

ModelTek. Why should I consider it?

Introduction

ModelTek is a information system designed for use by your agency to reduce the time spent by staff on the administrative tasks necessary in managing talent.

This makes them more efficient and productive so they can manage more talent or provide them with better service.

If you are still using charts on the booking desk it is time to replace them with ModelTek.

It makes sharing data between your team of bookers easier and gives management access to the information anytime... Anywhere...

Bookers can easily phone, fax, email or SMS the talent directly from the system. No more duplicated databases of phone numbers and emails. No more errors and delays hunting around for contact details. They can immediately review each talents schedule and update it quickly.

All the agency forms can be held in ModelTek - application forms, standard contracts, information sheets that can be printed, emaied or faxed to talent and clients.

A full job history is held for each talent that can be reviewed for conflict of interest when negotiating jobs.

Massively reduce the time spent passing information about jobs from the booking desk to accounts. No more re-entering data (less mistakes) and the accounting staff can perform more of a review role with the financials.

And more...

This document is designed to introduce you to ModelTek and show how it can become an integral tool for your agency. Hopefully it will convey the potential benefit to your organisation. For further details please contact ADE Group.

ModelTek - Summary

ModelTek - ModelTek Company Pty Ltd (User: Tony)

File Transactions Reports Admin Accounting Windows Help

Deadlines Schedule Castings Jobs Talent Diary Contacts Exit

Deadlines (Next 30 days) SMS Talent Notify Talent Refresh Daily

Ref	Job Status	Advised	By	Booking Time	Talent	Type	Booker	Product	Client
1	All details Completed			Tuesday, Sep 13, 2005, at 9:00 AM to	Rowan Ricepaper	Paid Job	Tony	Editorial	Paper Industries Pty Ltd
2	All details Completed	YES	To	Tuesday, Sep 13, 2005, at 9:00 AM to	Susan Green	Paid Job	Tony	Editorial	Paper Industries Pty Ltd
8	Active			Tuesday, Sep 13, 2005, at 10:00 AM to	Rose Burn	Paid Job	Tony	Shoot for new magazine	Magazine Network Pty Ltd
1	All details Completed			Wednesday, Sep 14, 2005, at 9:00 AM to	Rowan Ricepaper	Paid Job	Tony	Editorial	Paper Industries Pty Ltd
2	All details Completed			Wednesday, Sep 14, 2005, at 9:00 AM to	Susan Green	Paid Job	Tony	Editorial	Paper Industries Pty Ltd
4	All details Completed			Friday, Sep 16, 2005, at 1:00 PM for 0	Rowan Ricepaper	Casting	Tony	TVC London	Unknown client
3	All details Completed			Friday, Sep 16, 2005, at 1:00 PM for 0	Rose Burn	Casting	Tony	TVC London	Unknown client
5	All details Completed			Friday, Sep 16, 2005, at 1:00 PM for 0	Samantha Wolvington	Casting	Tony	TVC London	Unknown client
6	All details Completed			Sunday, Sep 18, 2005, at 10:00 AM to	Rose Burn	Casting	Tony	TVC for Underwear	Magazine Network Pty Ltd
7	All details Completed								
6	All details Completed								
7	All details Completed								
4	All details Completed			Friday, Sep 30, 2005, All day	Rowan Ricepaper	Casting	Tony	TVC London	Unknown client
3	All details Completed			Friday, Sep 30, 2005, All day	Rose Burn	Casting	Tony	TVC London	Unknown client
5	All details Completed			Friday, Sep 30, 2005, All day	Samantha Wolvington	Casting	Tony	TVC London	Unknown client
4	All details Completed			Saturday, Oct 1, 2005, All day	Rowan Ricepaper	Casting	Tony	TVC London	Unknown client

This is the main screen of ModelTek (showing the Deadlines page but more of that later). Let's look at how the system works in a nutshell.

Booking Notes

Job Notes

Instructions

Legend

- Today
- Advised
- No SignOff

Overview

ModelTek is a talent booking management database. It comprises three main masterfiles, Talent, Agents and Clients.

