everything, looking forward to seeing you all on the other side. The hard work starts now..."



Katie Kerr Careers Manager Birmingham

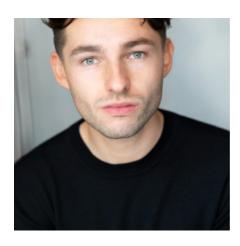
As you go into this new chapter of your life, I want to express how proud I am of each of you. It has been an honour to work with you and witness your growth and achievements. Thank you for welcoming me into your journey, even though our time together was short. Remember, life is too short to be bland, so embrace the quirks and flavours that make you unique. Keep the drive and the dream alive. Never lose sight of the 'why' behind your ambitions.

I wish you all the luck and happiness in the world of 'showbiz' as you pursue your dreams, and I am immensely proud to have played a small part in your remarkable journey. Break a leg out there!

A message from Shiv Rabheru (Resident Director of Hamilton West End):

"My biggest advice for graduates coming into auditions is to enjoy it and be well prepared. Think about what inspires you about the piece and have an opinion about the character. We want you to do your best work in the room, so the more prepared you are, the better handle you'll have of any nerves. Try and turn those nerves into excitement. Learn the material well and be ready to have fun taking direction. It's an opportunity to share your brilliant work and tell a story, so grab it with both hands. If you're inspired, we'll be inspired."

ΚK



Adam McCoy

Careers Manager Manchester /
Freelance Theatre and TV Performer

Cast your mind back and remember sitting in this building for the first time. Think about how much you wanted to get accepted onto this course and what you wanted to achieve. Fast forward three years and you have done it! You now have a qualification that proves you can apply yourself to achieve.

Remember that the unique skills you have learned can be transferred to many different avenues. As you move forward in whatever you do, always remember you are unique, you are capable, and you are resilient. I wish you all the best of luck—do keep in touch with us! Here are a few things I will leave you with...

- Proactivity is key. Keep taking classes. Keep emailing casting/ creatives at this early point in your career. It could help you get in a room.
- **See theatre.** Big and small. Watch TV. Watch films. Look at who's casting. Write to them.
- Be nice to everyone. It's more fun.

 And it leads to more work.
- **Find** a day job you enjoy that feeds your soul.
- Remember, everyone is replaceable. You must be bold and extraordinary to get work. You are capable of that.
- When you are in an audition room, perform like its opening night.
- · There is only one you. Be yourself.
- Life goes on when you don't get the job. And there will be another job.
- Write down ideas. Create. Journal. You never know when it could come in handy.
- Treat every audition like it's day one

- **of the job.** The audition is part of the job.
- When you get an audition, remember there are people who didn't. Prepare. Prepare. Prepare. Research who you're meeting.
- Surround yourself with people who make you feel happy.
- Be true to yourself. Remember why you want to perform. Your integrity is yours to own. Know your worth.
- Remember that casting is a jigsaw. It's not always the most 'talented' person who gets the job. There are multiple factors at play.
- Don't compare your journey to others. Everyone is unique, and everyone has different skills.
- Talk to fellow creatives. Spend time with your fellow performer friends.
- Don't get so busy that you can't make time to socialise and enjoy your personal life.
- **Keep in touch.** Make good use of all the alumni resources BIMM provides you.

Best wishes, Adam



Kirsty Yates

Careers Manager Brighton / Freelance TV and Theatre Actor

As the reality hits that this really is it and you are now officially graduates, existing in the industry and trying to find your way, I wanted to remind you of some of the things I know you already know but might be forgetting in the overwhelm of it all. This is advice and, as ever, you are welcome to take it or leave it as it pleases you - not everything will be relevant to everyone.

• Practice good habits. Start building your art into your everyday life, even if you're not working in the traditional sense of having a performing job. That might mean doing a vocal warmup regularly, taking a dance class, reading something inspiring, writing, doodling - whatever reminds you that you are an artist and brings you joy.

