

# IMTATA

TRENDS

ISSUE 10

#IMTALA19  
COUNTDOWN IS ON!

Only two weeks away  
until YOU, get to have the

*The Experience of a  
Lifetime*

# winter trends

## ANIMAL INSTINCT

Fashion is really, really wild for animal print. From leopard to ocelot, zebra to tiger, wild stripes and spots covered the catwalks, exuding power and independence and shameless self-promotion in equal measure.



The difference now?  
The boldest  
iterations insist on a  
head-to-toe policy.

**DARE YOU.**



## SILVER

Future-proofing your wardrobe is as simple as investing in a slash of silver. Go big with a full silver sequin dress, or throw on a cute chrome top with a pair of jeans.



Simple yet

**stunning.**

# winter wear

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Silk and velvet is all very well, but what to wear when you mean business? Increasingly, the answer from the autumn catwalks is a leather.



## LEATHER

Short and sassy ankle-length dresses, cropped leather jackets, and silhouette forming leggings.



## LOGO OBSESSION



Declare allegiance.

Whether it's on your chest, waistband, or feet there is no escaping fashion's blaring logos come winter. High fashion or athleisure wear both make the perfect statement.



# #IMTALA19



# FASHION SHOW

How does being a part of a professionally choreographed Fashion Show at #IMTALA19 sound? This is one of the most exciting events IMTA has to offer. The Fashion Show will kick off the Agent Introduction and Overview on Saturday night. If you're ready to walk the runway in beautiful garments in front of Industry Professionals, then don't forget to audition Thursday Afternoon (report times by age will be posted). The Casting Team is looking for a diverse group of #IMTALA19 Contestants (kids through adults) with great walks and a strong stage presence. Don't hold back, be yourself, and have fun!

## *Are you a singer or dancer?*

Our judges are also looking to include a performance or two throughout the show. This year we have three amazing designers from all around the world showcasing their very own collections.

Check your schedule books to find the exact location and time for your age group to attend the casting.



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# Advice from IMTA



IMTA is truly

## THE EXPERIENCE OF LIFETIME

so be sure to take full advantage of your own experience while you are in Los Angeles.

### First and foremost **be extraordinary**

Show up to every competition with confidence and poise. Stay focused on what you came here to do and don't deter from the journey that you are on. You are all here for the same reason and that is to show off your amazing talents.

At the convention you will be surrounded by industry pro's all week long. Whether you are lining up for a competition, on the elevator back to your room, or just roaming the hotel keep in mind to always

### **be professional**

Smile, make friendly conversations and be kind.

Document your time in Los Angeles and at IMTA. That way you can look back on your amazing memories!

Trust us you will want to look back on this week and remember how much fun you had and all the great people you met!

Be sure to tag your photos and videos throughout the week with the official IMTA hashtag

## #IMTALA19

### **Make FRIENDS!**

you are going to meet so many new people from all over the world while you are at IMTA. And some of them will turn into lifelong friends. You will be lined up with many of the same people so be friendly and if you need help rehearsing your lines just ask!

You are going to be having the time of your life at IMTA, but it is very important to know your surroundings and to

### **be safe.**

For many of you this is your first time to Los Angeles. When you are roaming downtown be sure to bring a friend along for your explorations and let people know where you are.

#### FOLLOW IMTA

Facebook

@IMTAmodelsandtalent

Instagram

@IMTA

Snapchat

Official\_imta

Our social media team will be documenting the event throughout the week!

# A Message from the PRESIDENT!

All of us on the IMTA staff want to make your “Experience” at IMTA a memorable one. We want you to take advantage of all your week at IMTA has to offer.

Attend the many Prepare to Compete and Info Sessions that the professionals in the industry are presenting for you! Whether you’re competing as a Model, Actor, Singer, Dancer or Songwriter, attend as many as you can...in our industry you can never learn enough! These pro’s will teach and practice acting and modeling techniques for specific competitions with you. Ask questions...your participation matters. Many of our IMTA alumni that have gone on to do TV Series, Motion Pictures, Perform on Broadway and landed Recording Contracts and/or Record labels continue to train.

Meet the person or people whom you are standing in line with. Introduce yourself; be friendly, get to know where they are from...you are probably going to know them well by the week’s end.

Compete at your best potential... whether on the Runway or Stage. The Industry Professionals are watching you to see if you have what it takes!

Smile and be courteous when interviewing with Agents, Managers and Casting Directors...it makes a difference.

It’s not about winning an award;  
it’s about you being you and enjoying the IMTA  
*“Experience of a Lifetime!”*

*Wishing you a Wonderful Week,*

Nancy Mancuso  
President

# Basics for IMTA LA19

## ACTING COMPETITIONS

As IMTA LA19 nears, here are a few last-minute tips to help you prepare for your acting competitions.

A basic acting rule: know who you are (a character? yourself?) and whom you are talking to (a friend? a parent? a spouse, girlfriend or boyfriend? a boss or teacher?). This is particularly true for Screen Test, Improv, Voice Over, Monologue, TV Commercials, Cold Read and TV Scene. In Kids' Spot and On-Camera Host, it is best to be yourself, but you should still picture whom it is you are talking to. This will not only give you more confidence, but also shows you are communicating rather than just speaking lines.