Talent are the people you represent like models

Agents are people/firms you sometimes deal with as intermediaries to the client like production houses.

Clients are people/firms ultimately being billed for the jobs.

You, the agency manage every interaction between the 3 using ModelTek to maintain each talents schedule and and generate quotes and financial information for each job when completed.

The financial job information is then transferred to your accounting package for billing etc.

ModelTek - Castings

The screenshot displays the ModelTek software interface. The title bar reads "ModelTek - ModelTek Company Pty Ltd (User: Tony)". The menu bar includes "File", "Transactions", "Reports", "Admin", "Accounting", "Windows", and "Help". The toolbar contains icons for "Deadlines", "Schedule", "Castings", "Jobs", "Talent", "Diary", "Contacts", and "Exit".

The "Castings" section is active, showing a table with the following data:

Ref	Booker	Review Date	Description
1	Tony	12/09/2005	Possible job in London
2	Tony	29/09/2005	

Buttons for "Add", "Edit", and "Delete" are located above the table.

The "Talent" section is also visible, showing a table with the following data:

Ref	Talent	Agent	Job Type	Status	Option
3	Rose Burn	Unknown agent	Casting	All details Completed	1st Option
4	Rowan Ricepaper	Unknown agent	Casting	All details Completed	1st Option
5	Samantha Wolvington	Unknown agent	Casting	All details Completed	1st Option

Buttons for "Reschedule", "Add Talent", "Complete", "Complete All", and "Delete Talent" are located above the table.

Castings

ModelTek let's you enter information in any order but let's start with castings. Here you see every current casting and below is a list of the talent attending the casting. A casting is a special type of job to ModelTek because you can manage a group of talent going to the same casting.

The buttons on the talent list let you manage each casting and complete the details easily when it is done.

ModelTek - Casting Wizard

Adding new casting

Filter Talent List

Casting date and time
13/09/2005 09:00 am ...

15 Minutes apart

0.5 Hours duration

Allocate times

Job Date
15/09/2005

Add Date

Delete Date

Validate times

1	Sel	Code	Name	DateTime	Feedback
A		ROSE	Rose Burn		
B		ROWAN	Rowan Ricepaper		
C	X	SAM	Samantha Wolvington	13/09/05 09:00 am	OK 1st Option
D	X	SUSAN	Susan Green	13/09/05 09:15 am	OK 2nd Option
E					
F					
G					
H					
I					
J					
K					
L					
M					
N					
O					
P					

Booking notes for casting (normally address for casting)

Cancel << Back Next >> Accept

Entering a Casting or GoSee

ModelTek has a casting wizard to quickly let you select and send talent to a casting or gosee.

Enter the date and time of the casting and the interval for appointments and duration.

You can enter job dates to put a hold in the talents schedule and to make sure they are available for the job itself.

Select the talent to send to the casting .

Click allocate times to allocate a time to each talent.

Click validate times for ModelTek to check each talents schedule. If they have another job at that time your can right click and review the schedule.

When you are happy you click accept and the casting and job holds will be added to each talents schedule.

ModelTek - Jobs Screen

ModelTek - ModelTek Company Pty Ltd (User: Tony)