- Develop a nose for opportunities. This means talking to everyone (I hate the term networking; I think it's just being curious). Say yes to invitations, start conversations, be interested and interesting.
- Keep an eye on social media. I don't mean posting every day (although you're welcome to if it's your 'thing'). So many castings are advertised this way and you have access to all of them it's a real gift.
- Become each other's agents. When you find an opportunity, share the heck out of it! Build the support network that you need to thrive in this silly and difficult industry.
- Check on your Spotlight page and make sure it represents you how you want it to. It's been six months since you set it up and a lot has happened in that time you might feel differently now.
- Keep notes. Who has sat on a panel or delivered an audition class or workshop over the past few years? Not all of you will have met all of them but it's still useful to know who we have a relationship with as a uni.
- Find a way to make money that doesn't kill your spirit. This is an ongoing process and will take a while to

figure out but it is possible, I promise.

- If you are writing to agents, casting directors, producers etc., make sure you have something to say. This means having new information to share: a new reel on your Spotlight page, or something to invite them to. Make sure that the letters you send are personalised and relevant to the creative you are approaching. People hate a blanket mailout, so anything you can do to make it specific will help you out. Generally, in a covering letter you want to say something about them in the first paragraph and something about yourself in the second.
- Remember that people want you to succeed. This is an important one for your mindset. Every room you walk into WANTS you to be the person they are looking for. They don't want to trick, embarrass or humiliate you. They want it to be you as much as you do.
- Use this first period as a graduate as a fact gathering mission. What material works best at auditions. What do you get seen for as opposed to what you think you will get seen for. What tweaks can you make to be sure you do your best work every single time.
- If you have an audition then that is the job. Don't think about 'getting the job', DO the job of auditioning to the best of your ability because, at this stage, the

audition is the job.

- If you're not sure or have a bad feeling about something, trust yourself. Email me, ask equity, google the company or creatives in question, do all the research. You don't have to take a job just because it is offered to you.
- There is no 'right way' to succeed. Everyone's path will be different and that is OK. Just because it is competitive doesn't mean that it's a competition, and you can celebrate the successes of others without it costing you anything at all.
- It's a cliche but it really is a marathon, not a sprint, so make sure you keep something in the tank as it's too easy to throw everything at it and burn out.
- You belong in this industry. There is a place there for you. You just have to claim it.



Graduate deals

Good news! We have negotiated special graduate deals with Industry Auditions and Backstage.com, so make the most of them.

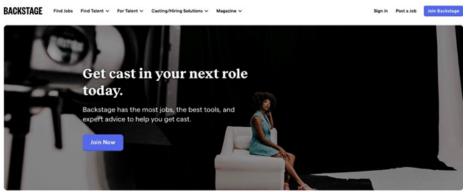
Industry Auditions

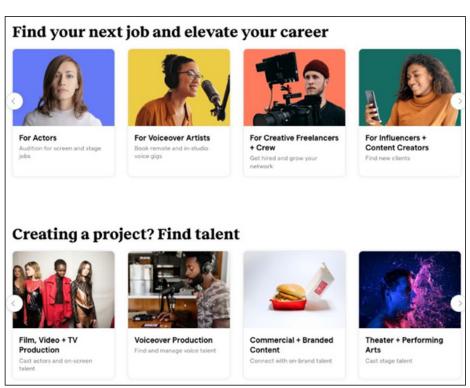
BIMM graduates get 60% off for a lifetime membership. Simply download the app and use the promo code: BIMMGRAD



Backstage.com

BIMM Graduates get free membership for one year. Head to the **website** and use the promo code: BIMMG





Creative UK

Visit Creative UK

We're excited to offer our students free Creative UK membership to help you kickstart your creative career.

Creative UK is the UK's network for the creative industries, spanning arts and culture, film and TV, video games, design, publishing, architecture and everything in between.

Sign up now to grow your network and gain insight into the creative industries. You'll receive exclusive content, events and opportunities.

Join for free today: Creative UK

Student Registration. You can see the various BIMM University schools listed on the drop-down menu.

