CASTING GUIDE
Cast List
Actors – Agents – Casting Directors

AGENCY APPLICATIONS

The image you see is that of a cast list.

We are entering as an agency to send applications to the casting director

To do this you must go to the role and click on Candida Attori (see red arrow).
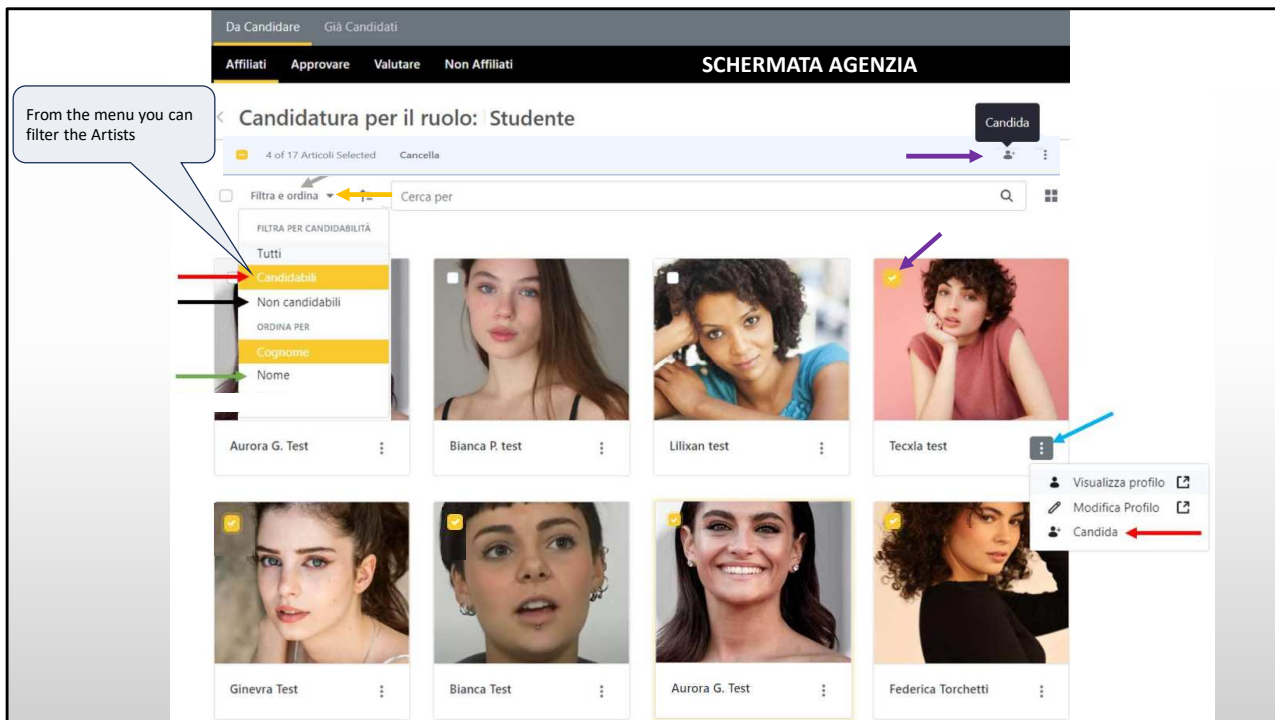
This is the page where the agent can nominate their artists.

From the image menu you can view and edit the profile (see light blue arrow).

By selecting multiple artists (2nd purple arrow), and clicking on nominate (1st purple arrow), you can send multiple nominations from multiple users at the same time.

APPLICATION SENDING FORM AND APPLICATION NOTES

AGENCY SCREEN
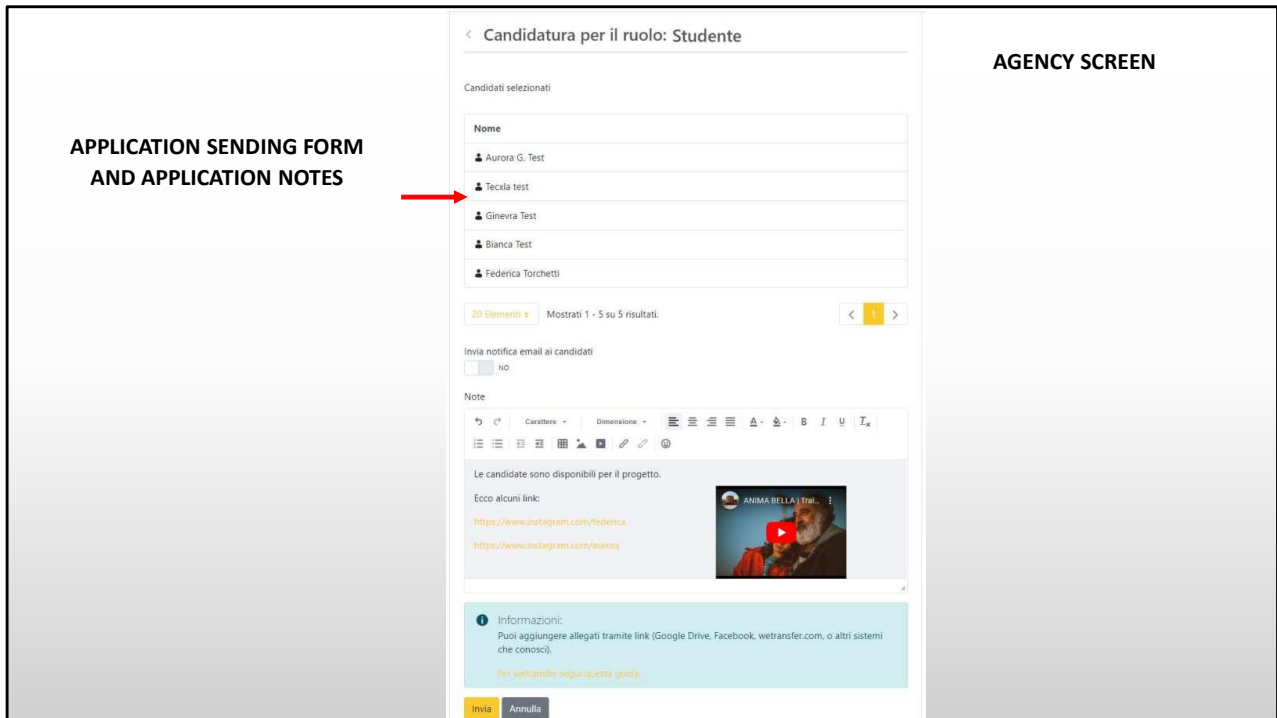
These are the candidates selected in the previous slide.

Before sending the application, Actors and/or Agents can add notes and links with photos and videos.

The agent can also nominate actors who are not registered on the platform by attaching their link.

Having selected multiple artists, the note inserted will be the same for all artists (so be careful not to write specific things that correspond to only one artist).

By typing send, the applications are sent to the casting director.
Applications can be modified or withdrawn even after sending.

CANDIDATES VISION

CASTING DIRECTOR

Now let's enter the world of the casting director and see what path the candidates take behind the scenes.

CANDIDATES VISION

CASTING DIRECTOR

You are entering the cast list to view the applications received.