File Transactions Reports Admin Accounting Windows Help

Deadlines Schedule Castings Jobs Talent Diary Contacts Exit

Jobs Select \$ Print Add Edit Delete

Ref	Talent	Status	Booker	Date	Type	Priority	Total Fee	Last App...	Product	Cl
10	Susan Green	Ready to Invoice	Tony	12/09/2005	Paid Job	1st Option	1064.00	27/08/2005	Tennis shoes	
8	Rose Burn	Active	Tony	12/08/2005	Paid Job	1st Option	600.00	13/09/2005	Shoot for new magazine	
9	Rowan Ricepaper	Active	Tony	13/09/2005	Appoint	2nd Option		13/09/2005	Appointment	
2	Susan Green	All details Complete	Tony	12/09/2005	Paid Job	1st Option	1200.00	14/09/2005	Editorial	
1	Rowan Ricepaper	All details Complete	Tony	12/09/2005	Paid Job	1st Option	1600.00	14/09/2005	Editorial	
6	Rose Burn	All details Complete	Tony	12/09/2005	Casting	1st Option		29/09/2005	TVC for Underwear	
7	Susan Green	All details Complete	Tony	12/09/2005	Casting	1st Option		29/09/2005	TVC for Underwear	
3	Rose Burn	All details Complete	Tony	01/09/2005	Casting	1st Option		01/10/2005	TVC London	
4	Rowan Ricepaper	All details Complete	Tony	01/09/2005	Casting	1st Option		01/10/2005	TVC London	
5	Samantha Wolvington	All details Complete	Tony	01/09/2005	Casting	1st Option		01/10/2005	TVC London	
11	Rose Burn	Ready to Invoice	Tony	06/09/2005	Paid Job		15000.00		Face of the newspaper	

Job Notes

Fashion week promo

Legend

- Not First
- Pending
- Finished

Jobs Screen

To ModelTek every interaction between the talent and clients is a job. So a job can be a paid job, a casting or gosee or an appointment at the agency. If the talent attends the casting and gets the job this casting will become a paid job for this talent.

The jobs screen shows every noncompleted job on the system for every talent. It shows various details like the type of job, its status and details. You can look at all the jobs yours only or only one talent. Red highlights a job that is not a first option (more of that when we look at the talent schedule) and green shows that it is ready to invoice. This means all the financial details are entered and correct and accounts will process it in their next batch run. Pending indicates a job that should be finished (ie the last appointment date is passed)

Let's have a closer look at a job.

ModelTek - Job Transaction

Editing job/appointment 1 (Rowan Ricepaper)

Job Details

Talent: Rowan Ricepaper Date made: 12/09/2005

Status: All details Completed Client Ref: []

Agent: MAG

Client: PAPER Type: Paid Job

Category: Other Require Sign-Off Require Tearsheet

Product/Job No.: Editorial

Instructions:

- Clean Hair
- Clean Face
- MakeUp On
- Shoes
- G-String & Bra Flesh
- G-String & Bra Black
- Manicure
- Pedicure
- Prepare for Lingerie
- Prepare for Swimwear
- Shaven
- Unshaven

Job notes: Fashion week promo

Times

Add Edit Delete

Date	Time	Priority	Status
Tuesday, Sep 13, 2005	9:00 AM to 5:00 PM	1st Option	Conf
Wednesday, Sep 14, 2005	9:00 AM to 12:00 PM	1st Option	Conf

Booking notes: Be early please

Financial

Add Edit Delete

Type	Units	Value	Details	Total
Time	8	200.00	15-9-05 Stills - Editorial	1600.00

Account to: Mr Norm West

Usage Details

Internal Notes

Subtotal	\$1,600.00
GST	\$0.00
Subtotal	\$1,600.00
ASF %	10
GST on ASF	\$160.00
Total	\$1,776.00
Currency	Australian

Accept Cancel

Entering a Job

The job screen is split into 3 sections and you enter information depending on the type of job. (A gosse does not require any financial data for example)

The **Job Details** section requires the talent, an agent and a client (they may be the same person/company). You also enter the job type, status and product details.

Job notes can advise the talent of contact people or other data.

The **Times** section records each appointment pertaining to the job. (One for each appointment so 3 for a 3 day shoot) This information appears on the talents schedule and determines where they have to be and when.

The **Financial** section details the charges for the job to the client. This information can be sent to the client for confirmation and will be transferred to the accounting system when the job is ready to invoice.

