

# Career Strategy Intensive

**Tuesday 3rd February | 7:00pm–10:00pm**

**Location:** Civic Trust House, 50 Pope's Quay, Cork City

**Led by:** Paul Wilkins

**Special guest:** Leoni Kibbey (Agent & Director, Capulet UK)

A focused professional development evening for actors who want clearer direction, stronger confidence, and practical tools for navigating the business.

---

## What is this session?

This intensive demystifies how the acting profession actually works, combining:

- Live agent insight and honest Q&A
- Clear understanding of how casting and representation function
- Practical tools for strengthening your materials and professional presence
- Open discussion about communication, professionalism, and long-term sustainability

You'll leave with:

- A clearer sense of direction
  - A stronger understanding of how you are currently presenting
  - Practical actions you can begin applying immediately
- 

## Evening Structure (Overview)

### **7:00–7:10 — Arrival & Welcome**

Set intentions for the evening. Participants will be invited to write down one acting or performing job they would love to achieve, which we return to at the end of the session.

### **7:15–7:45 — Live Online Q&A with Leoni Kibbey**

Submit questions in advance (optional & anonymous): <https://forms.gle/iqiEyvinKNqBEthG7>

Direct insight from a working agent. Topics include:

- What agents notice when actors reach out for representation
- What genuinely helps actors stand out
- What casting directors initially respond to
- Talent vs timing vs consistency
- Online presence and its impact on opportunity
- Communication, professionalism, and long-term career development

### **7:45–8:00 — Reflection & Integration**

A short guided reflection to connect insights from the Q&A to your own career and goals.

### **8:00–8:15 — How the Industry Actually Works**

Demystifying the profession: understanding gatekeepers, submissions, casting decisions, and how careers are really built.

### **8:15–8:30 — Human Skills & Professional Presence**

Exploring communication, emotional intelligence, and why grounded, reliable collaborators are consistently invited back into rooms.

### **8:30–8:45 — Break / Tea**

### **8:45–9:15 — Headshots, Materials & Spotlight / Fishpond**

A practical look at:

- What strong headshots communicate
- How casting teams scan profiles
- CV and materials quality
- Skills accuracy and professional presentation

### **9:15–9:30 — Online Presence & Personal Branding**

Website, socials, email, consistency — and whether your online presence supports the career you want.

### **9:30–9:50 — Agents, Casting & Industry Resources**

How to:

- Identify suitable agents
- Reach out professionally
- Understand when (and when not) to contact casting directors
- Use curated industry research resources effectively

### **9:50–10:00 — Closing & Individual Direction**

We return to your original goal and outline realistic, practical next steps toward achieving it.

---

## **Who is this for?**

Actors at any stage who want greater clarity, stronger strategy, and a more professional approach to their career.

---

## **Session Ethos**

**Talent opens doors. Professionalism keeps them open. Character determines how long you stay in the room.**

This session prioritises clarity, honesty, and sustainable career development — supporting actors not just as professionals, but as people building long-term careers.