

session focused. flexible. streamlined.

VITA

from the beginning

To make your commercial session really come together a lot of factors have to happen without a hitch. Exciting ideas, a team who can make the creative come to life, and the right talent to sell the product. And, with all these factors needing attention under the ever changing pressures of time, money and production glitches, you don't want to constantly worry about how you're going to get it all done.

That's why Talent Partners has developed a new workflow-based application to bring talent information quickly and consistently into the session process.

Vita—capturing commercial talent information from the start.

taming the chaos

Vita (the Latin word for life) is a web-enabled application that introduces new order into the session process, even before a commercial is shot. With its intuitive, easy-to-use design, Vita lets you quickly record session details and information for each performer and then print out production-related documents such as contracts, W4s, and session reports. At the same time, as you bring your commercials to life, Vita allows you to associate and index all of the cast information and support documents from the session to those commercials.

While part of Vita's design is to give a consistent structure and approach to

managing talent information, it is also designed to provide the flexibility required in the fast-paced production environment. As your productions change, Vita allows you to make changes to cast information, literally, up to the last minute. All you need to do is enter the revised data into Vita, produce an updated contract or report, and you're off to the session. And, to help add another level of versatility, you or any designated staff member can use Vita to search across your indexed commercial information so that you can immediately locate any details that are needed. All of this automation helps to move information through the workflow ensuring that you and the talent are on the same page and that cast members are always paid accurately and on time.

accelerating your workflow

Vita simplifies how you generate, manage, and apply documents related to commercial talent. Along the way, it also provides—

- **Improved productivity.** With all essential session talent information stored electronically in a single location, Vita puts an end to chasing multiple paper documents from multiple sources.

- **Consistent, up-to-date records.** Session information including cast details is entered right at the beginning of a commercial campaign and can be updated throughout the process, ensuring that agencies and performers are always on the same page.

- **Tighter quality control.** Vita's forms-based structure minimizes the risk of errors and provides stricter compliance with union, governmental, and business rules.

- **Enhanced information sharing.** Anyone with assigned access can easily view, perform functions, and repurpose the talent information.



adding efficiency, one step at a time

Vita is another significant advance in the efforts Talent Partners is making to link the elements of your talent workflow into a single integrated system that saves you time and resources. To learn more about how Vita can help your session get off to the best start, please give us a call.



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