ModelTek - Deadlines

ModelTek - ModelTek Company Pty Ltd (User: Tony)

File Transactions Reports Admin Accounting Windows Help

Deadlines Schedule Castings Jobs Talent Diary Contacts Exit

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6	All details Completed			Sunday, Sep 18, 2005, at 10:00 AM fc	Rose Burn	Casting	Tony	TVC for Underwear	Magazine Network Pty Ltd
7	All details Completed			Sunday, Sep 18, 2005, at 10:00 AM fc	Susan Green	Casting	Tony	TVC for Underwear	Magazine Network Pty Ltd
6	All details Completed			Thursday, Sep 29, 2005, All day	Rose Burn	Casting	Tony	TVC for Underwear	Magazine Network Pty Ltd
7	All details Completed			Thursday, Sep 29, 2005, All day	Susan Green	Casting	Tony	TVC for Underwear	Magazine Network Pty Ltd
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3	All details Completed			Friday, Sep 30, 2005, All day	Rose Burn	Casting	Tony	TVC London	Unknown client
5	All details Completed			Friday, Sep 30, 2005, All day	Samantha Wolvington	Casting	Tony	TVC London	Unknown client
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Booking Notes

Job Notes

Instructions

Legend

- Today
- Advised
- No SignOff

Deadlines

The most important function of the booker is to ensure the talent gets to the appointments and are advised of where to be and when. When the jobs are entered all the appointments appear on the deadlines screen. As the talent is advised of the appointment the jobs are marked accordingly with who advised them. Note that only first options appear on the deadlines screen.

One useful feature when schedules get tight (during major fashion events) is the daily schedule that shows every talent's appointments and the client for a specified day.

ModelTek - Talent Schedule

The screenshot shows the ModelTek software interface for a talent schedule. The window title is "ModelTek - ModelTek Company Pty Ltd (User: Tony)". The menu bar includes File, Transactions, Reports, Admin, Accounting, Windows, and Help. The toolbar contains icons for Deadlines, Schedule, Castings, Jobs, Talent, Diary, Contacts, and Exit. The main window displays a schedule for "Rowan Ricepaper" for the date "02/09/2005". The schedule is organized by day (Tuesday Sep 13, Wednesday Sep 14, Thursday Sep 15, Friday Sep 16) and time slots (5:00 am to 7:00 pm). The schedule shows several appointments:

- Tuesday Sep 13:** An orange block from 9:00 am to 5:00 pm labeled "Editorial Tuesday September 13, 2005 From 9:00 AM to 5:00 PM Talent fee for this job 1600. This job is a 1st Option". A yellow block from 10:00 am to 12:00 pm labeled "Appointment Tuesday September 13, 2005 From 10:00 AM to 12:00 PM This job is a 2nd Option".
- Wednesday Sep 14:** An orange block from 9:00 am to 12:00 pm labeled "Editorial Wednesday September 14, 2005 From 9:00 AM to 12:00 PM Talent fee for this job 1600. This job is a 1st Option".
- Friday Sep 16:** A pink block from 1:00 pm to 2:00 pm labeled "TVC London".

The bottom section of the interface contains three text areas: "Booking notes" (Meeting at agency), "Job notes/Instructions" (Talking about future in modelling), and "Talent notes". A "Where is the Book?" button is located in the bottom right corner.

Schedule

The schedule shows all the appointments for the selected talent.

ModelTek imposes a couple of rules about the schedule. A person can only be in one place at one time. The shortest time to get to and attend an appointment is 30 minutes. The schedule shows the job and any options (up to 3) for the talent.

Point at a job to display the details or double click to edit the job. Right click to switch options or add or delete and appointment. You can also blockout times and days from a talents schedule (say if they go on holidays for a week)

The bottom right birthday cake shows that the talent has a birthday approaching and if their book is out the book button appears with details.

The Gosee button shows details of every "GoSee" client and when the last talent contact was. You can quickly schedule GoSees for the talent with this button.

If you delete a job with options the options will cascade thus making the second option the first and so on ensuring the talent does not miss any opportunities and always attends the best job.

