



VoiceActing.com  
we make you sound great!

VoiceActing  
Academy™  
VoiceOver  
Masters Class

SEPT 19-21, 2008

(PLUS NETWORKING THURSDAY EVENING, 9/18)

**IMPORTANT INFORMATION ~ PLEASE READ CAREFULLY**

Thank you for registering for The Art of Voice Acting 3-Day Intensive. This is your registration package with everything you need to know about the workshop.

**PLEASE READ THIS DOCUMENT COMPLETELY AND PRINT FOR FUTURE REFERENCE**

Here's what's in your registration package:

**Pages 2-3** answer many questions about the workshop location, hotel, transportation, "rules", etc.

**Page 4** explains what you need to do if you want to submit your demo for us to critique during the workshop.

**Page 5** has the schedule for the *VoiceActing Academy VO Masters Class* (subject to change on a whim).

**Page 6** contains information about optional private coaching and demo production with James Alburger and Penny Abshire. You can book a one-hour private session on Monday or Tuesday following the workshop, or you can spend a week with us to produce a killer demo and marketing plan.

**Page 7** is our order form for products that will be available for purchase at the workshop. All products are described at in our [Product Catalog](#).

**Page 8** is our standard release for recording. You don't need to sign anything. But you do need to know that you will be recorded in one way or another during the event.

**Page 9** is information on where you will be staying, if not at our Masters Class hotel. Just fax it back to us when you have that information. Click on the link under the section **WORKSHOP/SEMINAR LOCATION** on page 2 for information about our workshop hotel and directions.

Our goal for this workshop is to give you the best training and information possible to help you master the voice, acting, and business techniques we have to share with you and help you accelerate your voiceover career. As a special "thank you" for attending our workshops or seminars, you will be eligible to receive a "serious discount" for any future *VoiceActing Academy Workshops*.

We look forward to meeting you at the workshop. We're sure you'll find lots of new tools and information you can use as you master the craft and business of voice-acting.

Sincerely,

James R. Alburger

Penny Abshire

13639 Freeport Road, San Diego, CA 92129-0321

Voice: 858.484.0220 - Fax: 858.309.4216

Internet: [www.voiceacting.com](http://www.voiceacting.com) - e-mail: [jralburger@voiceacting.com](mailto:jralburger@voiceacting.com)



# The VoiceActing Academy VO Masters Class

**RADISSON SUITES HOTEL, RANCHO BERNARDO, CA**

**ON-SITE REGISTRATION:** Our registration/sign-in table will be open on Thursday evening from 5:30-6:30, and again on Friday morning from 8:00 - 9:00 am. You will be given a name badge when you sign in. Please wear it at all times during the workshop and return the badge holder at the end of the workshop.

**REQUIRED TEXT:** "[The Art of Voice Acting](#)" book (3<sup>rd</sup> edition) is a required text for this workshop and should be read in advance. Our Masters Class has relatively little lecture, but we do cover the techniques and material in the book. Bring your copy with you as a reference tool, or you may purchase a copy [on line](#), or at the workshop.

**CELL PHONES & PAGERS:** Please turn your cell phone OFF when you are in the workshop area.

**DAILY START & END TIMES:** We start promptly at 9:00am each day and go until roughly 10:00pm Friday and Saturday. We wrap by no later than 3:00pm on Sunday. Doors to the workshop area open at 8:00 each day. Please be in the workshop area and ready to go by 9am each morning. If you need to leave early on Sunday to catch your flight, please let us know so we can help arrange transportation.

**BREAKS:** We do NOT have scheduled breaks during this workshop other than lunch and dinner (although we'll usually take some). Coffee will be available each morning and water will be available throughout the day. Please feel free to quietly move around the workshop area or leave the room as needed.

**LUNCH & DINNER:** We will break for lunch around 12 noon each day and for dinner around 5pm. Lunch is provided each day. Dinner is on your own at the hotel's restaurant or at any of several nearby restaurants, many within walking distance. The hotel has a free shuttle for destinations within a 5-mile radius of the hotel.

**ATTIRE:** We've never been at or given a workshop where the room temperature has been consistently comfortable for everyone. We recommend bringing a "layer" of clothing (sweater, light jacket, etc.) that you can put on or remove as needed.