Another acting basic is knowing where your focus should be during the different acting competitions. For TV Commercials and On-Camera Host, you should be looking "through" the camera to the person(s) you are talking to. In Improv, focus on your acting partner; the same in Cold Read/TV Scene...focus not on the camera or Judges, but make eye contact with the actor with whom you are reading the scene. For Screen Test and Monologue, visualize the person you are talking to and speak your line to them; they may be next to you on stage or above the audience...do not focus on a Judge or audience member. In Kids' Spot, you may address the audience or camera...but be yourself. Voice Over is a bit different; you cannot see the audience or judges, but you should still visualize whom you are talking to.

One last thing: in all IMTA acting competitions, your contestant number will be announced. You do not have to "slate" your number and name. The key is to relax, have fun, and do your best. Utilize the above tips to look professional, feel confident, and develop a competitive edge. Break a leg!

**Tony Hodges**  
**Creative Director**

# Meeting The INDUSTRY PROS!

At IMTA, hundreds of fashion and talent agents, managers, casting directors and music producers from all over the globe will be judging competitions while scouting for new models, actors, singers, dancers and songwriters to work in the fashion and entertainment industries. Our VIP joins us from Tokyo, Paris, London, Milan, New York, Los Angeles, Miami and more.

During Callbacks, take advantage of meeting as many of the Agents who have given you a callback as you can. They want to get a sense of the person they have scouted. Most importantly BE YOURSELF. Our VIP will most likely “find” you on social media so be cautious as to what you are posting. Your image will be an important factor in this industry.

We value all the expertise, dedication and support our Industry Pros provide to you as IMTA participants. If you see them in the lobby or happen to run into them in the elevators say hello!

IMTA is truly a one-of-a-kind

*“Experience of a Lifetime!”*

Best of luck this week!

Sarah Levi  
Director of VIP



# COMPETITIONS



# COMPETITIONS

## Dancing



## Songwriting

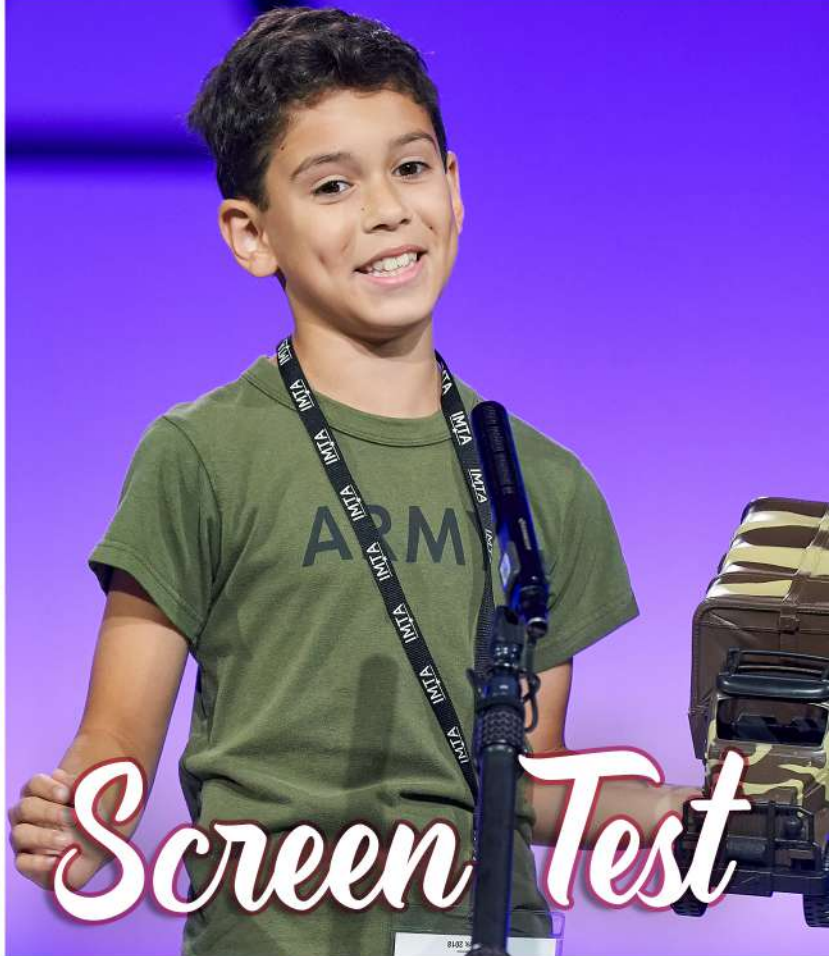


## Singing



# COMPETITIONS

*Kids' Spot*



*Screen Test*

**On Camera Host**  
**TV Real People**  
**TV Beauty**  
**Improvisation**  
**Voice Over**  
**Monologues**  
**Cold Read**  
**Commercial Print**



*Fashion Print & Runway*

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# Red Carpet

- Information & Prepare to Compete Sessions
- Callbacks

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