



Breakthrough in Your Career

David Goldberg - Edge Studio

Yeah, you want to Break Through. But the amount of conflicting information available can Break You. It's overwhelming, confusing, and often incorrect. So how can you best make your VO career decisions to grow your business? Spend brain-awakening time reviewing the most common questions voice actors have (your questions welcomed), and various answers for each that make sense for you, depending on your voice, studio, business model, and career goals. Walk away with practical advice, hands-on marketing ideas, and sensible ways to Break Through.

Entrepreneurship: Running the Business Side of Your Voice Acting Career

Graeme Spicer - Edge Studio

Voice actors usually focus on improving their skills as performers and as recording engineers. But what about your skills as a small businessperson?

In this session, Graeme will review many of the small business basics that we too often neglect as voice actors. Basic accounting and client management (CRM) tools will be discussed, and sample client agreements will be reviewed and provided as handouts.

Graeme has delivered these business basics to hundreds of Edge Studio students. A not to be missed session!

How to Have an Out-of-Body Performance: Techniques to Maximize Audition Success

Brad Venable

Do you need a little *something* to make your auditions truly next level? In this session, learn five (maybe more!) proven techniques that help you get out of your head and into the most important moment behind the mic: the audition. Demonstrations of each technique with audience participation will take place, so bring some copy (or don't), and let's lose an hour being in the moment!

E-Learning From the Developers Perspective

Laurel Thomas

Get to know the world of e-learning narration from the inside out! Whether you're interested in voicing e-learning work or already a regular, this deep dive into e-learning development will show you where your voice fits in the process. Get an instructional designer's perspective on key points like recording quality, volume, pacing, spacing, and file management.

Rock your Retail Read

Melissa Moats!

Are you fully dialed into the conversational "tell?" Maybe now you've lost your gusto to "sell?" Retail reads can be tricky as hell... Many talent just want to "yell!"

Melissa Moats has been rocking her retail read in various shapes and sizes for nearly two decades, and looks forward to sharing all of her angles with YOU! Currently the national TV Campaign voice for Best Western Hotels, Melissa has voiced thousands of TV and Radio spots for Auto, Major Department Stores, Infomercials/DRTV and more!

From interpreting the often confusing direction to knowing how to approach reads believably, energetically, and confidently, after this high-energy session you'll feel amped up to rock your next retail audition like a champ! A wide variety of retail scripts will be provided for live reads and helpful feedback. And having a little coffee before this session probably wouldn't hurt a thing! ;-)

Let's rock!

WoVO Studio Approval

Dan Lenard

Vice President of Technical Standards, Dan Lenard will take us through the steps to pass WoVO Studio Approval. We'll talk about the technical standards created by the WoVO Technical Standards Committee, and how to achieve the standard with your home studio. You'll leave unintimidated, feeling confident that you can easily achieve the standard without major investment or time. Informative and Entertaining!

A Discussion On [Voiceover.biz](http://voiceover.biz), WoVO's Online, Searchable, Professional Member Directory

Dan Lenard

Dan will lead a session on how and why to get yourself registered on voiceover.biz and how to maximize your presence there. We'll give you a brief history of how and why we created this site, how it operates and take your suggestions on how to make it better. This is a major Professional Member benefit. You might not want to miss it!

Adobe Audition

Dan Lenard

Dan leads a session on the features and techniques of Adobe Audition! We'll look at proper set-up and how to use that intimidating "Spectrographic" view. You'll learn about "Auto Heal" and other time saving editing techniques.

Business Planning for Voice Actors

Elizabeth Holmes

In this session you'll learn how to write a one page business plan. This plan will help you define your goals, create measurable benchmarks and know what to adjust when circumstances change.

In addition, you'll learn how to compose a compelling vision statement and know why that matters. You'll also craft a succinct mission statement that conveys essential information and sparks interest.

This session includes the book, "The One Page Business Plan for Creative Entrepreneurs" by Jim Horan

VO Specific Improv

Bev Standing

Bev's improv - designed specifically for voice actors includes cold reads with direction. Bev said, "I don't want to give too much away!"

Your Voiceover Value Proposition

Mike Cooper

We all know that today's VO does a lot more than just turning up and talking. Aside from the things you do to build and market your business, you're more than likely providing services you're not charging for. Knowing what they are, and then using them to support your quoting process, helps your clients understand what makes you such a great asset and empowers you to raise your prices.

Join Mike for his take on the quoting process, and learn some tips and tricks for responding to enquiries with confidence!

