



Screen Export Masterclass: Monday 26th March - Melbourne

Masterclass Details:

DATE: Monday 26 March, 2018

TIME: 1.00pm - 5.00pm

VENUE: Holding Redlich, Level 8, 555 Bourke St, Melbourne

Understanding world film + TV markets and festivals, positioning your company, developing showcase content and preparing, pitching, and closing deals.

The 2018 international screen market and film festivals season is underway and the time is nigh to explore your global sales and co-pro opportunities in the international market arena.

During this four-hour business class, panels of industry experts and seasoned screen professionals will give you practical insights into positioning your company, defining and aligning your business and international marketing objectives, and formulating your international market strategy. They will also assist you in selling yourself, identifying your target markets, give you the tools to successfully pitch and sell your projects and understand how to approach government assistance programs.

12:30pm – 1:00pm Registration

1:00pm – 2:15pm The Global Screen Scene Overview: From Features to TV Formats - Who's Buying? Which market? Where and How? (Part 1)

Special Guest Speakers: Sharon Ramsay-Luck, Content & Distribution Specialist; Dan Pearce, Partner at Holding Redlich; Ross Hutchens, Head of Screen Industry Programs at Film Victoria; Mike Cowap, Senior Producer, Princess Pictures; Chris Oliver-Taylor, (incoming) CEO FremantleMedia Australia.

A panel of experienced producers and distributors from feature film, television drama and unscripted programs will provide a best practice guide to preparing for markets, pitching and networking at the markets, and how to follow up after the markets to close your deals.

Our panel of worldly advisors will join Owen Johnston (SPA) to explore the following:

- Choosing the right markets and festivals for your projects, building momentum and government support mechanisms available;
- Strategies for approaching the international market for your feature film or TV project, from financing to selling;
- Market testing your ideas before financing;
- Pitch Perfect: Preparing to pitch and creating great marketing materials;
- Creating a buzz – the value of pitching competitions;
- Selling into the USA: Do you need an agent? How do you get one?
- Finding and working with international partners: distributors, sales agents, broadcasters and co-producers;
- How screen agencies can help and recent experiences;
- Protecting your IP when on the road and pitching;
- Making the most of your market experience;
- Follow up and being the ultimate closer.

This session will cover a diverse range of markets for film, television, hybrid content and newer platforms. Markets and festivals include Marche du Film Cannes, Series Mania, SxSW, MIPCOM and MipTV, European Film Market Berlin, Asian Side of the Doc, World Congress of Science and Factual Producers, Content London and more. Pitching events include Berlin Co-Pro Market, Cannes Series, MIPFormats International Pitch, Hot Docs Forum Toronto, IDFA Forum Amsterdam, Power to the Pixel London and more.

2:15pm – 2:30pm Networking Break



2:30pm – 3:30pm Brand Identity, Pitching Content, Selling Yourself (Part 2)

Special Guest Speakers: The Mischief Sisters: Marion Farrelly and Alison Black

Learn from the women who have thousands of hours of pitching under their belt- the Mischief Sisters. A session about creating the right impression, commanding the room and developing a personal brand.

Producers are in the business of selling. While content is king, building a successful career involves more than the program. Producers need to build a profile, a brand, and be alive to publicising and marketing the content and brand before, during, and after production.

3:30pm – 4:30pm Thinking global – The how and why of collaborating with international producing partners (Part 3)

Presenter: Colleen Champ – Program Manager, Co-Production, Screen Australia

Special guest: Paul Currie- Producer/Director/Founder, Lightstream Pictures

Australia has agreements with twelve countries under the international co-production program where the purpose is to facilitate the co-production of projects for the mutual benefit of film industries in those countries. Screen Australia manages the program and Colleen Champ, Co-production Manager will explain who Australia has agreements with and what you need to know about co-productions from the regulatory perspective.

Colleen will be joined by experienced Producer/Director Paul Currie, Founder of Lightstream Pictures, who will discuss his experience with making an official co-production from meeting co-producing partners, managing the relationship and creative vision for the film and what they see as the pros and cons.

From this session, you should walk away understanding what an official co-production means, who you can make one with, what you need to think about before entering into a co-production, the benefits, how you apply and the approval process and some practical insights into the realities of being a co-producer.

4:30pm – 5:00pm Export Assistance – Understanding Government Grants For Your Business (Part 4)

Presenter: Celeste Blewitt Director – Film Funding, Avant Group

Learn from industry leaders, Avant Group, who will share their insights into EMDGs (Export Market Development Grants) and other opportunities to assist you in supporting your international market activities.

This session will provide an overview of export focused government grants and funding opportunities for creative practitioners. Understanding government grants and programs enables strategic decisions by businesses in areas including expansion into new markets, investment into new technologies and collaborative projects. Hosted by leading grants advisory firm Avant Group, the session will assist businesses in identifying what business types and structures are eligible to receive funding, what grants and funding options are available, what the application process involves, what the compliance and reporting obligations typically involve and the types of activities that can be covered under Government Grant funding.