



Cass Business School
CITY UNIVERSITY LONDON



Screen South and Film Agency Wales Present:

**THE FILM BUSINESS ACADEMY
PRODUCER COHORT PROGRAMME**

Film Business Training

September 2009 - April 2010

Application Deadline: 5pm, Friday 10th July 2009

Interview dates: Monday 27th July (London) and Wednesday 29th July (Brighton)

8 places are available to Producers from the Screen South Region.

Full Cost of Course: £2,000 per participant

Screen South Rife Award: £1,000 (available to all successful applicants living in the South East region please see notes on how to apply at the end of these Guidelines)

Producer Contribution: £1000 (a further £500 Training Bursary may be available from Skillset www.skillset.org).

THE PROGRAMME

THE FBA COHORT PRODUCER PROGRAMME is an 8 month project and business plan led Training Programme starting in **September 2009 and finishing in April 2010**. The course will be overseen and delivered by Angus Finney, Course Director at the **Film Business Academy**,

CASS Business School, and producer of Film London's Production Finance Market. Aimed at Film Producers and Business Executives who want to develop both their business plans and their projects, the course will draw on FBA lecturers and practitioners in film production, sales and distribution sectors. The course will be comprised of lectures, workshop sessions and in-depth Q&As with practitioners. A MBA-style detailed package of information/articles and research will be provided for each member.

The course builds on Screen South's previous programmes including **GOOD FOUNDATIONS** and **DIGITAL HORIZONS**, and FILM AGENCY WALES' FBA Producer Cohort Pilot Programme it supported in association with South West Screen that ran from in 2008.

The key aims of the programme are to enable producers to develop both their company business plan and to advance their projects towards production, with a focus on creative packaging, finance planning and an understanding on the international market. Eight Screen South and up to five FAW producer places are available (please see the FAW website for separate application guidelines).

The emphasis will be on business plans, company development, low budget filmmaking models, and personal career plans. Each participant will have to deliver a plan three weeks after the final two-day session, outlining their objectives over the coming year, and how they intend to achieve them. (Some will be formal business plans; some project packages and others will be personal development plans). Two pieces of course work (practical) will be undertaken and delivered between the first/second sessions; and between the second/third.

The cost of the programme does not include travel and accommodation. All programme sessions will be held in London.

AIMS OF THE PROGRAMME:

- To develop and support producers and their emerging companies by enabling them to concentrate on business planning and project packaging.
- To develop the Cohort's understanding of the wider film and new film media market.
- To provide an advanced level of business training (in particular focusing on their existing skills) that inspires them to consolidate their objectives and develop their commercial opportunities.
- To build informed, coherent Business Plan for companies in the process of developing sustainable business models.
- Personal mentor support from FBA tutors will be available between each of the training sessions in order to help advance each member's business and/or project.
- Towards the completion of the Programme, appropriate film producers will be advised to apply for the Film London Production Finance Market and given direct support on the process. This provides an opportunity to expose their projects and companies to the commercial marketplace.

OUTLINE OF THE COHORT PROGRAMME

The three sessions will be as follows:

SESSION ONE: 7/8th September 2009.

The two days will cover: In-depth analysis of each member's status and objectives; overview of the International Film Market; the Film Value Chain, Financing in Film and creative businesses; Creative Management; Business Planning and Company Strategy - Stage 1. Tutors will include Finney; Mike Kelly (Northern Alliance and FBA Guest Lecturer), and an outside specialised guests. To include: Case studies (Pixar; Vapor); workshop exercises and personal tutoring on Business/Personal Plan, Stage 1.

Sept-Dec: Individual work on business plans and project packages

SESSION TWO: 7/8 December 2009

The two days will cover: Packaging films, working with Sales companies, New media opportunities; the changing value chain and new forms of distribution and marketing; low budget and digital production models. Special skills sessions will cover Pitching and Negotiation. Tutors will include Finney, Mike Kelly; and outside specialised guests.