**WORKSHOP/SEMINAR LOCATION:** The VoiceActing Academy VO Masters Class will be held at the location below (Workshop location is subject to change):

**Radisson Suite Hotel Rancho Bernardo  
11520 West Bernardo Ct.  
San Diego, CA 92127  
Phone: 858 451-6600**

[CLICK HERE FOR DIRECTIONS TO THE RADISSON SUITE RANCHO BERNARDO](#)

## **ALL-INCLUSIVE PACKAGE ATTENDEES:**

If you registered for the "All-Inclusive Package", the following are included in addition to your 3-Day Intensive tuition and materials:

- Hotel accommodations for Thursday, Friday, and Saturday evenings
- A complimentary continental breakfast on Friday, Saturday, and Sunday mornings
- Lunch on Friday, Saturday, and Sunday
- A complimentary cocktail each evening
- Round-trip transportation from and to Lindbergh Field airport on Cloud 9 Shuttle

**Important:** As an All-Inclusive registrant, your hotel accommodations for Thursday, Friday, and Saturday evenings are included in your tuition. **FOR SECURITY REASONS, YOU MUST CALL THE HOTEL** at 888 201-1718 or 858 451-6600 to make your room reservations. Ask for *The Art of Voice Acting* with the block code *VOICE*. **WE DO NOT BOOK YOUR HOTEL ROOM.**

You will need to make an additional reservation for any nights you wish to stay before or after our Masters Class dates. We've arranged for you to receive our group rate for up to three additional nights either before or after our event (local and state taxes are additional.)

When you check in, the hotel will ask for your credit card to cover any incidental room charges (phone, safe, movies, room service, etc.) *VoiceActing.com* covers only your room and will not be responsible for any incidental charges you might incur.

## TUITION ONLY ATTENDEES:

If you registered for tuition only, the following is included in addition to your 3-Day Intensive tuition and materials:

Lunch on Friday, Saturday, and Sunday

If you would like to stay at the Radisson Suite Hotel, please call Miranda Mason at 858 385-5604 to book your room at our event discount rate of \$129 per night. A 10.5% room tax will be added at checkout. Your room reservation includes: A continental breakfast each morning, a cocktail each evening, an in-room movie and popcorn.

As a "Tuition Only" attendee, you are responsible for your own transportation and breakfast.

## All Attendees:

**AIRPORT TRANSPORTATION:** If you are an "All-Inclusive" attendee, your airport transportation is covered. We'll send you your Shuttle Voucher and other information on where to meet your shuttle at the airport.

If you are a "Tuition Only" attendee, Cloud 9 Shuttle can provide transportation from the airport to your hotel. To make reservations call **800-974-8885** or go online at [www.cloud9shuttle.com](http://www.cloud9shuttle.com). Your hotel may offer other transportation arrangements – so check with them first.

**RENTAL CAR:** All major car rental companies are available at San Diego Lindbergh Field. Please make rental car arrangements directly with your favorite rental car company.

**MAY YOU RECORD THE WORKSHOP?** Yes! You may record from your seat, for your personal use, and as long as you promise not to make copies for anyone. (Sorry, no videotaping). **BUT . . .** We will occasionally record the entire workshop, including all mic time, lectures, and brainstorming follow-up sessions. A CD-Rom or DVD-Rom of the workshop may be available for purchase at a later date. If so, all workshop attendees will have the opportunity to purchase a copy at a deep discount (about ¼ to 1/3rd of our regular retail price). We'll let you know more about this as we get closer to the workshop.

**RECORDING YOUR ON-MIC WORK:** You can take your personal on-mic sessions with you! Bring a minimum 512MB USB Flash Drive (preferably USB-2 compatible and 1GB), and we'll transfer your coaching sessions as a .wav file to your flash drive. Only your on-mic sessions will be transferred. We do not transfer any lecture material, brainstorming sessions, or other workshop activities. Please make sure your USB Flash Drive is empty.

