

# Thanks for your interest in **AmusedMoose LaughOff 2011**

supported by leading UK-owned dvd publishing company **Zentertain**

[ PLEASE ALSO FORWARD THIS TO ANYONE YOU KNOW WHO MAY BE INTERESTED IN ENTERING ]

**IMPORTANT: Do read this thoroughly, to the very end. In previous years some people didn't, and missed key information!**

Here are details about the **qualifying round tryouts/auditions** which will be held in London in February, Manchester in April, and Dublin and Edinburgh in June, plus other rounds prior to the final of **AmusedMoose LaughOff 2011** (these include selection for **AmusedMooseComedy's Gangshows/Hot Starlets** showcases in London and the Edinburgh Fringe).

**NB: Winners in Manchester go into a London semi-final; the winner in Edinburgh and Dublin go straight into the Final in Edinburgh**

**As a direct result of winning "AmusedMoose LaughOff 2010" Rob Beckett is debuting his first solo show at the Adelaide Comedy Festival for 28 performances from 18 February 2011. Next time maybe it'll be you!**

## **EVERYONE must perform in a QUALIFYING ROUND ..... NO PRE-ENTRY IS REQUIRED**

Everyone (but see note 3 overleaf) is welcome to turn up and be in a qualifying round in London or Manchester – you're strongly recommended to come along on an early date. (Those travelling furthest will get priority on all dates if they arrive on time) Everyone living in Ireland and Scotland (but see note 3 overleaf) is welcome to turn up at whichever of the Dublin and Edinburgh qualifying rounds; these June dates are only for those who do bring proof of residence in Ireland or Scotland respectively.

## **HOW TO ENTER:**

- \* Turn up **promptly** at the **registration time** for the first **qualifying round** that you can, in the appropriate city.  
**NB: The later dates are more likely to be oversubscribed, in which case there may be insufficient time for everyone to be seen, so come to the earliest date you can to minimise that risk.**
- Anyone who can't be included on one date, will have priority for another qualifying date **IF** there is another one and if they arrive promptly
- \* **Bring your diary** so you can provide your availability for subsequent rounds.
- \* Have **1 minute (to 1½ minutes at most)** of your own best and funniest material ready to perform, as a sampler of your set.
- \* After registration there's a briefing session, then 15 minutes of free time before the qualifying round (with any audience who turn up)

**It's NOT possible to pre-enter - PLEASE DON'T EMAIL/PHONE US WITHOUT REALLY GOOD REASON**

**LONDON: QUALIFYING ROUNDS** Upstairs at **The Black Heart, 2 Greenland Place,**  
(off Greenland Rd which is at the side of Underworld/Worlds End pub), **London NW1 0AP** (Tube: Camden Town)

- **Saturday 5 February** (registration at 12.30pm prompt; qualifying round ends by 5pm)
- **Sunday 6 February** (registration at 12.30pm prompt; qualifying round ends by 5pm)
- **Sunday 13 February** (registration at 12.30pm prompt; qualifying round ends by 5pm)
- **Sunday 13 February** (registration at 6.30pm prompt; qualifying round ends by 10pm)
- **Sunday 20 February** (registration at 12.30pm prompt; qualifying round ends by 5pm)
- **Sunday 20 February** (registration at 6.30pm prompt; qualifying round ends by 10pm)
- **Sunday 27 February** (registration at 12.30pm prompt ... this must end by 10.15pm)

**London HEATS** in Camden or Covent Garden, London on the evenings of  
Mon 28 Feb Sun 6 March Sun 13 March Mon 14 March Sun 20 March Sun 27 March Mon 28 March Tues 29 March

**London QUARTER-FINALS** in Camden or Covent Garden, London on the evenings of  
Sunday 3 April Monday 4 April Wednesday 6 April Sunday 10 April Monday 11 April Tuesday 12 April Sunday 17 April

## **LONDON & MANCHESTER SEMI-FINALS**

Saturdays 7, 14, 21 May and 28 May (28 May includes the two Manchester winners) at AmusedMoose Soho, Moonlighting Nightclub, 17 Greek Street, London W1D 4DR (hosted by C4's Mark Dolan, and headlined by awardwinning & Mock The Week comedians)

**MANCHESTER** No pre-entry. Just turn up - you're strongly recommended to come along on the first date of the qualifying rounds.  
**QUALIFYING ROUNDS** Register at 12.30pm on Easter Sun 24 & Easter Mon 25 April at Comedy at the Railway (address below)  
**MANCHESTER HEAT** on the evening of Easter Monday 25 April at The Railway Pub, 3 Lapwing Lane, Didsbury, M20 2WS  
**MANCHESTER QUARTER-FINAL** on Tues 26 April, at Frog & Bucket. **SEMI-FINAL: 28 May in London (see above)**

