

A GUIDE TO AGENTS FOR NEW TALENT

To most creatives, new and established, obtaining representation is a primary goal in the advancement of your career. In addition to getting you access to the gatekeepers of the entertainment industry, good representation also provides a sense of security knowing there is someone, better yet, a team, who believes in your work and success.

What is the difference between an Agent and a Manager?

Principally, your Agents role is to send your work to industry contacts, to get you assignments, packaging your work and negotiate deals. An Agent works for an agency and is licensed, giving them the ability to legally solicit employment.

A Manager will normally help develop your work portfolio. Then once they feel it is ready they will “shop” it around and get industry professionals interested.

How do you get an Agent, Manager or Both?

Because most agencies do not accept unsolicited submissions, an agent will often find you. Placing in a prominent competition can help you gain recognition. Other ways to get the attention of industry representatives is by gaining interest from film festivals, networking, attending conferences and making friends within the business. Another way is to seek out new agents or agents’ assistants looking to build their client list.

Here is some good news, more management companies are willing to read unsolicited material than agencies. Managers generally have smaller client lists so can work closely with their clients, as opposed to agents who may be juggling lots of clients.

Ideally you want both, so finding a manager should help you find an agent more easily.

Top 10 US Film Agents

1. Creative Artists Agency (CAA) - <http://www.caa.com>
2. William Morris Endeavor Entertainments (WMA) - <http://www.wmeentertainment.com>
3. United Talent Agency (UTA) - www.unitedtalent.com
4. ICM Partners - www.icmpartners.com
5. Paradigm Talent Agency - www.paradigmagency.com
6. The Gersh Agency - www.gershagency.com
7. Innovative Artists - <http://www.innovativeartists.com>
8. Agency for the Performing Arts (APA) - www.apa-agency.com
9. Abrams Artists Agency - <http://www.abramsartists.com/>
10. Buchwald - <http://www.buchwald.com/>

Top 5 UK Film Agents

1. Independent Talent Group - www.independenttalent.com
2. The Agency - www.theagency.co.uk
3. Curtis Brown - www.curtisbrown.com
4. United Agents - www.unitedagents.co.uk
5. Troika - www.troikatalent.com