



I Model Management represents models locally, nationally, and internationally. These are some of the faces we currently represent.

## Welcome

Thank-you for your interest in *I Model Management*. Inside this information package you will find information about our agency, what we do, and basic information about the modeling industry to help you begin your career.

*I Model Management* is a Canadian agency that represents models and talent across the world. In the twenty one years *I Model Management* has been operating as one of Western Canada's top agencies, we have acquired industry connections to other top agencies throughout the world. Many of our international models progress

their careers in markets such as Paris, Milan, Tokyo, London, New York, and LA. *I Model Management* models have walked runways, been featured in campaigns, and work frequently with some of the world's most noteworthy designers like Prada, Missoni, and Vivienne Westwood.

At *I Model Management* we also develop strong careers in commercial markets. Our local models, or commercial faces, are consistently hired by well-known clothing retailers, beauty companies, and stock photography companies. Many of our models receive the opportunity to travel, act in

commercials, and model for print campaigns.

Our goal at *I Model Management* is to provide potential models with the skills they need to become successful models. Our agents and talented staff pride themselves on providing new models and their families with the most extensive information on the industry and what to expect. We look forward to your interest, and cannot wait to begin your career!

Welcome to your future with the *I Model Management* family.



We pride ourselves on planning each model's career for the long term

Len Mastaler | Agency Director



## About I Model Management

*I Model Management* began in 1980 with the irrepensible mission to promote Western Canadian models on an international level. While filling a niche in Canada's modeling industry, *I Model Management* strove to be small, fresh and selective in order to generate individualized career strategies for each model. Throughout the years, *I Model Management's* boutique disposition has provided local and international clients with unique and exclusive faces, while creating and maintaining long-term modeling careers. Keeping the roster small and manageable is the key component of *I Model Management*.

Since the beginning, *I Model Management* has been under the direction of passionate and astute individuals that have aided the agency's expansion into world markets. *I Model Management* represents models

in all major fashion markets including London, Paris, Milan, New York, Tokyo and emerging markets such as Istanbul and Singapore.

Currently, *I Model Management* is developing new strategies to promote local and international models efficiently and successfully in today's climate. The modeling industry is never invariable, and this constant change pushes *I Model Management* to remain on the forefront. By establishing new management techniques, *I Model Management* is able to make sure new faces are properly promoted and are offered the most affordable options to start their career.

*I Model Management* looks forward to discussing your prospects as a model and welcome you into our expanding family!



# What we are looking for industry standards

*I Model Management* is looking for male and female models to work on international and local levels. Since *I Model Management* invests a great deal of resources and time into developing each of their models, the agency only considers candidates that are serious about modeling. It is important to understand that modeling is a career. Models must be disciplined, responsible, and most of all professional; if you possess these attributes you will find yourself in a favorable position always. If you are serious about becoming a model, there are several things to consider and several steps you need to take, here are the basics.

### BASIC REQUIREMENTS

- + you must be an aspiring or professional model between the ages of 14 - 25 for international models and 25 up for local models.
- + international female models must be between 5'9" and 6'0" and maintain a waist measurement of 23" - 25" and a hip measurement of 33" - 35"
- + international male models must be between 5'11" - 6'3" and must be toned and in good physical condition.

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- + you must be in outstanding health and possess a lean body.
- + you must be willing to work hard and expect unglamorous moments during your career.
- + you must be professional, personable, motivated and have a high self-esteem.
- + you must be able to take criticism in a positive manner.

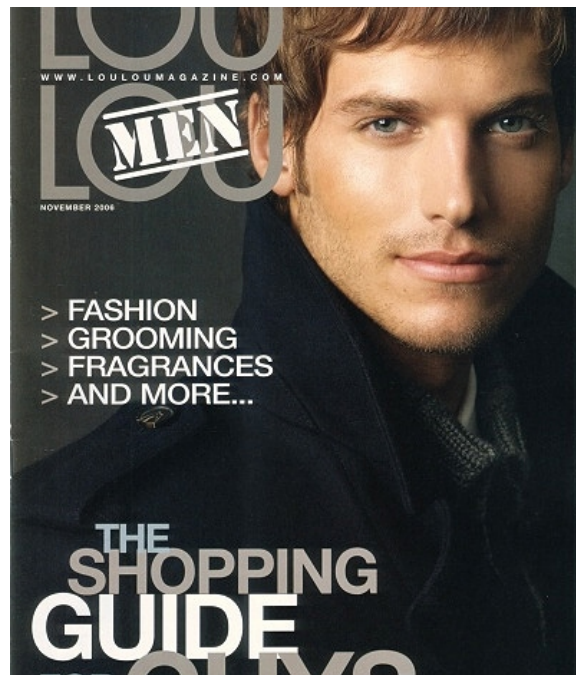
In addition, be aware of what market you are modeling in. Model requirements vary in the fashion industry. Familiarize yourself with the commercial and editorial fields and understand the difference between the two. Many questions will arise through your development, and are always welcomed by *I Model Management* staff.