**SCOTLAND** No pre-entry. Just turn up – you're strongly recommended to come along on the first date of the qualifying rounds.  
Please bring proof of residence in Scotland (Those travelling furthest will get priority if they arrive on time)

**QUALIFYING ROUNDS** Register at 12.15pm on Saturday 4 June or Sunday 5 June, at The Bongo Club, Edinburgh  
**SEMI-FINAL (Scotland)** on the evening of Sunday 5 June at The Bongo Club, Edinburgh (the winner goes into the Final)

**IRELAND** No pre-entry. Just turn up – you're strongly recommended to come along on the first date of the qualifying rounds.  
Please bring proof of residence in Ireland (Those travelling furthest will get priority if they arrive on time)

**QUALIFYING ROUNDS** Register at noon on Saturday 11 or Sunday 12 June at The Halfpenny Bridge Inn, Dublin  
**SEMI-FINAL (Ireland)** on the evening of Sunday 12 June at The Halfpenny Bridge Inn, Dublin (the winner goes into the Final)

**NB: Professional photoshoot in London for all FINALISTS** will be arranged in **June/July** for personal portfolios & Final programme

## **FINAL** at Edinburgh's Bongo Club on the afternoon of **Sunday 21 or Tuesday 23 or Wednesday 24 August**

hosted by celebrity host, with awards presented by the Edinburgh Fringe CEO and Zentertain MD,  
and attended by 100+ managers, producers, commissioners, venue and Festival programmers etc from UK & worldwide

**IMPORTANT - What to do between times:** Please go to [www.amusedmoose.com/contact](http://www.amusedmoose.com/contact) and click on "subscribe".

**Key in your email address/addresses so we can email you via our addressbook if we need to -**

please give a yahoo or gmail email address as your main email address if you'd usually use hotmail or aol which seem unreliable

(If it says you're already registered, continue anyway and you'll be asked to check/expand your 'preferences')

Be sure to **ADD/CHECK YOUR MOBILE NUMBER**, AND to tick the '**Open Spot / AmusedMoose LaughOff competition information**' box.

**It's ESSENTIAL to click on links etc when asked to do, to confirm that your details are correct etc, as only then will your 'record' go live.**

**PLEASE NOTE:**

1. You will be expected **to stay throughout your qualifying round (and your subsequent rounds)** and be a supportive audience for each other. (Anyone ignoring this/leaving early without good reason, or overrunning, may be penalised).
2. There is no space/time for large props; if you play an instrument, a DI box won't be available until the semi-Finals.
3. Anyone may enter except Finalists from previous years and performers who already have a dvd option or deal, as they are considered to be too experienced; similarly it's unlikely that anyone who has done a solo show at the Fringe (except perhaps on the Free Fringe), or has been gigging for more than three years, qualifies as 'new talent'.
4. There is no possibility of adding extra time/dates for qualifying rounds once all slots are filled - so best not to be amongst the last arriving.
5. Unfortunately the only venue that is wheelchair accessible is probably the one for the Final in Edinburgh.
6. Our decisions are always final. However votes for the Final are cast by all the audience, and by a distinguished industry panel, and results of heats, semi-finals and quarter-finals are decided by audience votes, and by votes from industry folk present.
7. The exact nature of **PRIZES** varies from year to year (management deals, performance/tour opportunities and dvd offers are naturally dependent on circumstances beyond our control) but:  
**The winner receives £1500 for flights etc to the comedy festival of their choice** (usually the Adelaide comedy festival) **within the following 12 months to perform, a commercial standard promotional showreel (produced by 2entertain), interim PR support from Impressive PR, plus interim management support from Amused Moose Comedy if needed. The winner and runners-up also receive shiny Moose trophies, and all finalists receive a photographic portfolio and dvd showreel of their Final set.**  
NB: Most winners/runners-up have since signed with top agents (eg Avalon, PBJ, Comedy Store, Chambers Management, Off The Kerb)
8. You may be filmed for a documentary and/or showreels etc (due to the large number of entries, copies cannot be provided)

**Background Information:** The objective of the competition is to discover the comedy stars of tomorrow (the mission is to seek out "star quality" amongst emerging talent and provide opportunities for newish comedians to develop by gaining quality stage time and exposure), and thereby help a large number of entrants take their first step up the ladder to fame and fortune (following Jimmy Carr, Simon Amstell, Rhod Gilbert, Jack Whitehall, Sarah Millican, Greg Davis, Alex Zane, Klang!, Mark Watson, Nina Conti and many more), not necessarily primarily as stand-ups but also as presenters, hosts, comedy actors, and writers.