**ADDITIONAL PRODUCTS:** We plan to have several voice acting books and products available for purchase at the workshop, some at a discount off the posted on-line prices. [Click here](#) to review our product catalog. Note: products from the Pro Radio Shop and some equipment will not be available at the workshop, but can be purchased through the website. Pro Radio Shop products can not be discounted.

**ONE-ON-ONE CONSULTATIONS:** If you are one of the first 10 to register for our VO Masters Class, you can receive a free 30-minute follow-up consultation with James or Penny (a \$100 value) to discuss any aspect of your voiceover work or get answers to your questions. There will be a sign-up sheet for scheduling these calls, usually on the Saturday following the 3-day Intensive.

If you were not one of the first 10 to register, you can still reserve a one-on-one 30-minute consultation at our Masters Class discount price of \$75 for ½ hour. You can meet with either James or Penny for a private evaluation of your demo, marketing materials, website, business plan, performing skills, or any other aspect of your voiceover work.

To schedule your consultation, you must call us at 858 484-0220 or sign up at the event. Consultations are scheduled on a first-booked basis and are usually by phone following the 3-Day Intensive.

## **VOICEOVER DEMO, WEBSITE, & MARKETING CRITIQUE**

Here's your chance to have James Alburger and Penny Abshire give you a no-holds-barred, shoot-from-the-hip evaluation of your demo, website, and marketing materials. We encourage you to bring your professionally produced demo CD and any related marketing materials (including business card, letterhead, cover letter, etc.) packaged exactly as you would send it out.

On Friday and Saturday evenings we'll evaluate, discuss, brainstorm, and re-develop your marketing materials to help you build a more powerful brand for your voiceover work.

If there is anything we can do to make your workshop experience more valuable, please let us know by calling 858.484.0220 M-F between 10:00am and 5:00pm Pacific time.

We look forward to meeting you at the workshop. Get ready to work... and work hard!

James R. Alburger & Penny Abshire



# The VoiceActing Academy SAN DIEGO VO MASTERS CLASS

September 19-21, 2007

member: If we stay within 15 minutes of this schedule, we're doing "really good!"  
(This schedule may change at any time prior to, during, or after the workshop)

## THURSDAY, SEPT. 18

5:00 – 7:00pm Registration/check-in - Evening networking  
DINNER ON YOUR OWN

## FRIDAY, SEPT. 19

8:00 – 9:00am Check-in – Networking – Coffee time  
9:00 – 11:00am Review & Discussion:  
The Seven Core Elements of Performance - Interpretation and delivery - Self-direction – Wood Shedding  
11:00 – 12:30pm Interpretation and performance development exercises  
12:30 – 2:00pm LUNCH PROVIDED  
2:00 – 5:00pm Working with copy – hot seat session #1  
5:00 – 7:00pm DINNER – ON YOUR OWN  
7:00 – 10:00pm Marketing development – session #1

## SATURDAY, SEPT 20

8:00 – 9:00am Networking – Coffee time  
9:00 – 12:30pm Working with copy – session #2  
12:30 – 2:00pm LUNCH PROVIDED  
2:00 – 5:00pm Working with copy – hot seat session #3  
Creative Copy  
Working with your scripts  
5:00 – 7:00pm DINNER ON YOUR OWN  
7:00 – 10:00pm Marketing development – session #2

## SUNDAY, SEPT 21

Our morning break will be short, so please check-out before arriving at the morning session. You can bring your bags to our meeting room. If you need to leave early to catch a flight, please let us know so we can answer your questions first.

8:00 – 9:00am Networking – Coffee time  
9:00 – 12:00pm Mastermind session – demo/business/marketing development  
12:00 – 1:30pm LUNCH PROVIDED  
1:30 – 2:45pm Putting it all together  
Answering your questions on the craft and business of voiceover  
Home Studio Tricks & How-to...  
2:45 – 3:00pm Wrap-up, evaluations and good-byes



# The VoiceActing Academy VO Masters Class

## PERSONALIZED COACHING SESSIONS (SAN DIEGO ONLY)

Following the Weekend Masters Class, James and Penny will be available for private one-on-one coaching and tele-coaching sessions. Take this opportunity to hone skills you learned during the workshop, prepare for your demo, or continue building your marketing plan. This is your time to focus on any aspect of voice-over you want to cover or have your questions answered.

