

CV for Sara Grayson

Personal Information

Name Sara Grayson
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Professional Skillsets

- Film Production; IMAX, creation of stock footage library, tv commercials, music videos, documentaries, museums.
- International Event Logistics, Production and Management (Athens Olympics, Melbourne Commonwealth Games, Doha Asian Games, Soccer World Cup South Africa).
- PR, Marketing, Communications; strategic development, and implementation.
- Media liaison (tv, radio and print press) with Presenters, Producers, Journalists.
- Artist/Talent/Author Management.
- Contract negotiations at all client levels from local and international governments, corporate and private clients, as well as crew and artists.
- Film and Literary Festival Management.
- Exhibition Design, Production and Fabrication for Museums, visitor centres and Expos.

Work History

I am a Creative Producer with over 26 years experience producing film, television, exhibitions and books throughout the world including the USA, UK, Europe, Africa, Far East, and Australia.

I have international as well as local experience and demonstrable success in the delivery of large-scale international projects such as Athens Olympics, Doha Asian Games, Melbourne Commonwealth Games, Soccer World Cup in South Africa.

I have edited and curated photographic exhibitions, books and a collection of international film clips.

I am highly self-motivated yet a team player who thrives in the world of delivering world-class projects, on time and on budget.

RESCUE PILOT - May 2014 to date - Literary Agent and Talent Manager - <http://rescuepilot.net/>

I currently manage the best-selling author of RESCUE PILOT, including negotiating the author's publishing contract with Bloomsbury, reading and editing the initial manuscript, research, planning and execution of the **author's tour** throughout the UK and Australia and **curating literary events** such as; literary luncheons, 'fireside chats', 'off the cuff talks', 'open cockpit book signings' and gourmet dinners at venues across Australia as varied as:- TedX Melbourne, the Fleet Air Arm Museum, The Australian National Maritime Museum, Sydney, The Royal Yacht Club of Victoria

I have run the PR and Marketing campaign, working with Bloomsbury Publishing in London, Sydney and New York, to achieve **tv, radio and print** coverage across all media worldwide.

I have built and manage Twitter and Instagram platforms, and worked with designers and content managers on the other social media platforms for Rescue Pilot www.rescuepilot.net.
FB, <https://www.facebook.com/pages/Rescue-Pilot/882280861803740>
Instagram, Twitter @rescuepilotaft #rescuepilotaftc

I have successfully researched and negotiated the author's representation by Saxton

Speakers Bureau and the author's first TedX talk working on the content of talks, the A/V content and delivery of each talk.

Helifilms Ltd 1989 – 2002 and Helifilms Australia P/L – 2002 to 2015 Producer, Project Director and CEO - <http://www.helifilms.com/>

I am the co-founder of HELIFILMS, which was formed in the UK in 1989, and relocated to Melbourne in 2002.

I produced all of Helifilms productions from major live sports events such as Athens Olympics, Melbourne Commonwealth Games, Doha Asian Games and Soccer World Cup in South Africa, where Helifilms supplied the entire tv broadcast aerial unit, to TVCs, music videos and special format films <http://www.helifilms.com/largeformat.html> and Museum exhibitions.

I am a tenacious Producer whose particular skills lie in client interface, team building, creative problem solving as well as project management, budget and contract administration. I have managed budgets up to \$5m and crews in excess of 75.

I'm also a hands-on Producer who relishes working in the field, whether that demands dawn and dusk film shoots within the same 24 hour period, or 12 hour days during an exhibit installation, test and commission process <http://www.helifilms.com/aerialunit.html>

In 2008 I acted as Australian Producer on "Home" by acclaimed French photographer and director Yann Arthus Bertrand, <https://www.youtube.com/watch?v=iqxENMKaeCU>

I produced Helifilms' IMAX film THE EARTH WINS in 2013, working closely with government agencies such as Film Victoria and Screen Australia – www.theearthwins.com - <http://theearthwins.com/blog/amazing-show-of-support-at-london-premiere/> - <https://vimeo.com/74269855> <http://theearthwins.com/blog/melbourne-rolls-out-the-red-carpet/>

I handled all aspects of distribution and marketing Helifilms' work as well as representation of Helifilms' library by industry leaders, Getty Images and Corbis Motion.