You can choose whether to view all the total applications for all roles (from the top right menu, green arrow), or those for the single role (bottom left, blue arrow).
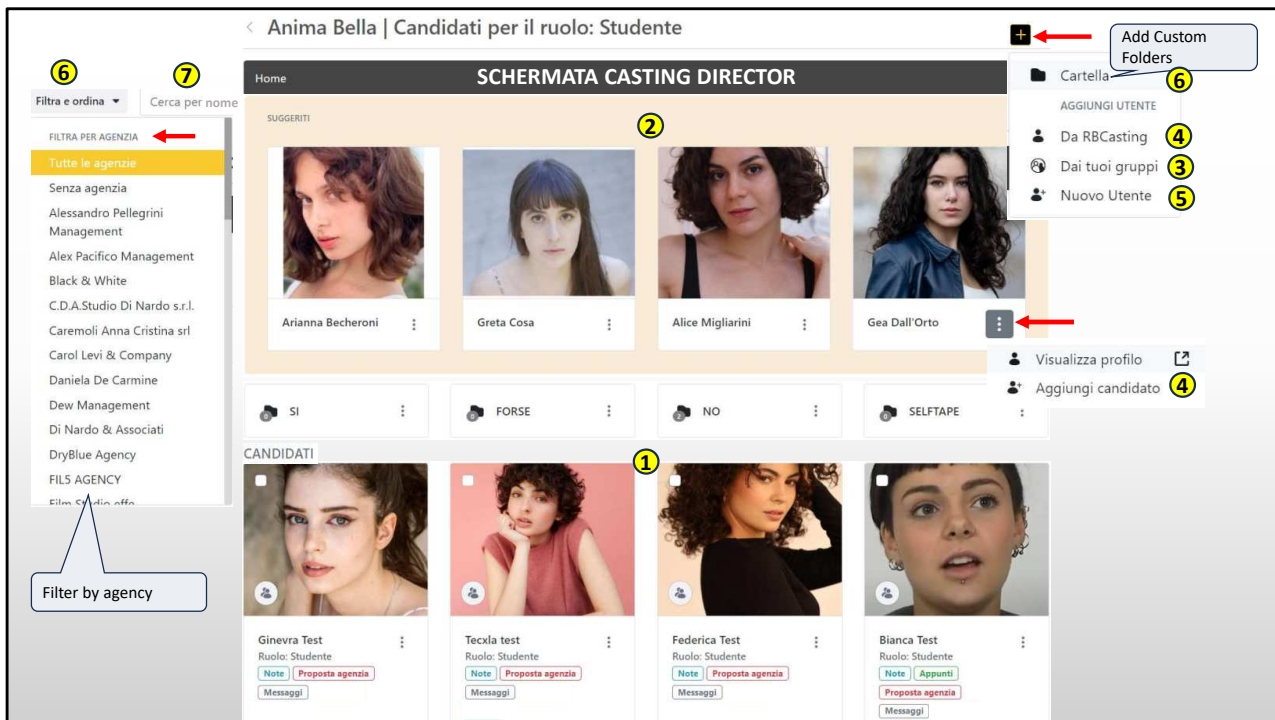
Here the casting director can give space to his creativity and imagination, he has the freedom to view artists from multiple sources.

The images at the bottom (point 1) are spontaneous applications from artists and agencies. While the images at the top (point 2) are suggested by the system, because they match the role.
This is why it is important to update the data.

This gives the casting the opportunity to discover new talents and not forget those already known.
For example, if an agent has not been able to make proposals quickly, the system suggests artists corresponding to the character in rotation.
Like Instagram stories and with each page update 4 new artists appear;

The other sources you can draw from are:
the groups that are equivalent to the casting director's personal archive (at point 3);
the portal database (point 4) and the form to insert **new artists** not present on the platform (point 5).

For example, I see a good actor at the theater, I want to add him to my project, but he is not among the site's members. In this case I can add it manually via the form (at point 5).

You can create custom folders that are added to the central ones, for example the call-back folder;

It is also possible to filter (and group) the artists by agency via the filter at the top left (point 6), very useful when there are many applications.

Or I can search for the artist by name and surname (point 7).

The casting director has the right, when he cannot spread the news, to insert a cast list visible only to himself and work on it by adding the artists directly.

For this reason, it is important (to not be excluded) that all the actors are present with updated data to match with the searches.

MULTIPLE MENU, REQUEST AND ACQUISITION OF SELFTAPE OR TEST IN PRESENCE

Now we enter the audition area.
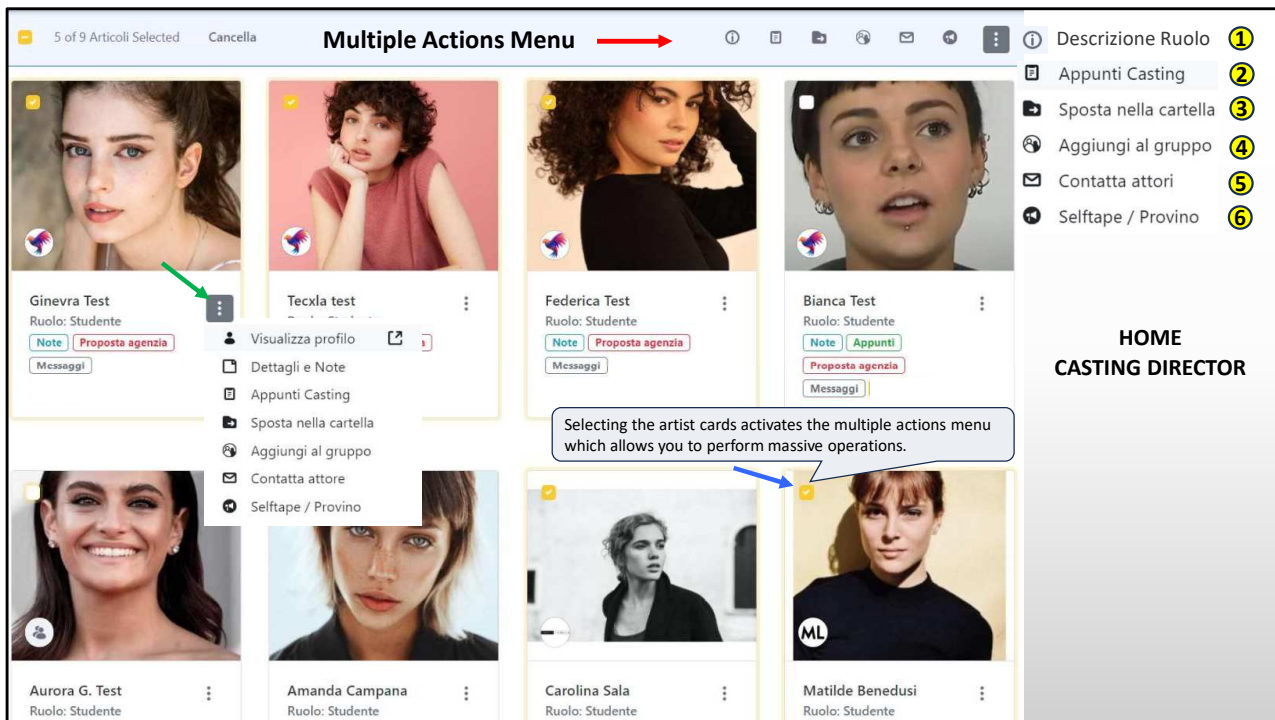
Here the casting director can view two types of menus:

The multiple menu that is activated by selecting one or more cards and allows you to perform massive operations on multiple artists.
Example: I can request self-tapes from multiple actors at the same time with a single click or call them for an in-person audition, move them to a group or folder and add casting notes.

In the contextual menu on the image (green arrow) I can do the same operations, but individually on a single artist, plus I can see the date and time of the application with the notes sent by the artist or agency.

If I wanted to request a self-tape from the selected artists, those with the yellow check, I would have to click on the megaphone icon (top right at point 6).

A page will open with a form that we will see in the next slide.

At the top, red arrows, you can add one or more videos (even those made in the studio) or choose whether to send the request for a selftape or an audition in person.

When sending the request for a selftape, you can indicate the number of poses, the budget per pose or a possible flat rate.

You can attach an example video of how the selftape should be made.

You can attach the link to one or more scenes;

You can add text notes.

The description of the character is automatically taken from the role so, if it has been entered, it is not necessary to enter it again here. It would be a repetition.

You can indicate the deadline by which to send the selftape and the start and end date of the artist's commitment.