As a participant of our Masters Class, you can receive one-on-one private coaching or tele-coaching at ½ **off** our regular consulting fee of \$200 per hour. Your AOVA graduate cost for either type of coaching session is \$150 per hour with either James or Penny for up to two hours of personalized coaching.

The schedule for Monday and Tuesday one-on-one coaching sessions will be announced prior to, or at, the VO Masters Class. Coaching sessions are usually limited to 4-6 one-hour time slots on the Monday or Tuesday following the workshop. If you are interested in on-site coaching after the workshop, please call to let us know. There will also be a sign-up sheet at the workshop for both types of coaching sessions.

## PERSONALIZED DEMO PRODUCTION

Now you can have James Alburger & Penny Abshire work with you to create and produce a powerful and effective voiceover demo that will be listened to. In addition to our basic demo production services you'll find on our [website](#), there is another level of demo production reserved for those who are serious about producing a demo that will get them work. You'll spend a full 5 days with James and Penny in San Diego and you'll leave with a "killer demo" that will feature your voice and performing talent at your absolute best.\*

- Up to 4 intensive days of private coaching with both James and Penny developing your demo concept, production strategy, and honing your performing skills
- We'll create original copy to perfectly compliment your skills and talent
- You'll spend another full day in the studio recording and producing your demo with James Alburger
- James and Penny will work with you to design your demo packaging and marketing plan. (printing and replication are not included)
- You'll receive a master CD and an MP3 file of your demo.
- You'll receive additional information for setting up your own home studio, and resources that will save you hours of research time.
- **BONUS:** If you already have a website, we'll evaluate your site and other marketing materials and suggest ways you can use them more effectively to market your voiceover talent.

\* This entire Personalized Demo Production Package is a \$6,000 value. But for AOVA 3-Day Intensive attendees the total fee is only **\$5,000!** Travel, meals, and accommodations are not included. Please call 858.484.0220 for more information. This package is booked separate from workshop tuition and is only available when booked in advance or before 5pm on the last day of the workshop. After working with you for the first three days, we reserve the option to decline on producing your demo if we mutually determine that you are not yet ready to produce a marketable demo.



# The VoiceActing Academy

## VO Masters Class

### USEFUL PRODUCTS FOR THE VOICE ACTOR

The products and prices below are available at this event only. **Prices are good for on-site purchase only.** No rain checks. Please make payment with cash, check, or credit card (MasterCard and Visa only.) There is a flat \$12 charge for shipping of out-of-stock items, regardless of total purchase. CA sales tax added when applicable. On-line posted price follows the item description (\$000.00).

<b>BOOKS, E-BOOKS, AUDIO &amp; DVD:</b>	<b>QTY</b>	<b>AMOUNT</b>	<b>TOTAL</b>
<i>The Art of Voice Acting</i> book (3 <sup>rd</sup> Edition) – James R. Alburger (\$28.95) .....	_____	\$ 25.00	_____
<i>The VoiceActor's Guide to Professional Home Recording</i> – James R. Alburger (PDF E-book on CD-Rom – Mac users please ask for download information) (\$34.97) .....	_____	\$ 30.00	_____
<i>Demo and Marketing Magic for Voice Actors</i> – Penny Abshire (\$19.97) .....	_____	\$ 15.00	_____
BOTH E-books on one CD-Rom .....	_____	\$ 40.00	_____
<i>VOICE 2008-LA DVD-Rom with 20+ hrs, 3 workbooks, program, show bag and more (pre-order)...</i>	_____	\$497.00	_____
<i>VOICE 2008-LA Magazine/Program (\$30)</i> .....	_____	\$ 25.00	_____
<i>VOICE 2008-LA Promo Panel audio CD (proceeds go to www.amdf.org)</i> .....	_____	\$ 35.00	_____
<i>VOICE 2007-Vegas DVD-Rom with 210 page workbook – 20+ hours of MP3 audio &amp; more (\$497)..</i>	_____	\$199.00	_____
<i>The "See it With Your Ears" Seminar Series CD Rom – 10+ hours of MP3 files (\$75.00)</i> .....	_____	\$ 50.00	_____
<i>Daws Butler: Voice Magician DVD</i> (rare 1988 PBS program) (\$29.97) .....	_____	\$ 25.00	_____

**30-MINUTE PRIVATE CONSULTATION (\*\$150 VALUE):**

A private 30-minute session with James or Penny to discuss your demo, marketing, or any aspect of your voiceover work – call 858 484-0220 to schedule (\$150) .....