### Industry Standards Quick Glance

International Female  
 + 14 - 25 years of age  
 + 5'9" - 5'11" Height  
 + 22" - 24" Waist  
 + 33" - 34" Hip  
 + lean, excellent health

International Male  
 + 16 - 25 years of age  
 + 5'11" - 6'2" Height  
 + toned, excellent health

Local Models  
 + 25 years and up  
 + 5'7" and up for female models  
 + 5'10" and up for male models  
 + toned, excellent health



# Frequently Asked Questions

## **What do I need to be a model?**

A friendly personality and the drive to succeed will get you far in the modeling industry. It is also important that you possess the required physique of a model and be in excellent health. If you feel you are model material, there is no better way to become successful than being represented by a reputable modeling agency.

## **What does *I Model Management* do?**

We represent and manage the careers of models. We develop new faces until they are ready to work professionally. Once a model is ready to work, our agents promote them locally, nationally, or internationally.

## **Do I have to live in Calgary to be represented by *I Model Management*?**

No, *I Model Management* represents models all over the world, from North America to Europe.

## **What should I do to be considered by *I Model Management*?**

To be represented by us, you have the following initial options:

- + book an interview with one of our agents.
- + e-mail us your photos to  
newfaces@imodelmanagement.ca

## **What should I give *I Model Management* if I contact them directly?**

If you contact our new face division please submit the following information via e-mail:

- + your contact information.
- + snapshots, taken in your underwear or swim suit (full-body, front, back, and profile) and a headshot including profile (one smiling, one not)
- + your up-to-date measurements, and age.

If *I Model Management* is interested in representing you, you will be contacted.

## **How does *I Model Management* select its models?**

*I Model Management* has a talented crop of scouts that are able to recognize a potential

model. Potential models are either scouted or contact *I Model Management* directly. If you are scouted by *I Model Management*, contact the agency to schedule a meeting with one of our agents.

## **How long does it take before *I Model Management* notifies me**

Our panel of agents will review your submission and make a decision collectively. Please allow *I Model Management* two weeks to reply. If do not hear from one of our agents after two weeks, we are unfortunately not interested in representing you.

## **What is a mother agency?**

A mother agency is the agency where you began your career as a model. If *I Model Management* is your mother agency it is our job to secure you jobs and representation. If you are an international model, *I Model Management* will place you with other agencies that will permit you to travel and work in other markets around the world.

## **How long will it take before I work as a model?**

If you are a new face, or a model with no experience, you will enter a development stage. If you are a seasoned model, *I Model Management* will examine your portfolio and decide whether it is appropriate to immediately introduce you to clients. Some models begin working immediately, while some do not.

## **How do I get a paying job?**

*I Model Management* arranges all jobs. Our agency connects models and clients in order to secure jobs. Clients contact *I Model Management* when a model is required, and our bookers suggests models and arrange castings. If you are selected for a paying job, *I Model Management* negotiates your rate of pay. Rates vary according to who is hiring, what the job requires, how long the job is, and the model's experience. If you are hired for a job, it is important to deliver the client's needs and be professional at all times.

## FREQUENTLY ASKED QUESTIONS CONTINUED

### What is development?

*I Model Management* invests a great deal of resources and time into new faces. In development you will obtain practical experience in front of a camera, be introduced to the modeling and fashion industries, and be heavily involved in structuring your career. Development is based on age, your ability to digest and utilize learned skills, and *I Model Management's* overall confidence in your ability to model. Development can last several months to a year.

### What is a test shoot?

A test shoot is a photo shoot that will provide material for your portfolio and material for the agency to promote you. Some test shoots are free while others are paid for depending upon who the photographer is. It is *I Model Management's* goal to provide models with unpaid test shoots.