If necessary, you can request to attach an identity document.
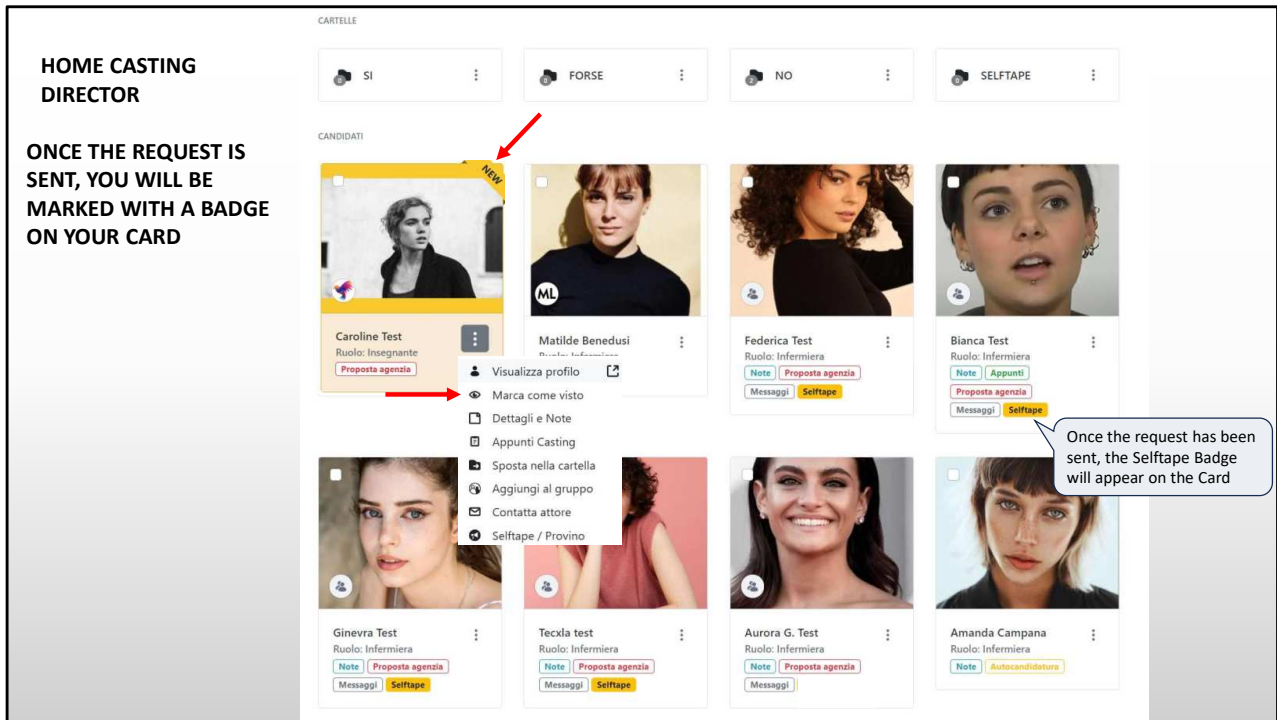
Once the request is sent, the yellow label appears on the card to remind you that you are expecting a selftape from the actress.

The photo you see with the word "**New**" indicates that you have received a new application.
If you click on "**Mark as seen**" the agent is notified that you have viewed the artist.

HOME AGENCY

Selftape / Provino

Casting

Anima Bella

Regista: Dario Albertini

Casting Director: Team Produzione

Produzione: Bibi Film

Location: Civitavecchia

Città casting: Roma e online

Salario: Pagato

Inizio: 31 gennaio 2025

Fine: 28 febbraio 2025

Produttore: Angelo Barbagallo

Scadenza annuncio: 31 dicembre 2024

Ruolo

Nome del Ruolo: Studente

Sesso: Femmina

Età: Da 18 a 23

Descrizione: Studente. Vive in una fattoria con il padre. Ha la passione per l'equitazione. non più alta di 1.75. Personaggio positivo. Estroversa.

THE AGENT RECEIVES THE SELFTAPE REQUEST ALSO BY EMAIL

5 settembre 2024

Luigi Apolloni

Richiesta selftape

Luigi Apolloni ti ha inviato una richiesta per un Selftape. Per il ruolo sono previste 15 posa/e. Per ogni posa è previsto un budget di 700€.

Clicca qui per vedere il video che ti ha mandato il casitng director per il ruolo.

Maggiori dettagli: Preparare il selftape con inquadratura in primo piano
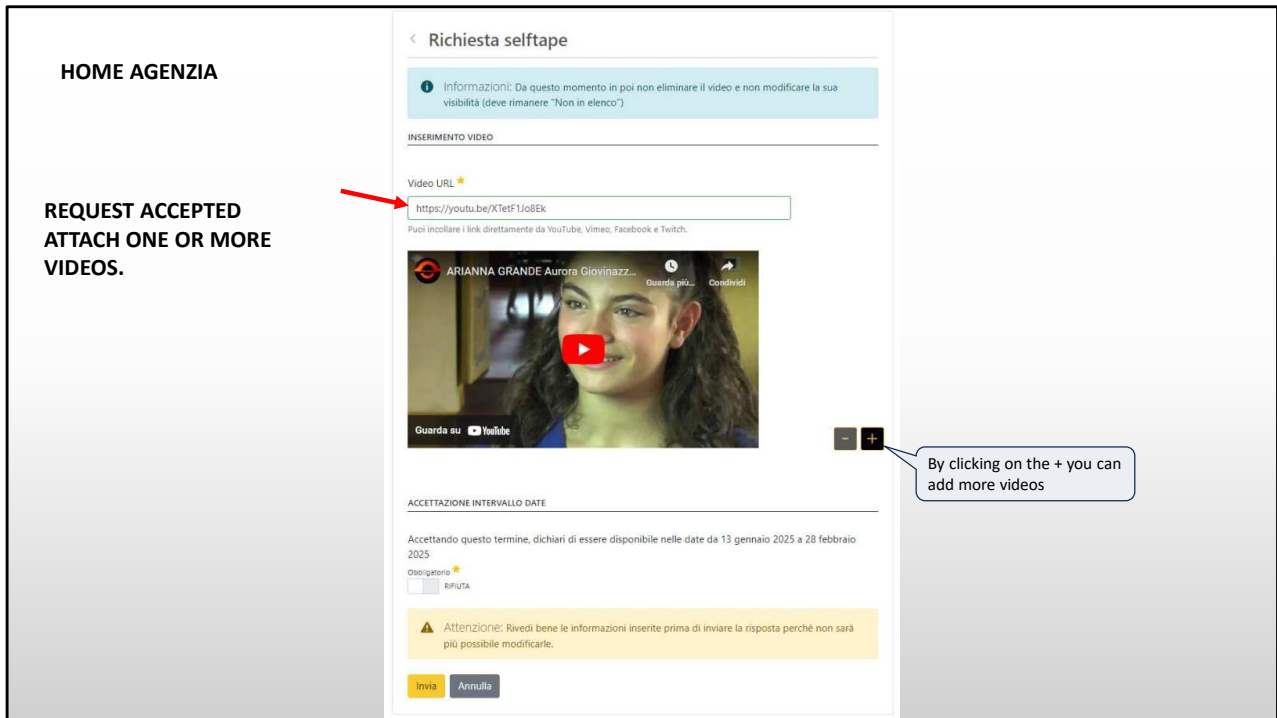
Risposta entro il: 25 ottobre 2024

Periodo disponibilità: Da 13 gennaio 2025 a 28 febbraio 2025
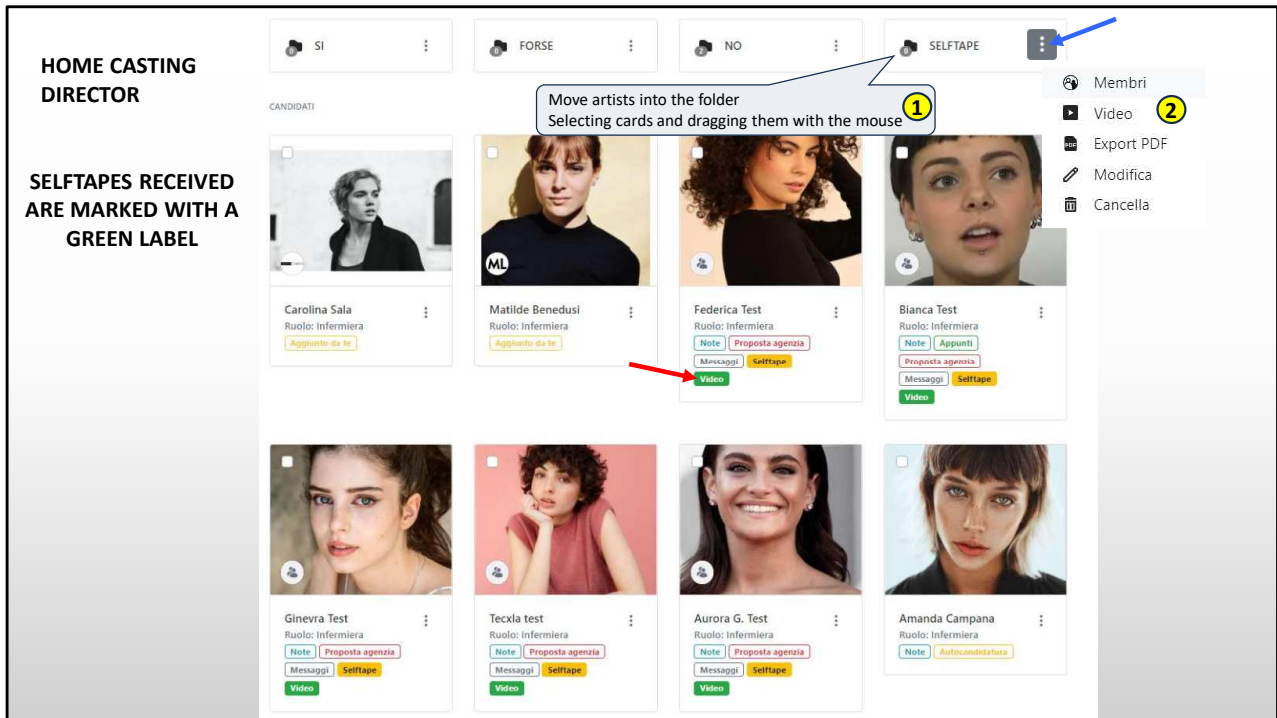
Link scena provino 1

