

VIP IGNITE PREPARES ASPIRING MODELS AND ACTORS FOR THE DIGITAL CASTING WORLD WITH COMPREHENSIVE DIGITAL PRESENCE

As the Entertainment Industry Moves Online, VIP Ignite Ensures Its Talent Is Professionally Positioned, and Ready for the Modern Casting Landscape

LOS ANGELES, CA, UNITED STATES, April 30, 2026 /EINPresswire.com/ -- VIP Ignite, the nationally recognized talent development organization co-founded by Sir [Michael Fomkin](#) and [Alycia Kaback](#), today announced a comprehensive expansion of its digital readiness programming — equipping aspiring models and actors with the tools, training, and professional digital presence required to succeed in today's increasingly online casting and talent discovery landscape. The initiative reflects VIP Ignite's recognition that in 2026, a model or actor's digital presence is not a supplement to their professional profile — it is the foundation of it.



Behind every great shot is a trained production team. VIP Ignite Certified Production Assistant Program participants learning the craft on a live studio set.

“

Twenty years ago, you got in the room and performed. Today, you have to get in the digital room first — and VIP Ignite prepares talent for the industry as it actually is.”

Sir Michael Fomkin

The entertainment industry has undergone a fundamental shift in how talent is discovered, evaluated, and cast. Agents, casting directors, and brand partners now routinely conduct digital research before — and often instead of — live auditions. A talent's online presence, digital portfolio, and social media footprint have become primary factors in whether they are considered for representation and bookings. VIP Ignite's expanded digital readiness programming is specifically designed to ensure that its talent is not just prepared for this reality, but

positioned to stand out within it.

"The casting room has moved online — and most aspiring talent have not kept up," said Alycia Kaback, Co-Founder of VIP Ignite. "We have watched incredibly talented people get passed over not because they lacked ability, but because their digital presence did not reflect their professional potential. That gap is exactly what VIP Ignite exists to close. Our digital readiness programming ensures that when an agent or casting director searches for our talent online, what they find is professional, compelling, and accurate."

VIP Ignite's digital readiness curriculum covers professional digital portfolio development and maintenance, platform-specific optimization for the tools casting directors and agents actively use, personal branding strategy for entertainment professionals, photography and video content standards for digital submissions, and the integration of platforms like Cast Digital — VIP Ignite's dedicated talent platform at castdigitals.com — into a comprehensive and consistent professional online presence.

Sir Michael Fomkin emphasized the industry shift driving the initiative: "Twenty years ago, you got in the room and you performed. Today, you have to get in the digital room first — and that requires a completely different set of skills and a completely different kind of preparation. VIP Ignite has always prepared talent for the industry as it actually is, not as it used to be. This programming is the latest expression of that commitment."

Deneen White, President of Talent Development at VIP Ignite, described the practical impact of the digital readiness program: "We have seen talent transform their professional opportunities



VIP Ignite's Certified Production Assistant Program puts participants on a real working set — where they master the lighting, camera, and production coordination skills that professional productions demand.



by simply getting their digital presence right. The headshots, the portfolio, the way they present across platforms — when all of that is aligned and professional, doors open. Our job is to make sure every VIP Ignite talent walks into the digital casting world ready to be seen at their best."

For more information about VIP Ignite's digital readiness programming and upcoming events, visit www.vipignitelive.com.

About VIP Ignite

VIP Ignite is a leading talent development organization co-founded by Sir Michael Fomkin and Alycia Kaback. For nearly two decades, VIP Ignite has connected aspiring models and actors with industry professionals, casting directors, agents, and opportunities

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