Useful resources

Where to find work:

- Spotlight
- Mandy.com
- Backstage.com (BIMM Grad deal)
- Industry Auditions App (BIMM Grad Deal)
- StarNow
- Actor Hub
- Arts Council UK Job Search
- Facebook pages:
- fivesixseveneight
- The Hustle
- Local Facebook pages such as Brighton Actors and Filmmakers, London Auditions & Casting, Haven Entertainment Casting
- Cruise companies check their individual social media pages
- POPPA UK (Paid Opportunities for Professionals in Performing Arts)
- Disney check their website/ Instagram for audition listings for all parks around the world
- Follow all regional theatres in the UK on social media as they may post auditions
- Follow influential casting directors and creatives from within your field as they may post opportunities
- Arts Jobs
- Alive Network
- Holiday Park Websites
- Openauditionsuk

Creative work opportunities in between contracted performing work:

- Working Cast Limited
- Alcotraz Experience (Manchester, Brighton, London, Liverpool, Bristol, Cardiff)
- Slick Event People event staff and event performers
- Fittings Division Fit Model Agency for clothing brands
- Events companies for dancers, singers, actors
- Ultimate Event Dancers
- The Vegas Show Girls
- Evolve Entertainment
- House Of Pyramid
- Pandora's Box Performers
- Blue Fish Entertainments
- Sophisticated Entertainment
- Singing Waiters UK
- Evoke Entertainment
- Winterworks Entertainment Company
- Pop up global
- Street PR
- Peel Role Play
- Medical Role Players Limited
- Act Nation Ltd
- The Broadway Restaurant (MT)
- Alcatraz Manchester
- Breakout Manchester
- Firehouse Manchester
- · Oscars Bar Manchester
- Sonata Piano and Cabaret Lounge Manchester

- Mint Casting (extra work)
- Boss Casting (extra work)
- Front of House Jobs approach local theatres such as ATG
- Silent Adventures (Silent disco tours)
- First Dance UK
- DanceHenParties
- The Hustle
- Facebook pages (e.g., drama school teachers)
- Local recruitment agencies TA work, SEN schools, retail
- Stagecoach website teaching
- Pauline Quirk website teaching
- Razzmatazz website teaching
- Barista/bar work
- FOH local theatres
- StreetPR.co.uk
- Envisage Promotions
- Push Promotions



- Pit Lane Promotions
- Tidy Promotions

Two Idiots & A Camera (Acting)

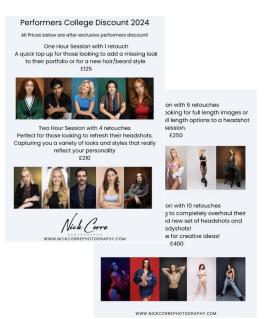
Showreel and headshot companies:

Southern based

- Soft Session Reels 15% Performers College Discount - code Performers15
- Cut Above the Edge (Connie Edgington) for headshots and reels. ICT discount!
- AKTA headshots and reels (pay what you can)
- Sam Cartwright headshots and reels.
- James Harris dance reels
- Level Up Reels (Dance)
- Singing Demos, Vocal Sessions UK, Soft Session Reels, The Accompanist (Vocal/Voice)
- Slick Showreels, Ryan Kirwan Films &

Northern based

- Captured Actors Photography BIMM grad discount 20% off for 18 months after Graduation
- · Associated Luminosity BIMM Grad Discount
- WOW MT Liverpool BIMM Grad Discount
- Showreel talent Performers Birmingham discount
- Adam Hills Performers College Discount - £30 off package prices
- Nick Corre Photography Headshots, Body Shots - Performers College Discount
- The Portfolio People Headshots and
- Vocal Reels
- · Voicebox Liverpool
- Level Up Reels (Dance)
- Studio Z, TF Studios, The Portfolio People, Voicebox Liverpool, The Reel Thing, Northern Voice Reels, Anubis Productions, The Liverpool Voiceover, Singing Demos, Vocal Sessions UK, Soft Session Reels, The Accompanist (Vocal/Voice)
- Squadfour Productions, Showreels Manchester, MAPlatform, Slick Showreels, The Reel Thing, L1 Photography, Ryan Kirwan Films & Two Idiots & A Camera (Acting)
- L1 Photography (NW) Self Tape Service
- True Edge, Take 3 Action Academy, Boom Monkey, Actors Fight Reels -Fight Reels

