



FEAR ACADEMY TRAINING COURSE

SweetDreams Interactive Theatrical Events

Prospectus 2010



FEAR Academy

SweetDreams Interactive Theatrical Events were the first company in the UK to compose their own training course for performers wishing to work within the scare-attraction sector.

Based on the interactive theories developed by Porl Matthews, and heavily influenced by the established training already available in the USA, the *FEAR ACADEMY* was designed as a comprehensive course for scare-performers regardless of backgrounds or experience.

The 2-day intensive course is currently accepting applicants for select dates in August.

AUGUST 2010 Trainers

Toni Griffiths

Toni is an experienced scare-performer and character-actor, most well known within the industry for creating the ever-popular character *Esmerelda* for the *Terror in the Towers* attraction at Alton Towers in 2002. She has also performed in *The Cloakroom*, *The London Tombs* & *Tulleys Farm The Cellar*. Outside of the scare-industry, Toni has lectured at the University of Hull and is the co-owner of Pro-Actors based in the Midlands.

Porl Matthews

Porl is one of the country's most prominent scare actors and has been involved in 23 different attractions in the last 4 years. He is a specialist in interactive theatrical performance and trains actors across the UK in a variety of genres. He is also an experienced actor and director within mainstream theatre.

THE UK'S ONLY
ESTABLISHED
SCARE
TRAINING

TRAINED
PROFESSIONAL
PERFORMERS

NOW IN OUR
4TH YEAR
OF TRAINING



SweetDreams 2-day Intensive Fear Academy £50 per person.

The course comprises:
2 consecutive days training in a London venue.

Introduction to The Theory of PDT (audience response theory and how it effects interactive performance)

Scare-character development

Scare techniques and 'impact' training.

Safe working within a scare-attraction and good-practice guide.
Participants are advised to wear clothing and footwear suitable for light exercise.

TO BOOK A PLACE

Bookings are accepted by email to the address info@scareuk.com or by calling our office on 020 3239 3989 (please leave a message if there is no one available to take your call). Once the booking has been taken, 2 invoices will be sent by email. The deposit invoice must be paid within 2 weeks via our online payment service or direct bank transfer. The remainder must be paid online before the start of the course or in cash on the first day.

The current provisional dates for the course are 26th & 27th August and 28th & 29th August. All sessions will run from 10am-5pm.

SweetDreams Interactive Theatrical Events
126 Myddleton Road; London; N22 8NQ
www.scareuk.com

A red circular graphic with a distressed, glowing orange-red font that reads "BOOK YOUR PLACE".

A red circular graphic with a distressed, glowing orange-red font that reads "AUGUST 2010".

A red circular graphic with a distressed, glowing orange-red font that reads "INFO@ SCAREUK .COM".