Further in-depth work will be done on each Business/Personal Plan, Stage 2.

Dec-March: Individual work on business plans and project packages

SESSION THREE: March/April 2010

The sessions will concentrate specifically on individual needs: examining progress on the business plan/personal plan and/or project package. However, additional sessions will examine legal and management issues arising during the Cohort programme.

Presentation of each Business Plan/Personal Plan will be made to a panel. Personal mentor input will be emphasised.

HOW TO APPLY

This is a programme set up for UK Producers and Businesses with some experience of producing feature films and who are aiming to build a company that exploits intellectual property rights. No finance needs to be in place for projects intended to be packaged, but it is beneficial if there is some UK finance already attached. The script must have a clear chain of title giving the producer full rights to raise finance on the feature film. A Director does not need to be attached to the feature film at this point. Producers who already have a draft/executed business plan are encouraged to apply and develop their business planning further during the course.

Eligibility Criteria:

- Applicants must be from the Screen South region.
- The Producer must have a Producer credit on a Feature Film OR
- The Producer must be working with another Producer or Executive Producer with the experience of having produced one feature film OR
- The Producer must have a slate of feature scripts in development with at least one in a development commission by a recognised UK film financier
- The Producer must have a market ready feature screenplay (minimum 80 pages)
(Please note that applications from Producers who do not fulfil the above criteria will not be assessed.)

APPLICATION PROCESS: DEADLINE 5pm on 10th July 2009

Please Supply four copies of the Following:

- Completed application form with original signature
- synopsis of feature screenplay (one page)
- budget and finance plan for the project
- proof of any finance and elements already attached to the project
- letter of motivation outlining the reasons why you want to take part in the scheme
- CV for applicant and CV for other Producers or Executives attached to the project
- A Personal Development Plan (A one page outline which indicates where you are now as an individual and where you see yourself in two years and five years).
- A current business plan for your company AND/OR a Project Slate Breakdown

- 1x completed equality and diversity form

Please also supply:

- 2 x forms of proof of address, less than three months old. These may include utility bills or official letters in your name. (We will not accept mobile telephone bills or letters from production companies.)

PLEASE SEND YOUR APPLICATION TO

E-mail to: info@screensouth.org

AND by post to:

FBA Cohort Training

Screen South

The Wedge

75 - 81 Tontine Street

Folkestone

Kent

CT20 1JR

Assessment Criteria

Applicants must demonstrate how they meet the following criteria in their application and supporting documents:

- A strong and original feature film showing international distribution potential**
- A producer with experience in feature film production and/or financing**
- An element of the funding is in place or expression of interest is demonstrated**

Stage 1 - Eligibility Assessment

In the first instance all applications will be checked for eligibility, please ensure you include ALL of the requested documents. Incomplete applications will be considered ineligible and returned to the applicant.

Stage 2 - Application Assessment

Eligible applications will be passed to an assessor who will mark the application using the assessment criteria below.

1. A strong and original project with international potential

- Strong concept
- Original premise
- Cinematic feel
- Suitable locations

2. A producer with feature film experience

- CV shows that the applicant has experience as a feature film producer

3. UK Funds secured

- An element of UK finance secured
- An expression of interest from a UK financier

The assessor will score each criterion as follows:

0 – Does not meet the criteria in any way

1 – Poor, only meets the criteria in a limited way

2 – Average, has some strengths and partially meets the criteria

3 – Good, meets the criteria fully with key strengths

4 – Strong, meets the criteria extremely well

5 – Outstanding, is excellent against all the criteria

IMPORTANT DATES

10th July 2009 (5pm)	Application for Deadline
21st July 2009	Successful Applicants invited for Interview
24th July 2009	Unsuccessful Applicants notified via e-mail
27th & 29th July 2009	Interview Panel

USEFUL WEBSITES

Screen South – www.screensouth.org

Skillset – www.skillset.org

UK Film Council – www.ukfilmcouncil.org

FAW - www.filmagencywales.com