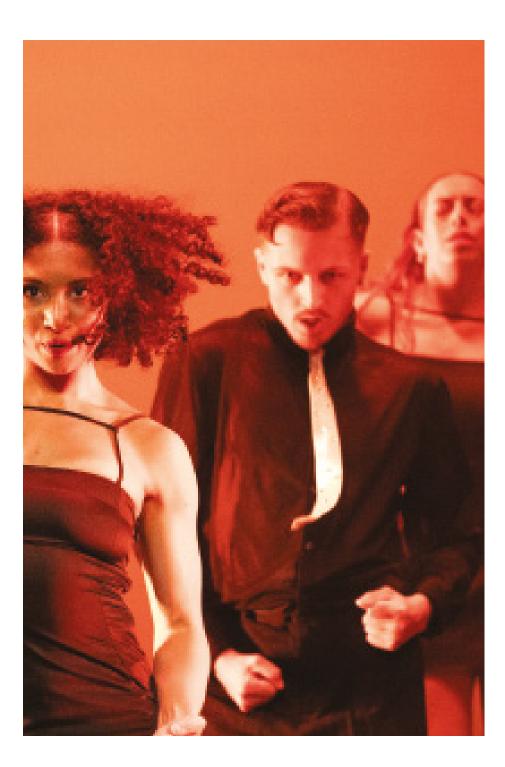












Masterclass companies (connecting with creatives):

- Vocal Balance
- Prep Your Rep London
- Run At It Shouting
- Mixing Networks
- London Theatre Runaway
- WOW Liverpool MT
- M&M Jazz (Manchester)
- Phase by Josh Wharmby
- SOAR Dance events
- Sophie Linder Lee Vocal Balance Coach
- Mindful Voice Collective

Physio/vocal massage:

- Fabi. London
- Physio Ed
- Prehab

Where to take classes:

- Base Studios, Vauxhall
- The Manor London, Finsbury Park
- Dance Attic, Fulham
- Pineapple Studios, Covent Garden
- Studio 25, Manchester
- Ballet Contour, Manchester
- 0161, Manchester
- MMJazz
- Suzie_m_Dance, Manchester
- WOW Liverpool MT
- KNT Danceworks
- Movema
- Liverpool Arts Bar
- 24 Hope Street
- Northern School of Contemporary Dance
- Yorkshire Dance
- Rare Studios
- Fabric Birmingham
- Heels & Feels Birmingham

List of agents:

Here is the full list with links to the PMA website.

33 Artist Management

42 Management Accelerate

AHA Talent Ltd AK Agents

Alan Brodie Representation Ltd

Alcotraz Experience

Actual Talent Aim LLP AKTA

Alan Brodie Representation Ltd Andrew Harding Management Anita Alraun Representation Apollo Artist Management

Arrowsmith Pacey

Ashrow Talent Management Audere Talent Management

Belfield and Ward Berlin Associates

Bloomfields Welch Management

BOSH Management Brood Management

Brynmoor

Byram Hancock Associates

Capulet

Caroline Dawson Associates

Casarotto Ramsay CCA Management

Cherry Parker Management Claire Hoath Management

Collective Agents
Core MGMT Ltd

Creative Artist Management

Cruickshank Cazenove

Curtis Brown D&B Management David Ball Ltd

DBA

Denton Brierley

Divergent Talent Group Ltd

Eamonn Bedford

Elaine Steel Management

Emptage Hallett Excellent Talent Felix De Wolfe

Fiona Cross Management

FLP Management

Gavin Barker Associates

Global Artists

Grantham-Hazeldine Ltd

Hatch Talent

Hilary Gagan Associates Hunwick Associates

iD Talent

Independent Talent

Innovate Talent Management

InterTalent (AC) Ltd
JBR Creative Management
Jeffrey and White Management

JFL Agency Ltd Jonathan Clowes Ltd Josef Weinberger Ltd Julia Tyrrell Management

JWL

Katie Threlfall Associates Kelly Everitt Associates Kitson Press Associates

LARK

Linda Seifert Management Lorraine Brennan Management Lovett Logan Associates Mac and Jeal

McEwan and Penford Mandy Ward Artist Mgt Markham Froggatt and Irwin McLean-Williams Management Mia Thomson Talent Management

Michelle Blair Management Michelle Kass Associates

Milburn Browning Modern Collective

Morwenna Preston Mgmt.