### What is a portfolio and comp card?

A portfolio is a book containing all your photographed work. Portfolios are carefully constructed instruments used to 'show-off' your abilities and experience. Clients will review your portfolio and will hire you based on its content. Your portfolio needs to



Fashion is an exciting industry to be a part of, but it is challenging and competitive. It is important to remember that modeling is like any other career that has ups and downs.

be strong and contain diverse photos to show clients your versatility. Consider your portfolio your resume. A comp card is a condensed version of your portfolio.

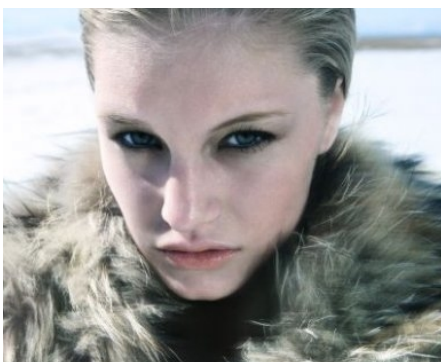
### Who pays for comp cards, portfolios, and traveling expenses?

It is the responsibility of the model to pay for comp cards, portfolios, and any other initial costs. If given the opportunity to travel, it is the responsibility of the model to pay for any travel expenses. In some cases, an agency abroad will pay for the model to come to their market (i.e.:

Paris, Milan, New York). However, this is an advance and the outstanding amount will be deducted from your earnings until it is paid back.

### What is an agency fee?

*I Model Management* deducts a 20% fee from each paying job a model receives locally. This percentage provides the agency the means to run and promote you. *I Model* will receive a 10% commission on international bookings.



#### I Model Management Facts

- + represent 68 working models
- + currently developing 30 fresh faces
- + will be celebrating our 30th anniversary in 2010

## What I Model Management can do for you.

If you are interested in beginning your career with *I Model Management*, we will provide you with the skills, knowledge, and resources to become a successful model. It is our goal to create a custom career path for you in order to develop a long, enjoyable career.

The modeling industry changes on a constant basis. Trends frequently influence which models receive jobs and are hired on a

regular basis. It is important to understand that modeling has its ups and downs. As your agency we cannot guarantee you work. Our job is to introduce you to the most appropriate interviews, send you to go-sees, and equip you with the skills needed to model. You are the only one who can dictate whether you are hired or skipped over. Essentially, modeling is about you and you are your best advocate.



# Getting Started in the Modeling Industry

## What to Expect

Once accepted by *I Model Management*, there is a lot of preparation to be done before you get your first modeling assignment. You have to acquire a professional portfolio by doing several test shoots. Test shoots are arranged by *I Model Management* and pay for in some occasions. Test shoots are professional photo shoots that will give you a good introduction to modeling on set. Test shoots are taken by professional fashion photographers, are styled by talented fashion stylists, and include professional make-up artists and hair stylists; consider a test shoot as a job. Once your test shoot is completed you will book an appointment with *I Model Management* to review the results. An *I Model Management* agent will select which photos are best and represent your career path most appropriately. These pictures will be used to start your portfolio, hopefully to be replaced by magazine and advertising work. You will have to make a comp card the agency will use to market you to clients. You must realize that modeling is not an easy, glamorous lifestyle. You must be motivated and dedicated, and must be professional, punctual, and responsible concerning all aspects of the industry at all times. At *I Model Management* our models know that they can come to us at any time during the day with any questions they may have.

### MODEL WORK IS OBTAINED BY:

- + going to castings
- + going to go-sees
- + 'checking in with the agency'

**We are sure you would like to know how soon you will work as a model;** this varies. It is important to know that you will not work immediately. Once you have a presentable portfolio and comp cards, you will start attending castings. From the castings and go-sees you attend, you will begin to book jobs. Basically, there are no short cuts, but as soon as you are ready to work, your booker and manager will start sending you to castings and go-sees; this is where you come into the picture. Model agencies can only do so much for you, but once you are sitting in front of the client, you are the only one who can pull the booking through. Personality plays a major role in securing bookings.