Accetta   Rifiuta

The agent receives the selftape request with all the information to evaluate the project.

He can accept or reject the request.

By accepting the request you can attach one or more videos of the artist (red arrow).

The received selftapes are indicated by the green label "Video" on the card (red arrow).

The casting director can also add videos of auditions made in person here.

The artists with videos must be moved to a folder, to allow multiple export and total viewing of the videos.

By clicking on the video item in the folder menu (blue arrow) (at point 2, top right), the page will open showing all the videos in the folder that you will see on the next page.
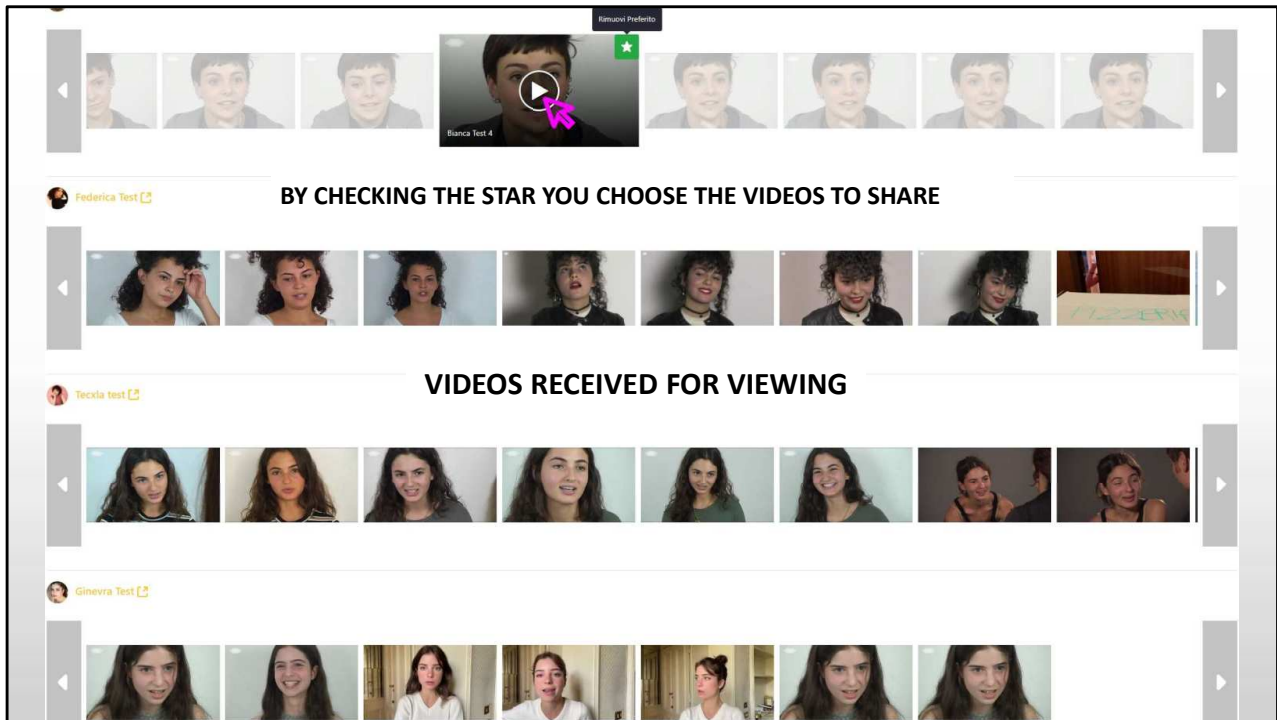
This screen shows video previews of received selftapes. Ready to watch.

By checking the star, the video is added to your favorites to share.
With this system, videos are not lost, do not end up in spam, and the link does not expire as happens with Wetransfer.

VIDEO SHARING LINK - CLICK ON: «Options and Sharing»
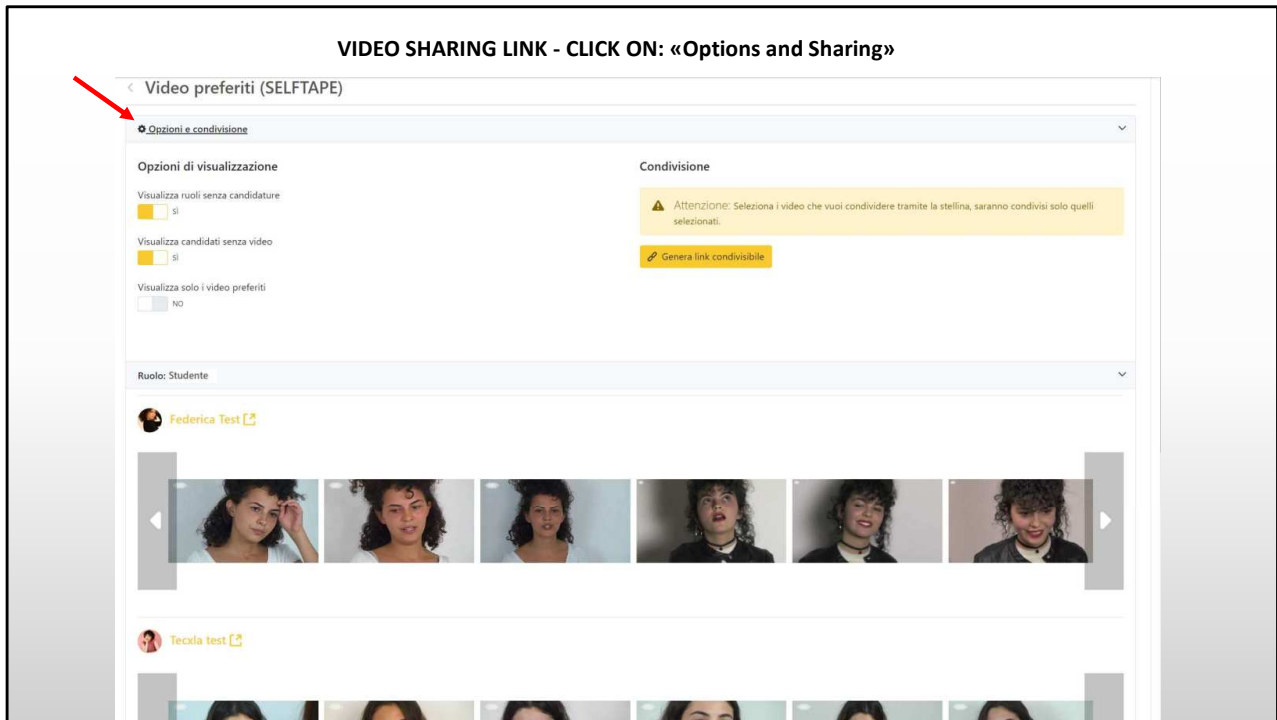
By clicking on "Options and Sharing" (red arrow) you will access the page where you can generate the link to share.
To generate it, click on the "generate link" button

The generated link is private. Visible only to those who have it. It is similar to the "unlisted" Youtube link.
Obviously, it can be sent by email.