Importantly all the finalists will be considered for a dvd option by **2entertain** - all prizes are dependent in reality on what producers and other talentscouts are keen to offer the winner and sometimes finalists. But principally the big benefit is having significant exposure early on and getting noticed. To that end, the heats/quarterfinals/semi-finals and Final, and showcases in Edinburgh and afterwards, are attended by as many talentscouts as we can muster.

AmusedMoose LaughOff is extremely well respected in the industry, and for many it is the preferred competition for discovering new talent. About half the audience at the Final (including the industry panel comprising producers, casting directors, managers/agents, promoters/bookers, television and radio execs, decision makers from international comedy festivals etc) are movers and shakers in various areas of the comedy industry from around the world, so being a Finalist provides great exposure.

Participants in the AmusedMoose LaughOff form the pool of talent from which performers are invited to be showcased in **AmusedMooseComedy Gangshow & Hot Starlets** during the Edinburgh Fringe 2011. Runner-up Rhod Gilbert was first spotted in AmusedMooseComedy's Hot Starlets in Edinburgh in 2003 and as a direct result was invited to perform in Australia. Mark Watson tells us he still cherishes the soft toy Moose that was his trophy in 2002.

**AmusedMooseComedy's Hot Starlets** Gangshow galas and showcases in London from 2000 to 2010 took place at the Players Theatre (2010), Leicester Square Theatre (2009), Soho Theatre (2008), The Arts Theatre (2006 & 2007), Bloomsbury Theatre (2005), and have included Alex Zane, Simon Amstell, Mark Watson, Jack Whitehall, Nina Conti, Mark Watson, Sarah Millican, Andi Osho, Andy Zaltzman and Rob Deering for example.

2010's winner Rob Beckett is focussing currently on pulling his first solo show together for a month's run at the AdelaideComedy Festival. 2009's winner Naz Osmanoglu has signed with Avalon, while 2008's winner, Mike Wozniak signed with PBJ (Eddie Izzard's management) and his prize for winning AmusedMoose LaughOff included an invitation to perform at the Adelaide Fringe the following Spring with AmusedMoose LaughOff providing flights, plus two sell-out solo shows produced by AmusedMooseComedy at Soho Theatre in September 2008 to launch him properly back in London. Seann Walsh, one of the runners-up in 2008, went on to win the Leicester Mercury Award and Chortle new comedian award, has been signed by Reginald D Hunter's manager, and is playing all the main venues and has broken onto television

2007's winner, Jack Whitehall quickly became very wellknown as the host of Big Brother Big Mouth, has had sitcoms and considerable television exposure, and was quickly signed by Jimmy Carr's manager. Runner-up Gareth Richards was Edinburgh Comedy Awards newcomer nominee 2010.

The previous year's winner Arnab Chanda is now focussing on writing and acting and having been signed by Eddie Izzard's manager, and runners-up Ginger & Black by Ricky Gervais' manager, while other runner-up Holly Walsh then won Chortle's new comedian award and is often on radio and TV..

2005's winner Sarah Millican was signed by Jimmy Carr's management and won the IFComey newcomer award in 2008. She has been on The Royal Variety Show, as has Jack Whitehall and 2003 runner-up Rhod Gilbert. Many have lucrative DVD deals and appear on radio and television as stand-ups, presenters, sketch performers and on quiz shows; some are commissioned writers, and others have their own television and radio shows.

**Prizes:** There are splendid trophies which for the last four years have been presented by the Director of the Edinburgh Fringe. All finalists/semifinalists will be carefully considered by 2entertain for dvd options. There is also interim management and PR on offer to guide the career of the award-winner (and sometimes runners-up) for the first important months if appropriate, to get their name into the press which is always helpful in raising their profile, plus consolidating the considerable exposure with industry people of being in the Final. Usually all the finalists receive a dvd showreel from the Final, and photographic portfolio from a professional studio photoshoot. NB: AmusedMooseComedy endeavours to add 'prizes' but the extent of these varies from year to year, because industry showcases in London, management deals, performance/tour opportunities and dvd options etc are often dependent upon circumstances outside our control.

All the competition shows and showcases are produced by A M Entertainments for AmusedMooseComedy, who believe that rather than simply handing over a chunky cheque to a talent competition winner, it is important to link that to performing at a major comedy festival, although it's at least as important to invest in providing a platform for new comedians every year to be talentspotted during AmusedMoose LaughOff and in AmusedMooseComedy's Gangshow/Hot Starlets. Way better for dozens to be 'discovered', picking up more paid work on the comedy ladder, than the entire focus being on one person just getting a chunky cheque.

We're looking forward very much to seeing you in what already looks like being another great year.

Hils Jago, *Producer of AmusedMoose LaughOff and AmusedMooseComedy's Gangshow & Hot Starlets*