ModelTek - Deadlines Contact

Contact Details ✕

Talent	Rowan Ricepaper		
Phone	0414 525 636	Phone	02 4622 6300
Fax		SMS	0414 525 626
Address	22 East St		
	Sydney NSW 2000		
Email	rowan@bobo.com.au		

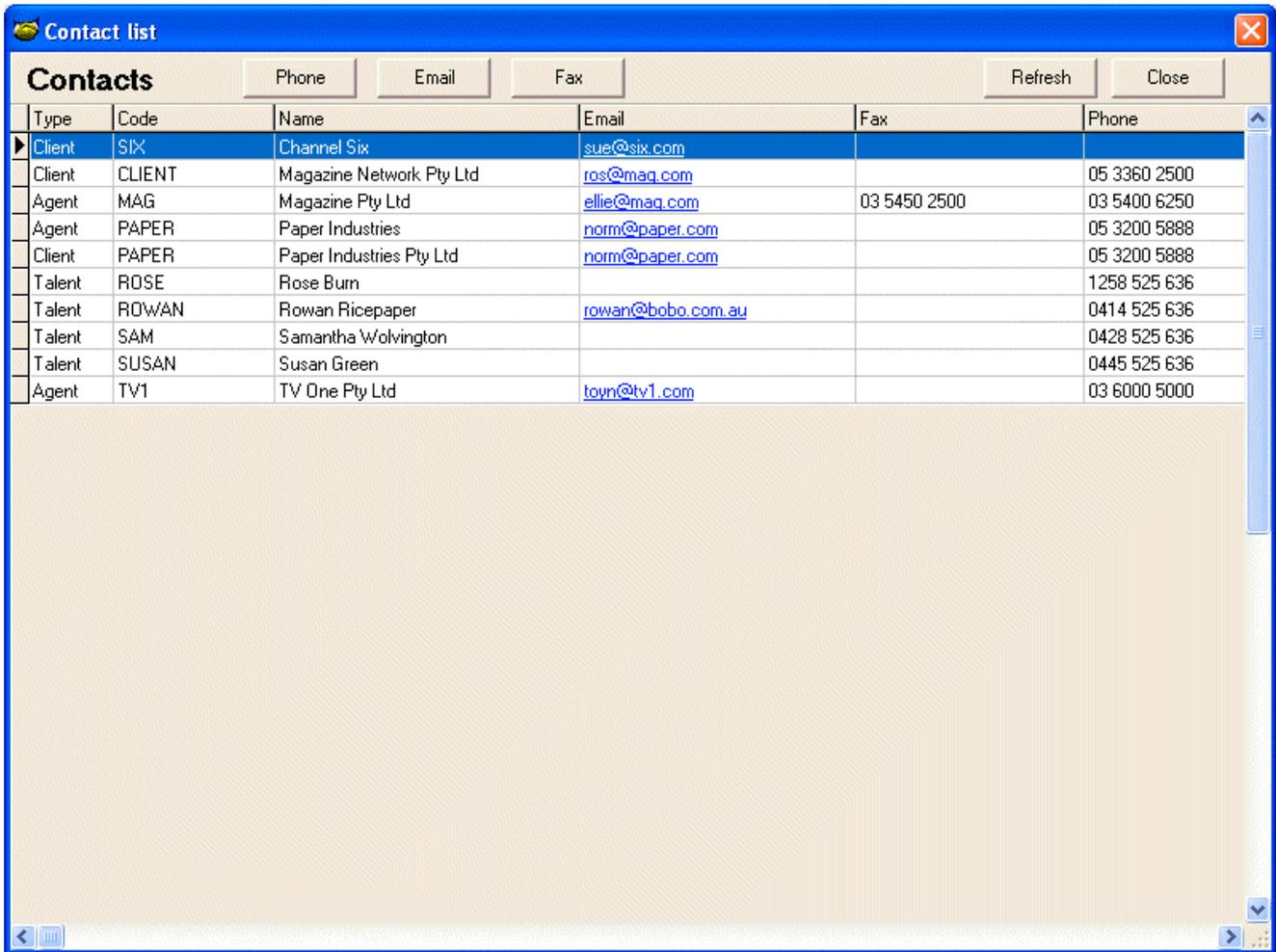
Agent	Magazine Pty Ltd	
Phone	03 5400 6250	
Email	ellie@mag.com	

Client	Paper Industries Pty Ltd	
Phone	05 3200 5888	
Email	norm@paper.com	

Deadline Contact

From the schedule you can display the contact screen for a particular job. This makes it easy to contact the parties involved via phone fax email etc.