OPTIONS AND LINK SHARING – INFO
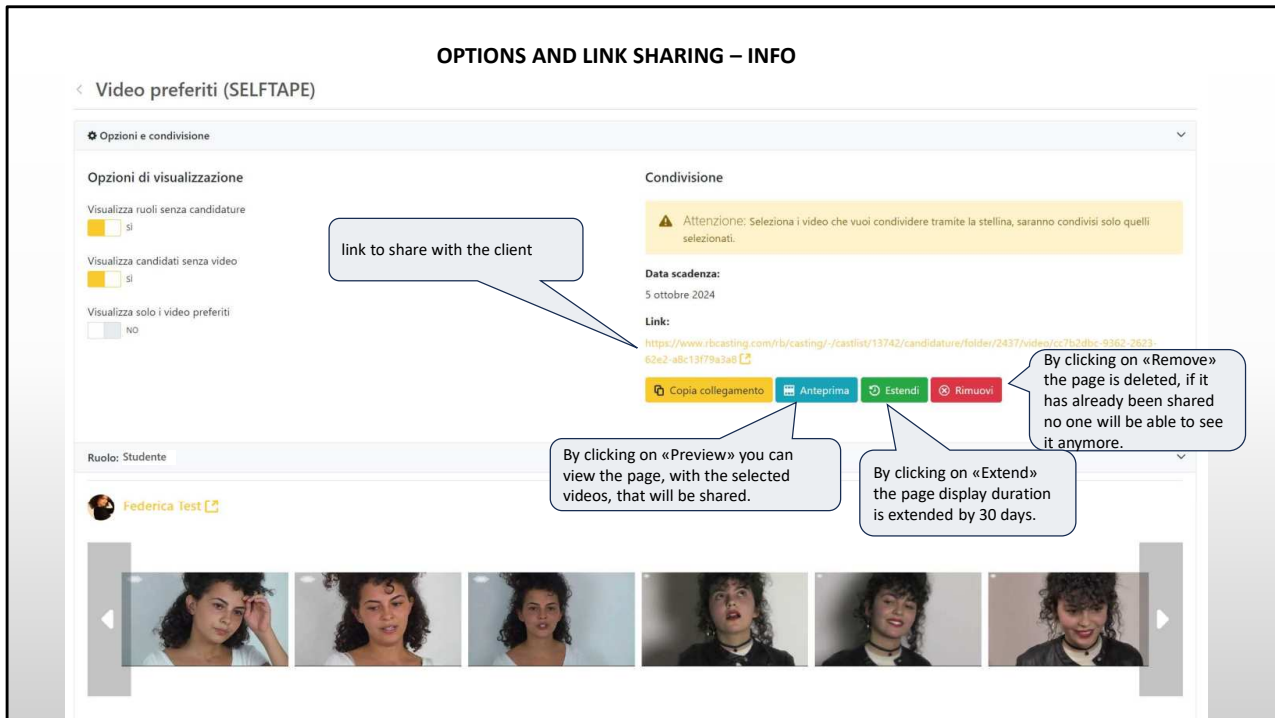
Once the link is generated, it is recommended to go to preview to see what you are sharing.

The link is valid for one month from when it is generated and by clicking on extend you can extend the expiration by another month and so on indefinitely.

By clicking on «**Remove**» the link expires before it expires. In this case the videos will remain available in the same position visible only to the casting director.
To share them again, just generate another link.
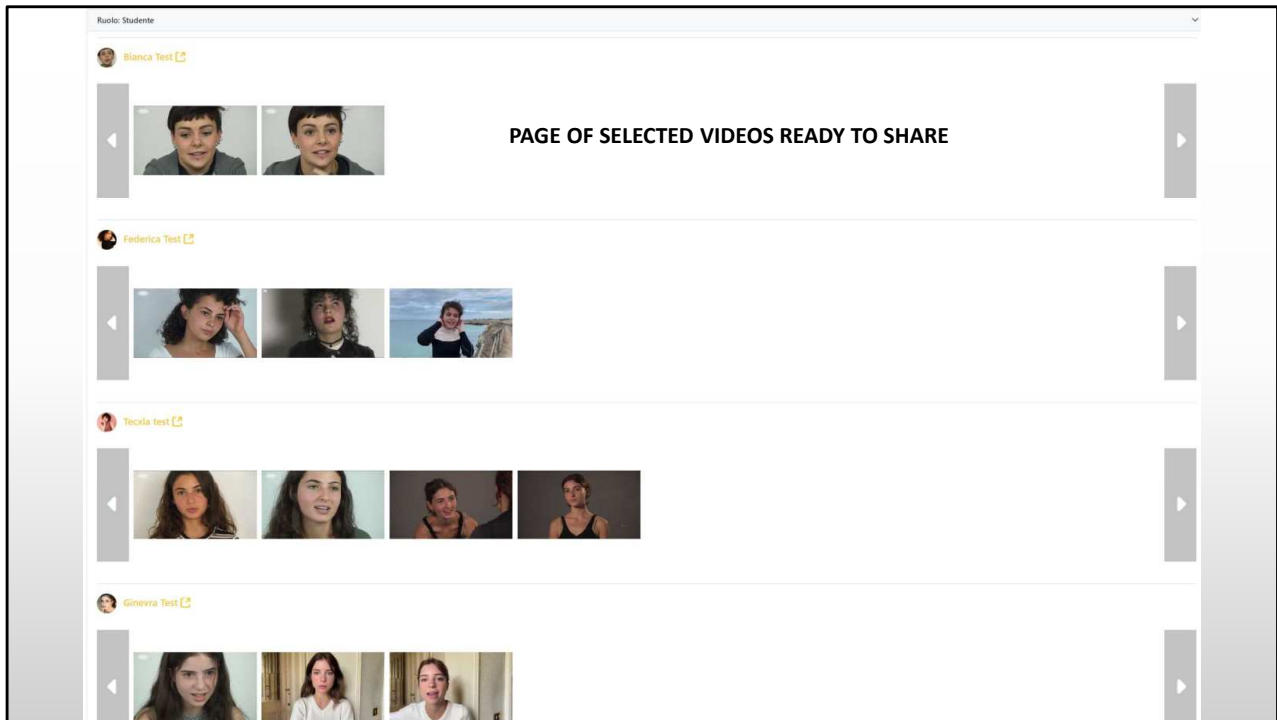
THIS IS A PREVIEW OF THE SELECTED VIDEOS THAT WILL BE SHARED.

VIDEOS ARE ORGANIZED BY ROLE

Magazine ⌄ ▸ Casting ⌄   Ricerca 🔍 🇮🇹 👤

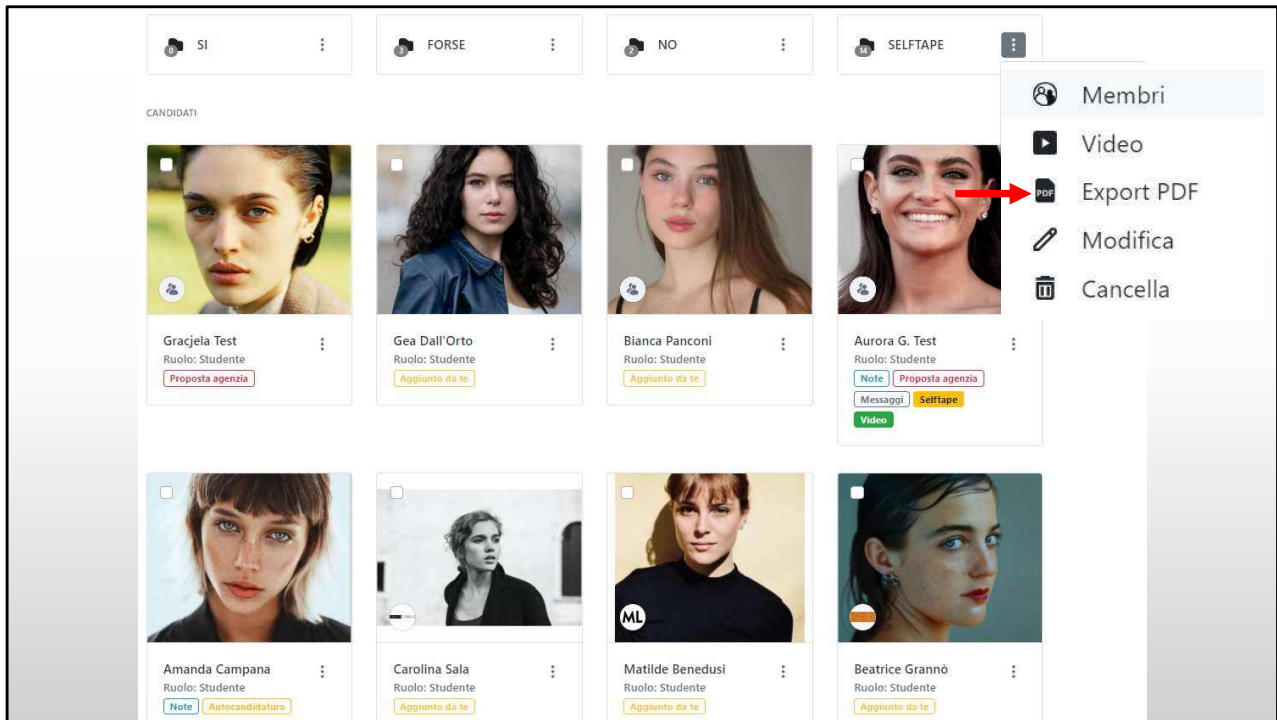Video preferiti (SELFTAPE)

