

	DAY ONE	DAY TWO	DAY THREE
Key Focus Business Areas: 1. Audience and Marketing 2. Sales & Distribution 3. Sales, Release and Marketing Strategy			
	AUDIENCE & MARKETING	SALES & DISTRIBUTION	MARKET STRATEGY
	Participant Introductions Participants describe their last experience at market and how they wish to improve on this experience.	Distribution and Sales Company Deals & Agreements What does a sales agent expect from a Producer? What does a distributor expect from a sales company?	Film Market Case Study: Covering finance, sales, distribution and release worldwide. TV Market Case Study: Covering finance, sales, distribution and release worldwide.
BREAK	BREAK	BREAK	BREAK
	FILM AND TV LANDSCAPE	EFFECTIVE NEGOTIATION	WHICH MARKET/FESTIVAL AND WHY?
	What is performing and why? Analysis of Box Office success, key titles – what has sold and why? How is Netflix changing the market place? Knowing your Audiences A session to look at audience behaviour and patterns in order to know who is the audience for your project/s and how to reach them. (Including SWOT analysis).	Practical exercises in negotiation and influencing, deciding when to close, defer or exit. Negotiation – Tradeables Producers take on the role of a sales company, financier, distributor and negotiate Heads of Terms. What does it mean to sit on the other side of the table?	Release Strategy Key markets and festivals and their ‘personalities’. Matching titles/slates to the right market at the appropriate stage. Navigating the Market A practical guide to navigating and networking your way through a film market, where to concentrate your efforts and what to avoid at all costs.
	Project Team Group Discussion Define the genre of the project and identify primary and secondary audience.	Plenary Discussion Exchange experience and learnings from the negotiation exercise.	Project Team Group Discussion Important for participants to discuss their key learnings and how they may apply these to their project.
LUNCH	LUNCH	LUNCH	LUNCH

	AUDIENCE Who are you making your film for? Breakdown of film audiences and analysing your film, including SWOT.	LEGAL AND BUSINESS Knowing the value of your film and how to read the numbers How money works in sales and distribution, what impact that has, how to 'listen to the market', revenue waterfall, recoupment schedules and Distributor P&L.	PREPARING FOR MARKET Tools and strategies for successful market engagement Participants meet in small groups with mentors to begin to define strategies and identify the materials/information necessary to support them for the market visit.
BREAK	BREAK	BREAK	BREAK
	EARLY AUDIENCE ENGAGEMENT & MARKETING STRATEGIES	OVERVIEW OF FILM FINANCING: Creating the Business Plan	TESTING THE MARKET:
	How to make your project work hard and engage an audience early so you have someone you're talking to by the time the film is finished. How to effectively implement a marketing strategy in the development process. Bank marketing assets throughout the process.	You need to prepare a finance plan. This session covers securing investors, structuring the finance plan, the producer offset, utilising visual aids, preparing sales estimates and income streams, cash flow and profit participation.	Each group will pitch their sales/release and marketing strategy to a panel of experts and receive expert feedback. Opportunity for project groups to test their pitch, strategy and marketing ideas in a safe environment and receive first market feedback. Panel will determine: Most Likely to Succeed, Most Creative Strategy, Best Pitch
DINNER BREAK	DINNER BREAK	DINNER BREAK	DINNER BREAK
	DEFINING AUDIENCE AND MARKET AMBITIONS	PACKAGING & PITCHING: THE PITCH	NETWORKING WITH INDUSTRY EXPERTS
EVENING SESSION	Each project team meets to discuss their market ambitions, outline outreach plan and brainstorm a marketing strategy. Where does the project fit in the film landscape? How can you engage an audience early on?	Understanding and preparing your pitch, making the most of materials, creating two-way communication. Project teams have half an hour to prepare a 3min pitch. Then they will pitch to the plenary and receive feedback from the group and trainers.	Meet and pitch to key industry decision makers. Round tables. Make the most of this opportunity to be accepted into the mentor to market program.
End of Day	Genre and Audience Analysis	SWOT Analysis	One year Goal Setting