ModelTek - Contact database



Type	Code	Name	Email	Fax	Phone
Client	SIX	Channel Six	sue@six.com		
Client	CLIENT	Magazine Network Pty Ltd	ros@maq.com		05 3360 2500
Agent	MAG	Magazine Pty Ltd	ellie@maq.com	03 5450 2500	03 5400 6250
Agent	PAPER	Paper Industries	norm@paper.com		05 3200 5888
Client	PAPER	Paper Industries Pty Ltd	norm@paper.com		05 3200 5888
Talent	ROSE	Rose Burn			1258 525 636
Talent	ROWAN	Rowan Ricepaper	rowan@bobo.com.au		0414 525 636
Talent	SAM	Samantha Wolvington			0428 525 636
Talent	SUSAN	Susan Green			0445 525 636
Agent	TV1	TV One Pty Ltd	toyn@tv1.com		03 6000 5000

Contacts

The contacts screen gives you ready access to contact details for all the talent and agents on file. You can search for a name or sort the list accordingly.

ModelTek - Talent file

ModelTek - ModelTek Company Pty Ltd (User: Tony)

File Transactions Reports Admin Accounting Windows Help

Deadlines Schedule Castings Jobs Talent Diary Contacts Exit

Talent

Refresh Select Add Edit Delete

1	Code	Name	Contact details	Characteristics	Job History	Assigned	Quotes	Blockouts	Schedule Notes
A	ROSE	Rose Burn							
B	ROWAN	Rowan Ricepaper							
C	SAM	Samantha Wolvington							
D	SUSAN	Susan Green							

Contact details

Code: ROWAN Male Main phone: 0414 525 636

Name: Rowan Ricepaper Phone 2: 02 4622 6300

Address: 22 East St Fax: Sydney NSW 2000 Email: rowan@bobo.com.au

DOB: 12/09/1970 SMS phone: 0414 525 626 Nationality:

Passport

Name: Rowan Ricepaper

Number: E150060 Expiry: 12/09/2009

Superann: AMX 15000

Tax details

TFN: 125859636

ABN:

ETA + Origin:

Declaration/agreement on file

Charge GST for this talent

Book out Went out on 12/07/2005 Updated by Tony

Rob @ Central Casting

Notes

Talent Masterfile

The talent masterfile contains information about the person divided into various pages.

Contact details to keep in touch with the person.

Characteristics for assessing who meets the requirements for a job.

Job history showing every job on file for the talent.

Quotes show any quotes using this talent that were submitted for jobs.

Blockouts show the times blocked from the talent schedule showing when they are not available.

Schedule Notes are freeform comments pertaining to the talent that appear at the foot of their schedule page. This can help inform other bookers of any current issues with the talent.

ModelTek - Staff Diary

ModelTek - ModelTek Company Pty Ltd (User: Tony)

File Transactions Reports Admin Accounting Windows Help

Deadlines Schedule Castings Jobs Talent Diary Contacts Exit

Diary Tony 06/09/2005 1 2 4 Show All Add Appointment

	Sunday Sep 11	Monday Sep 12	Tuesday Sep 13	Wednesday Sep 14	Thursday Sep 15	Friday Sep 16	Saturday Sep 17
7:00 am							
8:00 am							
9:00 am							
10:00 am							
11:00 am		Meeting John Smith at agency					
12:00 pm							
1:00 pm							
2:00 pm							
3:00 pm							
4:00 pm							
5:00 pm							
6:00 pm							
7:00 pm							
8:00 pm							
9:00 pm							
10:00 pm							
11:00 pm							