	_____	\$ 75.00	_____
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**PRIVATE CONSULTATION/EVALUATION:**

One hour personalized coaching/evaluation session with James and Penny  
Telephone coaching session – call 858 484-0220 to schedule (\$200) .....

	_____	\$150.00	_____
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**VOICEOVER COACHING & DEMO PRODUCTION:**

One week of personalized coaching, business development, copy writing, and demo production  
(Includes commercial, industrial, and audio book demos only) (\$6,000) .....

	_____	\$5,000	_____
Demo production only (includes 2 30-minute consultations) (\$1,500) .....	_____	\$1,300	PLEASE CALL

**Please make your check payable to VoiceActing.com or have cash, check, MC, or VISA credit card ready. We do NOT accept Discover or Amex. There is a \$50 service fee for bounced check or invalid credit card. All sales final. Please PRINT clearly – ALL ITEMS ARE REQUIRED.**

Name:		Sub-Total	
Address:		Shipping (\$12.00 if applicable)	
City/State/Zip:		CA Sales Tax (7.75%)	
Email:		<b>TOTAL:</b>	
Phone: (      )		Check #:	
Card #:		Processed Date:	By:
Exp Date:	CVVC Code:	Signature:	

**If you do not want your voice or likeness to be recorded, included in a product that might be sold for profit, or used in any promotion materials, we ask that you do NOT participate in this event.**



## **NOTICE OF UNCONDITIONAL RELEASE FOR RECORDING AND USE:**

### **Please read carefully.**

By entering this VoiceActing event venue and/or participating in any on-mic coaching or other event activities including, but not limited to, seminars, break-out sessions, attendance of the key-note address, or use of event related common areas, you agree, and are hereby granting permission, that your voice and/or likeness may be recorded on any photographic, audio, and/or video media without compensation in any form now or in the future. Such recording may include, but is not limited to, recording at the following: opportunities for working on-mic to receive performance coaching and direction; participation in workshop activities; video testimonials; press coverage; media promotions conducted by VoiceActing or others; and through video cameras and other recording devices that may be used used at various times during the event and which may render it impossible to avoid recording your voice and/or likeness.

You further grant to the promoters and organizers of this VoiceActing event the right to edit or modify such recordings in any manner deemed necessary for the purpose of creating a marketable product or other promotional or marketing material of which the recording of your voice and/or likeness may be a part.

If or when a promotional product is produced, or a marketable product is created and later sold, which includes a recording of your voice and/or likeness, it is understood that you shall not be entitled to, nor shall you receive, any credit mention or compensation resulting from either your appearance or any proceeds derived from the sale of the product. In addition, you hereby waive any and all claims against VoiceActing arising from the use by VoiceActing of your likeness and/or voice.

This agreement is understood to be a condition of your registration and physical presence at this VoiceActing event. This agreement shall be considered unconditional and to exist and be binding in perpetuity.

**If you do not agree with the conditions stated above, you may choose to remove yourself from this event by requesting a full refund of your tuition and returning all event materials. The producers of this VoiceActing event shall not be held liable for any purchases or expenses beyond the original amount paid for tuition.**



**VoiceActing.com**  
we make you sound great!

# VoiceActing Academy VO Masters Class

If you are NOT staying at our event hotel,  
**PLEASE FAX** THE FOLLOWING INFORMATION:  
(1 858.309.4216)

I'll be staying at \_\_\_\_\_  
Hotel Name

Located at: \_\_\_\_\_

**on the following nights:**

Wednesday  Thursday  Friday  Saturday  Sunday  Monday  Tuesday

**Hotel Phone Number:** \_\_\_\_\_

*(If two or more registrants are staying in the same room, please include all names)*

Name(s) of workshop registrant(s):

Name the room is booked under:

Number of workshop registrants staying in the room:

Company or business name: