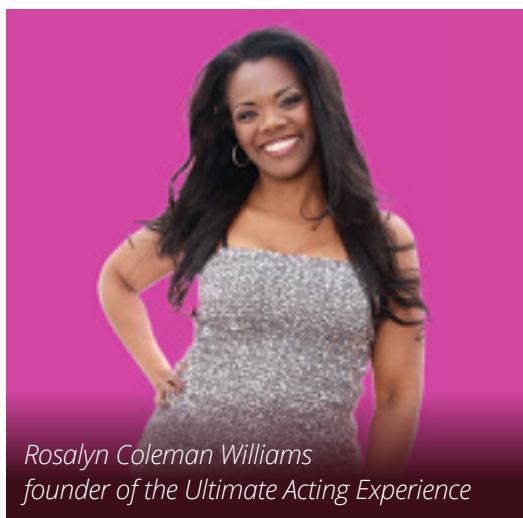


The Ultimate Acting Experience Launches New School Through Zoom



Rosalyn Coleman Williams
founder of the Ultimate Acting Experience

Summary

- Zoom allowed this small business to create online acting classes
- Zoom's ease-of-use, quality, and reliability are all key factors

THE ULTIMATE ACTING EXPERIENCE

Artist Mentorship Program



Acting is an art that requires unparalleled dedication and practice. It is also a trade, and therefore requires an extensive amount of training from a valuable mentor who knows the ins and outs of the industry and understands the struggles that aspiring actors go through to make themselves marketable. Mentors like Rosalyn Coleman Williams - founder of the Ultimate Acting Experience and wearer of many hats (director, producer, actor) in the theatrical world - have become inspirations for these people, who hope to someday play roles in well-known productions.

Mentoring actors is already a difficult task. A problem exacerbated by the fact that organizing classes and gathering students implies physical constraints that can only be broken by video communications technology across the Internet. Finding a solution to this is very difficult, as Williams herself told us.

The Search

Williams was looking for a video conferencing solution that would allow her to connect with her students for one-to-one audition preparation and bring students virtually into her in-person group acting classes. She ran into some obstacles with the early solutions she tried.

"When I was trying out some other video conferencing solutions, I encountered problems that were frustrating for me and my students," said Williams. "We have had to deal with technical issues, which led to lost time."

Add performance anxiety into the mix, and this scenario becomes more like a recipe for disaster. Video conferencing should not get in the way of the people using it. The ideal solution should allow a host to initiate a conversation without their guests having to create accounts and configure their screens.

"My students and I were fighting against the technology," she said. "This kind of situation just doesn't work. While I'm trying to help my students get their audition prepared, I have no idea what kind of situation they're in that could cause complications in the software on their end. Using the technology we did, where the students were located and what kind of bandwidth was available to them made the software behave differently. It's not long before

they start suggesting their own solutions to the problem, which is where I notice that the trust I am trying to build with my students starts to disintegrate.”

Trying to gain rapport with people who don't feel comfortable with the tool you use to communicate with them is a daunting task. If Williams loses her chemistry with her students, it becomes increasingly difficult for her to construct an environment where she can truly teach them.

To top it off, tech support wasn't very helpful: “When I went through technical support, I was immediately blamed. Despite the fact that I had a large amount of bandwidth, I was repeatedly told that there was something wrong with my connection.”

Ultimate Acting Experience Begins Using Zoom

After experiencing an inordinate amount of difficulties that perhaps cost her some students, Williams found Zoom, our cloud video meeting solution.

“I heard about Zoom from Tim Stringer (whom you may remember from the last Zoom case study) and decided to take advantage of the free 40-minute group meetings and try it out. The experience was so good all-around that I immediately decided to buy a license.

“Once we started using Zoom, my students loved it! It is reliable and this had a strong impact on their morale,” said Williams. “I recently had a class with two students, each of them with small children. I was able to send them a link and they were in my meeting very shortly after that. **They participated in my class for three hours without a hitch.”**

Williams' current Ultimate Acting Experience classes are run in-person and through Zoom simultaneously with students in New York and Los Angeles. This means that she has to ensure that both groups of students have the same experience and level of participation. To do this, she sets up a big screen and a camera on a tripod to allow the in-person acting students to work with the remote students.

“With Zoom, I feel like I can really serve my clients. Being able to seamlessly serve everyone was everything I wished to fulfill with the Ultimate Acting Experience.”

Onto The Future!

Rosalyn Coleman Williams has managed to find the right solution to keep the Ultimate Acting Experience in motion. Her students from Los Angeles and New York are satisfied with her services. Now that she accomplished this, it's time to conquer the world!

Williams is launching a new mentoring program called Acting in the Digital Age, which will admit students from

anywhere on the planet and allow them to partake in the same high quality experience her Ultimate Acting Experience students enjoy.

“To launch my 100% online classes, I had to provide an authentic experience and offer guidance without having to be physically present with my students,” she said. “None of the solutions I've tried prior to Zoom were actually strong enough to give me the level of detail I needed to get a lesson through. To teach acting, you have to be able to feel your students' energy. The video has to be so clear you can see them blush.”

With Zoom, Williams is able to see every detail in a student's motion and expression. This allowed the level of connection and synergy she needed in order to expand

onto an online-only platform for students outside of her physical reach. In our conversation, she has mentioned that the biggest obstacle to mentoring others was the inability for her to be present in multiple places at once. Zoom has since removed this obstacle and made it possible for Acting in the Digital Age to become a reality.

“Acting in the Digital Age is going to be a do-it-yourself version of the Ultimate Acting Experience,” said Williams. “It is intended to reach aspiring actors around the world who wish to learn the trade through a platform that will run almost entirely on Zoom. The way this will work is that I'll teach the classes and evaluate students on an online-only basis.”

Because of the clarity and ease of use that Zoom presents, Rosalyn Coleman Williams can now teach tomorrow's Hollywood and Broadway actors no matter where they are.



About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

Website
zoom.us

Innovations

First 3-in-1 Cloud HD Meeting Platform
First Mobile Screen Sharing
First Hybrid Cloud Service