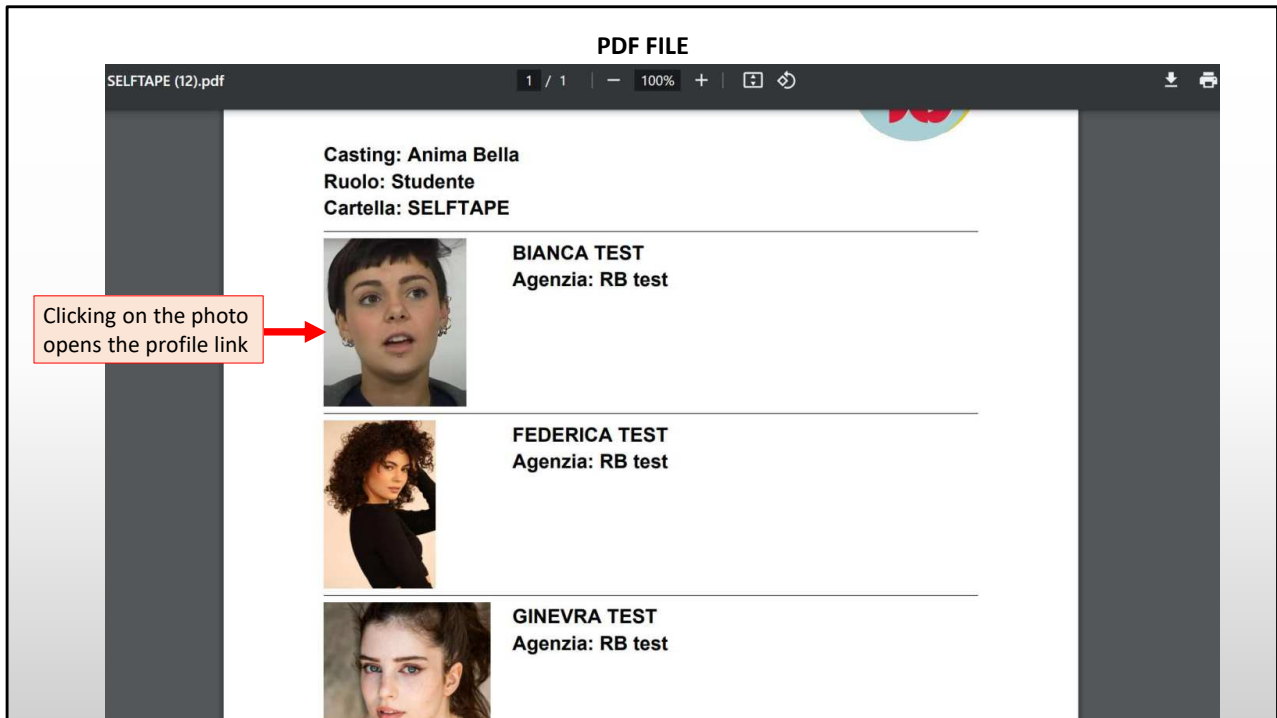| Ruolo: Studente fuori corso | ⟩ |
Ruolo: Studente	⟩
Ruolo: Meccanico	⟩
Ruolo: Insegnante	⟩

The videos are organized by role. Clicking on the role opens the videos with the same view as the previous screens.

CREATION OF PHOTOGRAPHIC PDFs

From the folder menu you can quickly export PDFs with photos of the actors to present to the production (red arrow).

PDF FILE

SELFTAPE (12).pdf   1 / 1   — 100% +

Casting: Anima Bella
Ruolo: Studente
Cartella: SELFTAPE

BIANCA TEST
Agenzia: RB test

Clicking on the photo opens the profile link

FEDERICA TEST
Agenzia: RB test

GINEVRA TEST
Agenzia: RB test

This is how the pdf looks like.
At the top is the title of the film, the role and the folder from which I exported the file.
Clicking on the photo opens the artist's profile.

ARTIST PROFILE

The agent can insert the link to the artist's agency page
Ex: www.agency.it/mariorossi

Kasia Smutniak

Scarica CV   Contatta

IMDb

Agenzia TNA ˅
Galleria

Media
Informazioni
Lavori

Video   Apri link in una nuova tab

Curriculum   Link CV (dedicato all'agenzia)

Cinema			
2022	PANTAFA	Emanuele Scaringi	▶
2022	IL COLIBRÌ	Francesca Archibugi	➕
2021	3/19	Silvio Soldini	▶ ➕
2018	LORO	Paolo Sorrentino	
2017	MOGLIE E MARITO	Simone Godano	
2017	MADE IN ITALY	Luciano Ligabue	
2015	PERFETTI SCONOSCIUTI	Paolo Genovese	➕
2014	MARAVIGLIOSO BOCCACCIO	P. e V. Taviani	➕
2013	ALLACCIATE LE CINTURE	Ferzan Ozpetek	➕
2013	BENVENUTO PRESIDENTE	Riccardo Milani	➕
2012	TUTTI CONTRO TUTTI	Rolando Ravello	➕
2010	FROM PARIS WITH LOVE	Pierre Morel	➕

This is what an artist's complete profile looks like.

The agent can connect the artist's link to the agency page where Photos, Videos and Curriculum are present.
In this way the agent can apply for roles the artist with all the updated material. FREE OF CHARGE.
This system allows you to use the platform as a work tool, speeding up the application times of the artists. Which can also be done from a mobile phone.

ARTIST PROFILE DATA

Link	https://tnasrl.net/attrice/kasia-smutniak/
	https://www.instagram.com/lasmutniak/?hl=it
	https://it.wikipedia.org/wiki/Kasia_Smutniak

Videos on YouTube
Wikipedia Page
Google Video
Google Images
Google News, Press Review of the artist

Informazioni

Dati	
Qualifiche: Attore	
Altezza (cm): 170	
Colore occhi: Marroni	
Nato a: Polonia	
Vive a: Roma, Roma, Italia	
Altro domicilio: Roma, Roma, Italia	
Lingua madre: italiano, polacco	
Lingue Ottimo/Fluente: inglese, russo	

Skills	
Dialetti/Accenti: Lombardo, Milanese, Romano	
Strumenti musicali: No	
Sport/Arti Marziali/Danze: Equitazione	
Etnia: Europea, Mediterranea, Mediterranea	

Here we find the other information of the profile.

The links to the IMDB, YouTube, Wikipedia, Google Images, Video and News pages (where you can generate a press review of the artist in real time), are automatically created by the system on all profiles.
The casting director with a single click can view all the videos and photos of an artist present on the web.
This is a feature that is integrated on all the profiles of the artists and is free like all the previous steps that we have seen.

