

findaTVexpert.com announces dates for new series of 'Could you be a TV expert?' seminars

Submitted by: findaTVexpert.com

Tuesday, 16 February 2010

What do producers of factual TV programmes need to create a new, successful series? New & engaging experts!

Think of Location Location Location, SuperNanny, The Choir, Grow Your Own Drugs, The Apprentice, Grand Designs, How Clean is Your House, You are What You Eat and The House of Tiny Tearaways, to name but a few. They all needed new experts when they were devised – and so will many future shows.

Find the right experts and combine them with a great format and everyone's a winner: the broadcaster, the viewer and the experts, of course. Because being a TV expert raises your profile, increases your income and gives you the chance to help and/or inspire a huge number of people. But how does the TV industry find new experts? And could you be one?

These are some of the questions that will be answered at the 'Could you be a TV Expert?' seminars, the first of which will be held on Thursday, 18 March, 2010 from 5-6pm at the Soho Theatre in Central London (21 Dean Street, W1D 3NE).

The seminars will be hosted by Claire Richmond, series producer of some of TV's most popular shows - including BBC's Changing Rooms, Ready Steady Cook & Don't Get Done Get Dom - and founder of www.findaTVexpert.com (<http://www.findatvexpert.com>), the online database of experts for members of the media on the hunt for new talent.

"Being a TV expert isn't a privilege that's bestowed on an elite few," says Richmond. "It's an opportunity that's available to all experts. But a lot of experts don't realize that their knowledge, their passion or the projects they're working on could be exactly what the TV industry is looking for. And many don't know how to approach the TV industry. These seminars will shed valuable light on that," adds Richmond.

The "Could you be a TV expert?" seminars will give experts an insight into:

- The importance of experts on TV - and why the industry is always on the hunt for them
- What makes a good TV expert – and could you be one?
- The kind of experts the TV industry is currently looking for
- How the TV industry finds experts / How experts can promote themselves to the TV industry
- The programme making process

"The TV industry finds new experts in many ways," says Richmond. "If you're lucky you might be in the right place at the right time – it's how Jamie Oliver got his break - but the more pro-active you are and the more structured your approach, the better. Joining findaTVexpert (<http://www.findatvexpert.com>) is one way of getting on the TV industry's radar but there are others. And these seminars will help potential new TV experts understand the process."

Tickets cost £25 and must be purchased in advance. For more information or to book your place, call or email Claire Richmond directly: claire@findatvexpert.com / 020 8742 2541. Experts who can't make the 18th of March can reserve a place now for Wednesday, 28th April or Thursday, 3 June 2010.

Ends

For more information:

Claire Richmond

Founder: www.findaTVexpert.com (<http://www.findatvexpert.com>)

claire@findaTVexpert.com

020 8742 2541 / 07941 456 468

See Claire's profile (<http://www.findatvexpert.com/profile/Expert-8690.htm>)

See Claire's CV (<http://www.findatvexpert.com/CV/CV-8690.htm>)