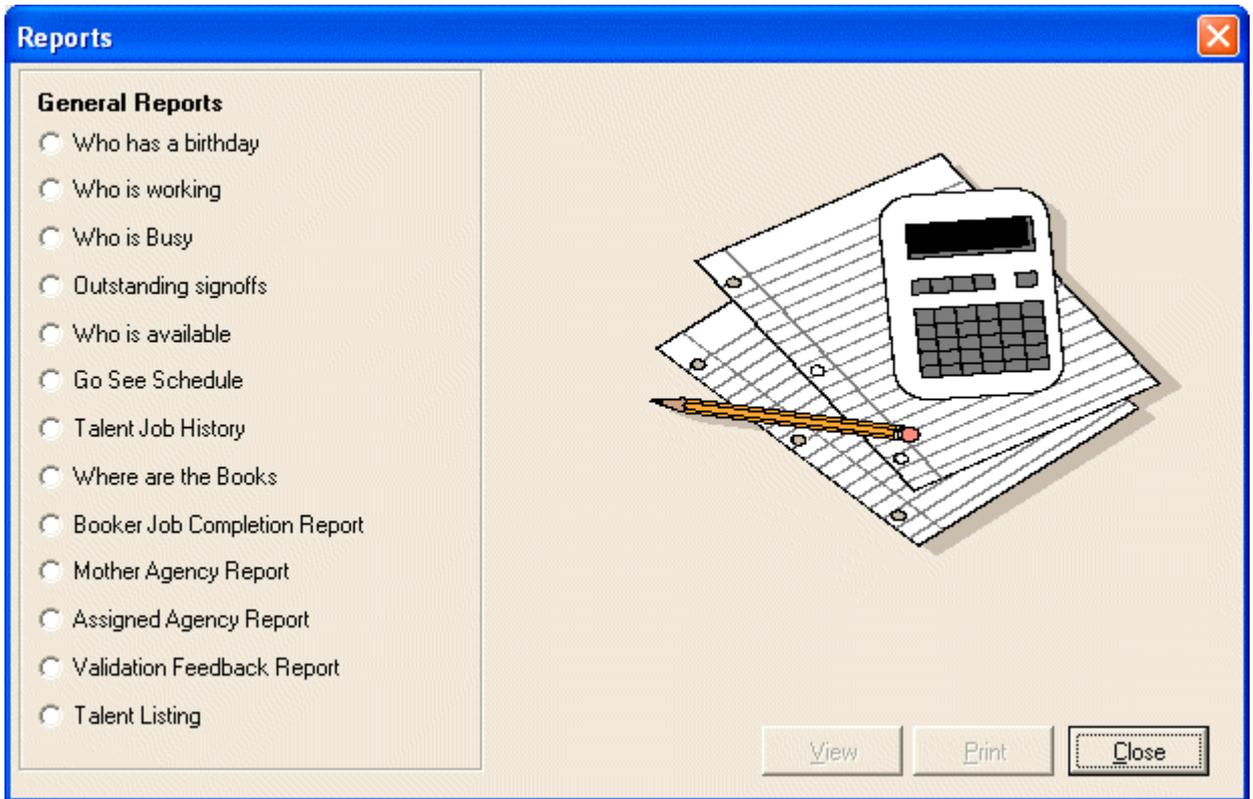
Meeting John Smith at agency
From: Monday September 12, 2005, at 11:30 AM
To: Monday September 12, 2005, at 1:00 PM

Diary

This is an internal diary for your staff. This is typically used to manage the booking desk roster and to ensure no clashes occur with staff appointments with talent or clients etc.

You can view one persons diary for any period or everyone for a given day.

ModelTek - Reports



Reports

A wide range of reports are available from ModelTek. These allow you to follow up outstanding commissions or sign-offs, review talent statistics, check date availability for a job and much more. Reports can also be custom designed to suit your needs.

Conclusion

This document is designed to give a broad overview of the core functionality of ModelTek. To maximise the benefits, ModelTek should become a central tool to the operation of the booking desk so it should be looked on as a starting point or one element in developing your agency's information management system. For more information please contact us for an obligation free discussion of what ModelTek can do for your organisation.

Phone ADE Group on 1300 766 600 or email on enquiry@adegroup.com.au