Techniques to Excel in eLearning and Narration

Julie Williams

Julie Williams teaches Proven Techniques for Voice-Over Success. These techniques will make you a better storyteller/communicator.

TwistedWave: Even More Tricks and Tips

Jack de Golia

Jack has a new, improved, and EXPANDED presentation on using TwistedWave, now including how to use Ocenaudio with TwistedWave. Jack also will show a host of shortcuts and new tips and tricks for processing and editing in TwistedWave for elearning, audiobooks, and all genres of VO. This workshop will help you if you're just starting out with TwistedWave and also if you've attended any of Jack's previous TwistedWave sessions, with new stuff, new tricks! Notes for the session will be available for download at the start of the session.

LinkedIn Secrets Show-and-Tell

Tracy Lindley

Using LinkedIn to score new business and build a strong client base is easier than you think! Join me for a live demonstration (if I get some brave volunteers!) to point out the do's and don't's of a mind-blowing LinkedIn profile that will bring clients running to you! PLUS I'll reveal a few secrets on how I use LinkedIn to make some serious cash. Don't miss it!

How NOT to Get Hired Again

John McClain

A fun session where you can learn all about the things you can do to ensure the client will never again call you for a VO job. If you want to lose clients, THIS is the session for you! *All stories are true but names have most likely been changed.*

The WoVOCon Hike II

John McClain

Join me on a jaunt into the wild side of Las Vegas! While you might think that Las Vegas is a desert wasteland the truth is you are going to be in one of the best areas in the Southwest to enjoy easily accessible trails and some amazing scenery. We'll meet at the Trop at 6AM and head out to one of the many trails surrounding the Las Vegas valley, have a short hike and head back to the conference refreshed and ready to go. This was THE session last year, don't miss out!

Get Found Online With Google AdWords

David Sanchez & Bobby Lange, Google

In this 45-minute session, you'll be equipped with the tools to get found on the world's largest search engine - Google! Bobby Lange, manager of Google's Accelerated Growth team, and David Sanchez, a senior AdWords account manager, will walk you through the importance of being online, AdWords vs. AdWords Express, tracking web traffic with Google Analytics, setting up your first campaign, and tracking the performance of your marketing investment. This is the Why and How to begin advertising on Google.

The Challenges and Rewards of Working Bilingually

Panel Discussion: Liz de Nesnera, Katherin Vasilopoulos, Rosi Amador

Working as a bilingual (or multi-lingual) voiceover talent offers great rewards, as well as challenges. It's not just about "reading" a translated script. It's also about understanding and recognizing the cultural differences which affect how you approach a script.

This panel discussion will touch on the following topics, as well as many others:

- Getting clients to see you as bilingual and not "just" a foreign talent
- How to approach monolingual clients when there are script issues
- Google translate nightmares!
- How to become a resource for your clients
- What? There are different types of Spanish/French?
- Yes...rates

If you are a bilingual talent, this panel discussion will offer a wealth of information from working pros.

Life Strategies for VO's

Andrea Hadhazy

What does it take to walk on 3,000 degree hot coals with only a few hours of preparation? Or break a 1 inch board of wood karate chop style with no martial arts training?

In this very brief one hour personal development class - VO Pro and Tony Robbins Senior Leader Andrea Hadhazy will barely scratch the surface of the tenants of human psychology taught by Tony Robbins and his Leaders (like Andrea) taught at live events and through private coachings that can get your VO life, your VO business, and your personal life to the next level.

Take a small step on the path to self discovery, get a few strategies & tools for your toolbox, and go through a brief exercise to reset, recenter, and integrate all you have learned at WoVo Con IV to leave ready to take on the VO world & conquer the challenges that have been holding you back.

Marketing 101

Marc Scott

Are you one of these...

“I do marketing, but nothing seems to work!”

“Marketing? Ugh... I don't even know where to start”

Marketing doesn't need to be nearly as scary, intimidating or overwhelming as you think, imagine or fear. In this 101 course, I'll break down some of the basics so you've got a solid foundation on which to start building your voice over business.

Voice Actor Websites & Voiceoverview – Websites, SEO, Tracking and Growing your VO Business.

Joe Davis

Learn how websites and SEO can have a positive impact on your VO business! An in depth analysis of what search engines like Google look for when analyzing a site. Tricks on how to boost your website in the search results. And how to give producers and your other visitors exactly what they are looking for!

Whether you're a seasoned pro or just starting out, tracking and managing your VO business is key to your long-term success. Learn what metrics are most important to help you manage and grow your business, and how to manage your clients and prospects so that you remain top of mind.