GROUPS = PERSONAL ARCHIVE

OF THE CASTING DIRECTOR

CASTING DIRECTOR'S PERSONAL ARCHIVE
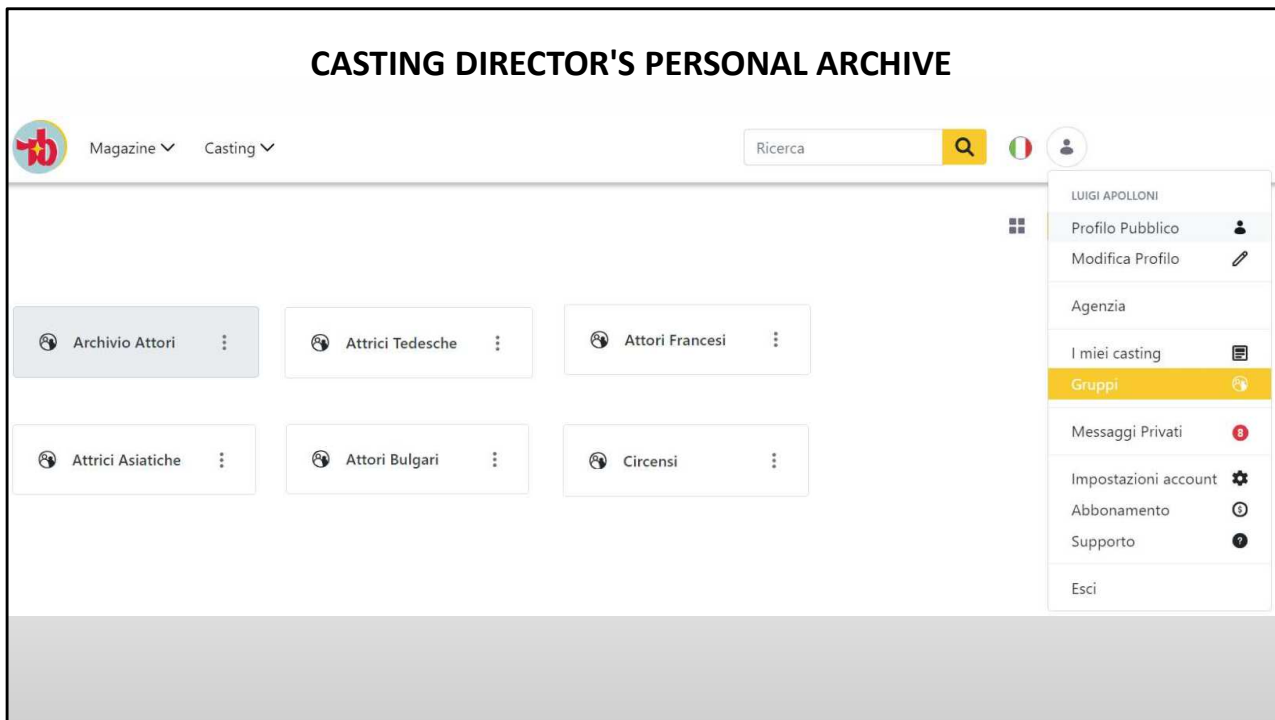
Through groups, the casting director can create his own personal archive.
He can add one or more Groups.
Each group can contain more than 20,000 artists.
The group you see in gray is created by default.

From each group, it is possible to search for artists through filters.
It is useful for the artist to become part of the archive of as many casting directors as possible.
There is no specific way to do this, other than applying to projects and keeping the data updated.

Casting directors who have their own personal archive and wish to import it can contact our technical support.

The Filter button at the top allows us to activate the search filters
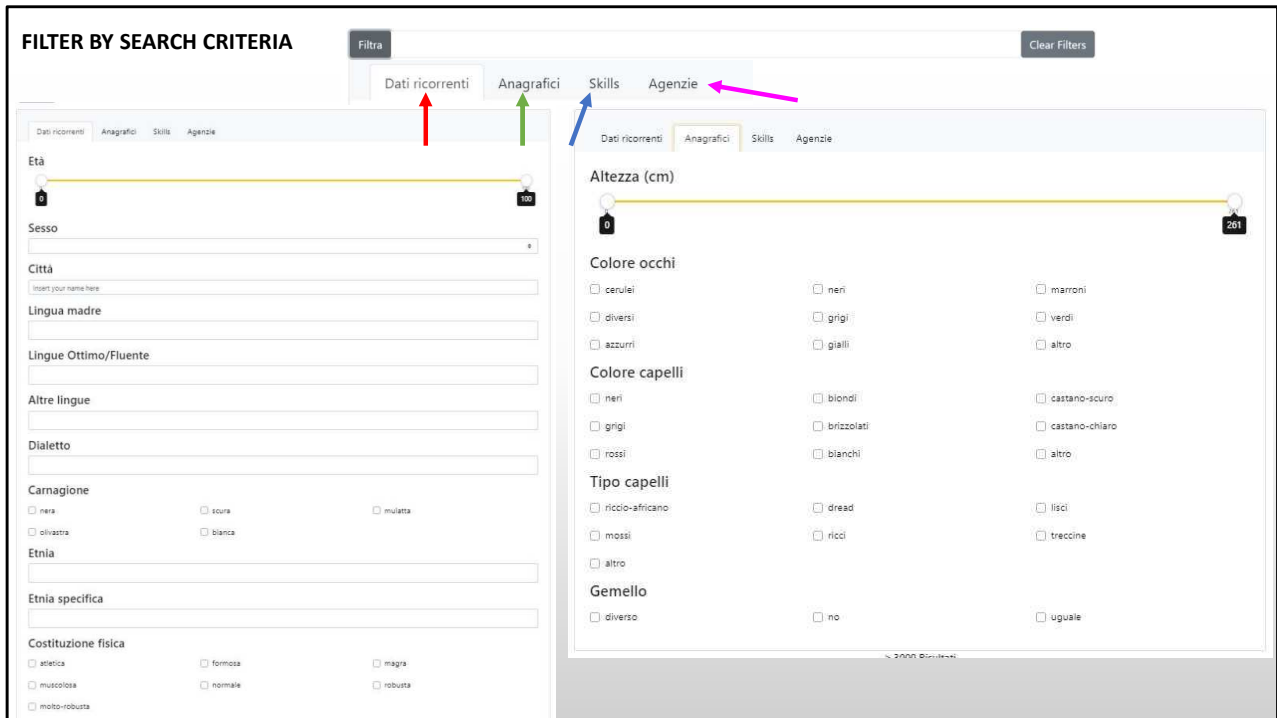
Filters are organized by **recurring data**, Red arrow;

Personal data, Green arrow

Skills Blue arrow

Agencies Pink arrow

These are the **Skills** (red arrow) and the **Agency** filters (green arrow).