I produced the major museum exhibits; Space Cadet School and Space Academy for The City of Arts and Science, Valencia, Spain, which were installed in 2000 and are still #1 attractions.

I also produced the museum exhibit The Zero G Space Lab exhibit for the Powerhouse Museum, Sydney, which was designed, fabricated and installed in 2007, and is still open and extremely popular with audiences.

I produced the newly opened exhibit SPACE which opened in the USA in 2015 and will tour all the major science centres and museums in North America, over the next 6 years.

These exhibits are based upon space and the science carried out in microgravity aboard the International Space Station (ISS), and I negotiated to work with NASA, the European Space Agency and to film with astronauts at Mission Control in Houston, Kennedy Space Centre in Florida and ESA's Headquarters.

1981 to 1989 - based in London

Production Assistant and Senior Researcher at Chatsworth Television on a number of successful

International television series, such as Channel 4's long-running "Treasure Hunt".

Studio Manager, Photographer and Artist's Agent for Terry O'Neill and his then wife, actress Faye Dunaway ('Circe and Bravo', 'Barfly'). I curated Terry's exhibition LEGENDS and produced the accompanying book. In 1986 I curated Terry's entire 'back catalogue' and produced the acclaimed Guess Jeans/Harrods calendar.

Executive Assistant to Managing Director and assessor of new programme potential at Richard Price Television Associates.

Voluntary Work

Word for Word, The National Non-Fiction Festival, Geelong 2015

<http://www.wordforwordfestival.com.au>

I volunteered for this prestigious literary festival, hosting writers for the weekend of 11-13 September '15.

The Heathcote Film Festival – 2011 to 2015 <http://www.heathcotefilmfestival.com.au>

In 2011, I Co-Founded the 1st Heathcote Film Festival, a festival of international and locally made short films. In my role researching and selecting films, I've been able to bring short films previously screened at Cannes, Sundance, London, Melbourne Int Film Festival, St Kilda Film Festival and Tropfest, to Central Victoria, a regional area of Australia hitherto not well-served for film experiences.

Working with film-makers from Latvia, Germany, the UK, the USA, Iran, Indonesia, Spain, France, New Zealand and Australia, our Festival has an eclectic mix of animation, narrative, documentary and zombie schlock!

I've been involved in every aspect of the Festival from PR, Marketing, design, sponsorship, ticket sales, grant applications, on a voluntary basis.

The Environmental Film Festival Melbourne – 2013 to 2015 <http://www.ffa.org.au>

I have been actively involved on a voluntary basis with the Environmental Film Festival Melbourne (EFFM) for the last 3 years – in 2013 Helifilms' IMAX film THE EARTH WINS sold out the EFFM IMAX Melbourne screening <http://theearthwins.com/blog/environmental-film-festival-bonus-screening/> and in 2014 the Festival Committee invited me to judge "Best Film" category <http://www.ffa.org.au/film-prizes/>

Membership of Trade Associations

I was founding officer and former Vice President of the European Division of the Themed Entertainment Association (TEA), which is an international trade association for all suppliers to museums, theme parks, visitor centres and planetaria, with over 600 member companies worldwide http://www.teaconnect.org/tea_members_search/startswith/h
<http://www.teaconnect.org/about-tea>

More Personal Information

Languages	Conversational French and knowledge of Spanish
Driving License	Full
Marine License	Full
Sports and Interests	Horse riding, skiing, yoga, Pilates, bush walking, photography, opera, rock and roll, literature, film, theatre, swimming, live music, the environment, gardening, tennis.

References available upon request