MR Management MSFT Management

Narrow Road

Nelson Talent Management New Wonder Management

Nina Lee Management NR1 Creatives Ltd

Orlando Gray Management

Pangolin Talent

Performing Arts Artists' Management

Q Talent

Rebecca Blond Associates Roberts & Day Management Roger Carey Associates Roxane Vacca Management

Ryder Management Sally Hope Associates

Savages Personal Management

Scott Marshall Seen Talent

Sharkey and Co Theatrical Agents

Sheil Land

Shelley Lowry Talent
Simon and How Associates

Soundcheck Agency

Steve Kenis and Company

Stevenson Withers Associates Ltd

Susannah Norris Agency

Take 3 Agency Ltd

The Agency

The Foundry Personal Management

The Production Exchange

The Soho Agency Tildsley France

Toogood Management United Agents Ltd

Victoria Lepper Associates

VSA Ltd

Williamson and Holmes

YAFTA

Creative Futures SharePoint pages

For CV advice and other useful resources, scan the QR codes below.

Performers Birmingham



Performers Essex



ICTheatre Brighton



ICTheatre Manchester and NBS

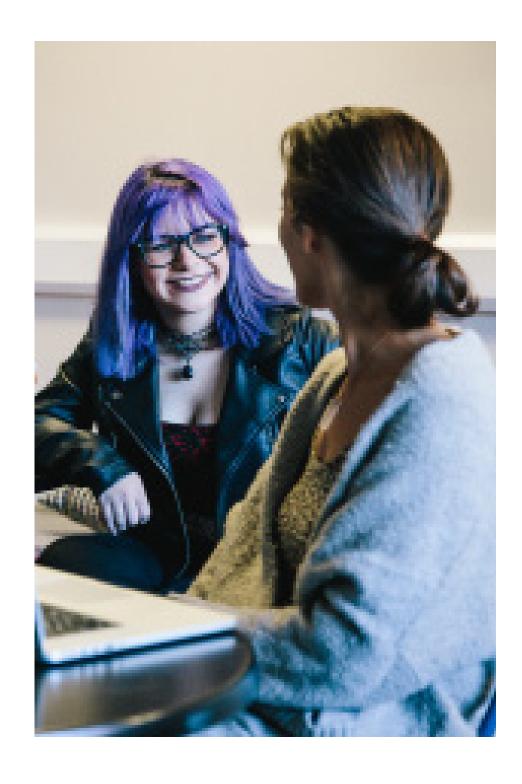


Alumni services and contacts

Our Alumni, Talent and Enterprise Team provides a careers service that serves to enhance collaboration and professional development.

Join our online platform BIMM Connect to become part of a rich network of graduates and industry professionals. Here, you can connect with fellow alumni in a vibrant and dynamic online space, access exclusive events and jobs, and showcase your achievements. We have also launched several brandnew LinkedIn groups for our alumni communities to keep you updated about jobs, events and opportunities.

Our team is dedicated to helping our new leavers and alumni with their career development by offering one-to-one support with industry professionals and qualified careers coaches. You can book a session by emailing alumni@bimm.co.uk.





Talent, survey and follow-up

Talent is an exciting new programme of activities that connects our community of leavers and graduates to employers in the creative industries.

Activities include: job placements with leading companies, industry workshops, assessment days, careers fairs, mock interviews, festival performances, songwriting camps, artist showcases, film screenings, A&R listening sessions, agent panel workshops, showreel feedback and more. To find out more, join the **Connect Group** or follow @ creativefuturestalent on Instagram.

We will contact you at certain points in the coming months to see how it's going and whether you need any support. This includes an initial survey that goes out to all our leavers six months after the course finishes. After 15 months, UK students will receive the Graduate Outcome Survey, which is a government initiative that aims to improve the experience of future students by asking you about your perspectives and outcomes. We aim to call as many of our leavers as we can in advance of this survey.

Contact

For further questions or advice, please email alumni@bimm.co.uk.