AGENCY

CASTLISTS RECEIVED BY EMAIL

OUTSIDE THE PLATFORM
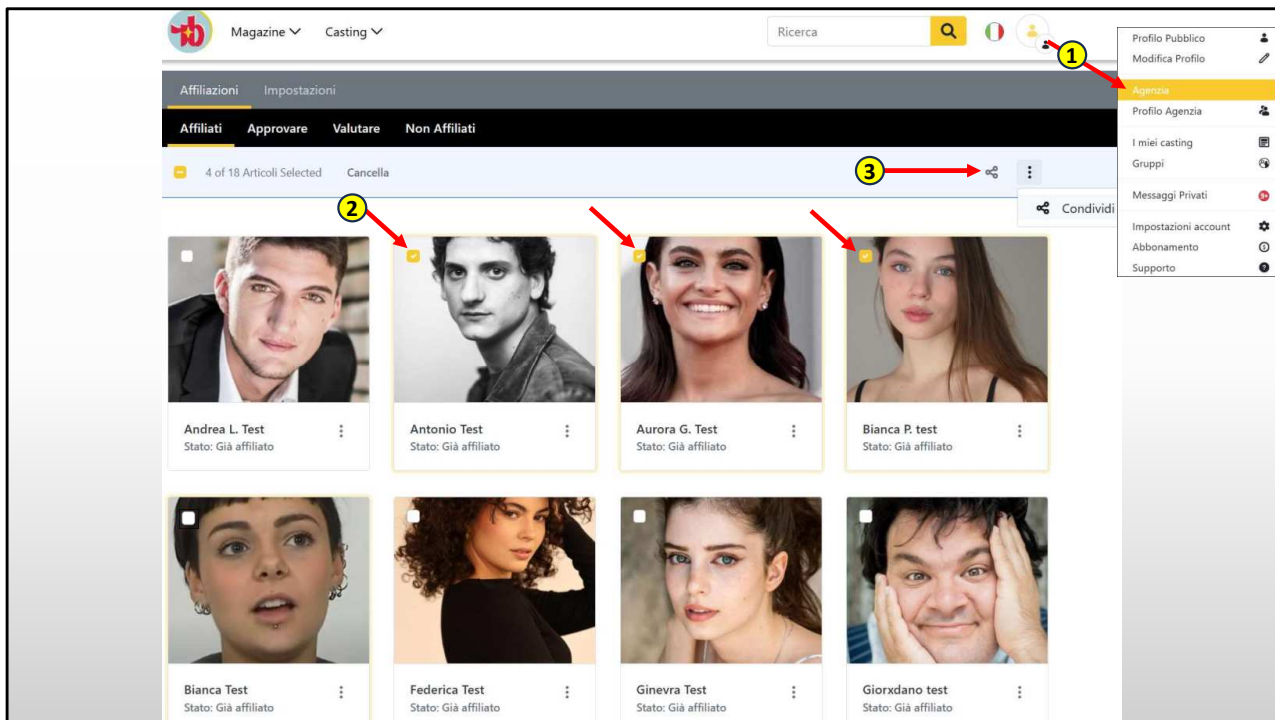
As an agent you can nominate your artists for projects outside of RB Casting (example: to a cast list received via email). If you are traveling you can also do it from your cell phone without turning on your computer.
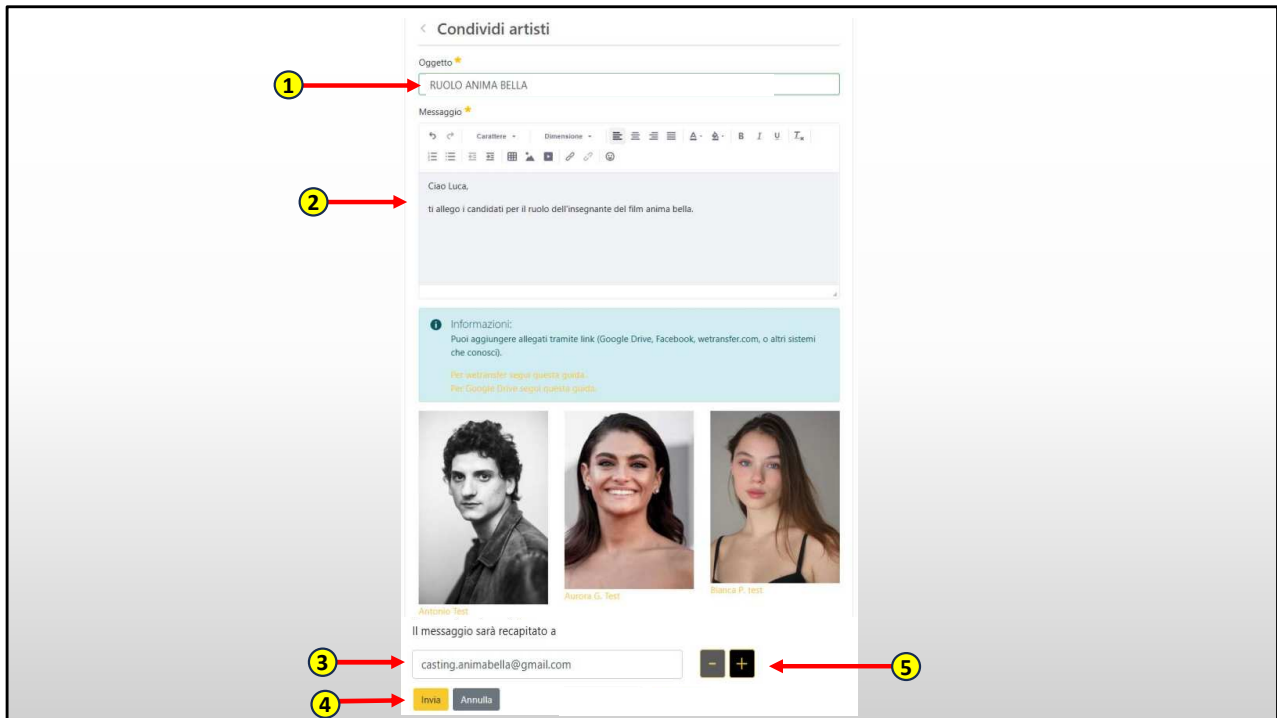
To nominate them you will have to access the menu (see image at point 1) and by clicking on «Agency» you land on the Affiliates page. Here you can choose the artists you want to nominate for the project (by clicking on the photo at point 2), then clicking on share at point 3.

On this page you will find the artists you have chosen to nominate (on the previous page).
You can customize the subject and text of the message exactly like for an email.
At the bottom write one or more email addresses to which to send the actors and then click on send.

The message will be sent from the agent's email address (and not from rbcasting) and the agent will receive the reply directly on their personal email.

1) you can write the subject;
2) you can write the text;
3) you can write the email address to which to send the applications;
5) you can add via the + more email addresses to which to send the applications.
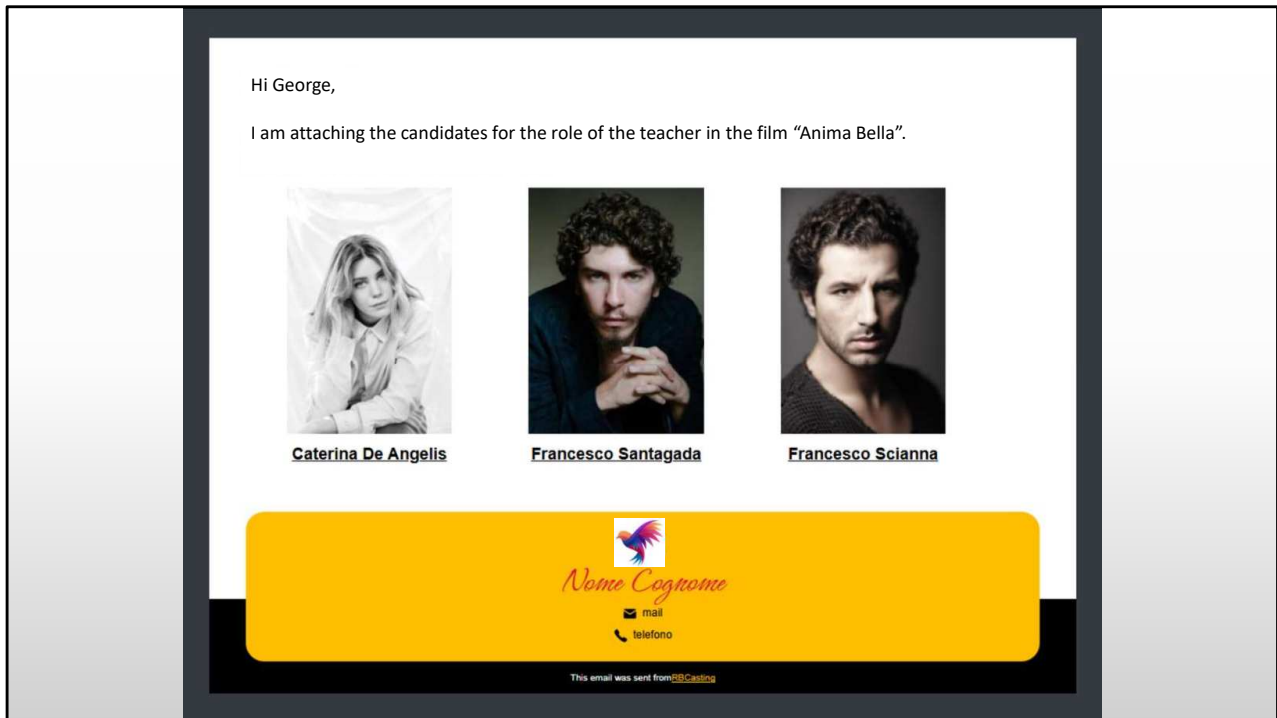
This is the email that the casting director will receive.
Clicking on the photo or name will display the artist's profile with the link to the agency's page.

The email will be personalized with the agent's signature, name, logo, contacts and telephone.

END