**Remember: being attractive or good-looking is not good enough. You have to have a friendly, approachable personality. It means nothing in the**

**modeling industry if you are beautiful and possess an ugly personality.**

Many new models and their families are eager to learn about the modeling industry and body image. At *I Model Management* we understand that there are many pressures on young female models to be thin, and male models to be muscular. Most of our female models are young, have experienced a growth spurt and have not acquired a womanly figure yet. In most cases our models are naturally thin, due to genetics and bone structure, but in some cases there are models that have to work harder to maintain their physique. Our staff are trained in basic nutrition and to detect conditions that would severely interrupt a model's career. *I Model Management* strongly encourages models to have a family physician, and all models to familiarize our staff with any health issues or prescribed medication. It is our goal to keep all models healthy and fit to work

!Once you are a part of *I Model Management*, you are representing the agency at all times. Any poor behavior reflects upon your caeer but also on the agency. In order to maintain *I Model Management's* image and reputation, we will enforce all rules and regulations.

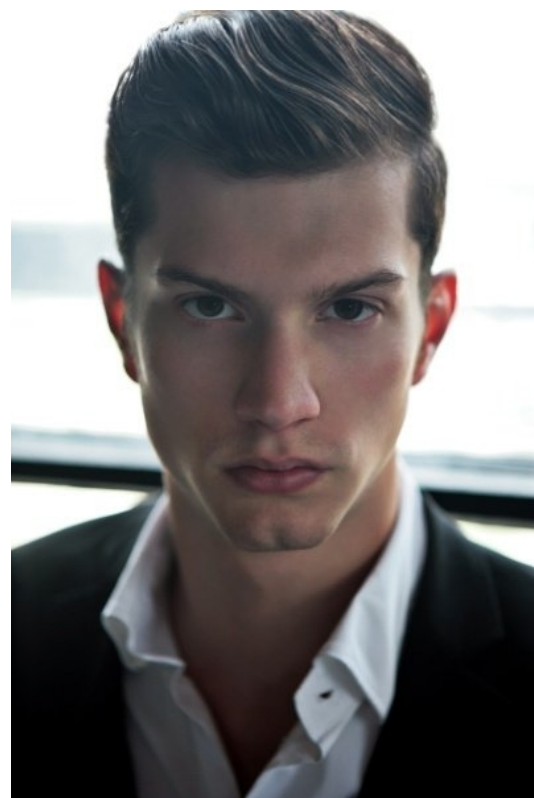


### Model Vocab

Castings: clients ask to see models that fit the ceative direction for a job. Clients include clothing retailers, such as Holt Renfrew or product companies like Coca-Cola. You will be required to bring your portfolio and comp cards to present yourself with.

# I Model Management Rules

- + **Your Attitude is your Future:** It is simple, the way you present yourself to *I Model Management* staff and to clients will dictate your future as a model. Most clients prefer to hire models that are friendly, punctual and professional. If a client is impressed with your professionalism you will increase your chances of booking with that client again or being referred.
- + **Time Management:** We advise to give yourself 30 minutes to arrive early. This will ensure you will arrive on time regardless of traffic, weather, or any unexpected delays in your travel agenda. If you are abroad, familiarize yourself with the area and book a taxi prior to the assignment date. Make sure you have *I Model Management's* phone number on hand in case of an emergency.
- + **Communication is crucial:** Please keep in constant touch with *I Model Management* staff. Do not hesitate to contact us, because our job is to ensure your health, safety, and to ensure your career is properly managed. *I Model Management* demands honesty from models. If lying is used to cover problems that occurred during an assignment, it will be swiftly condemned. We require complete honesty in order to resolve problems correctly. The earlier we are aware of any issues, the sooner the problem will be solved.
- + **Health and Rest:** Please be well rested the night before an assignment. *I Model Management* does not endorse late nights or any behavior that would impede your ability to perform your job well or cause detrimental consequences to your health. We strongly discourage alcohol and drug use.
- + **Education:** If you are currently attending junior or senior high school, *I Model Management* strongly encourages all models to complete and excel at their studies to obtain a high school diploma. Dropping out of school is not endorsed. All members of *I Model Management* possess post-secondary degrees and understand the value of education.
- + **Understand your Contract:** It is important that all models read, discuss, and keep record of their contracts with *I Model Management* and other agencies. Any problems should be addressed at the time of signing. Parents or guardians must be present at the time of signing if a model is underage.



## Model Vocab

**Go-Sees:** when *I Model Management* makes an appointment for you to see a client. Consider a go-see like a working job interview. A go-see is different to a casting where there are many models. In many cases, you will be requested by the client. Some clients may be designers or photographers. A designer may ask you to try on a particular outfit and see you walk. A photographer may have you model quickly for them.