

DAY ONE – WEDNESDAY 1 MAY		DAY TWO – THURSDAY 2 MAY		DAY THREE – FRIDAY 3 MAY	
	Key Focus Business Areas: 1. Audience and Marketing 2. Business, Sales & Finance 3. Markets & Distribution				
	AUDIENCE & MARKETING	BUSINESS, SALES & FINANCE	MARKETS & DISTRIBUTION		
Morning Session 1	9.00 – 9.15 WELCOME AND INTRODUCTION TO DAY 1 9.15 – 10.00 CREATE NEW SOUTH WALES Intro In and out of applying for funding, when is the right time, guidance on what the guidelines says vs what actually needs to be in place to make the cut. Sally Regan and Megan Young CREATE NSW	9.00 – 9.15 WELCOME AND INTRODUCTION TO DAY 2 9.15 – 10.45 BUSINESS CASE STUDY: GOALPOST PICTURES Entrepreneurial Business Strategies. From making films to a sustainable business. What does it take? Ben Grant, Managing Director & Sarah Christie, Development Executive GOALPOST PICTURES	9.00 – 10.30 WHICH MARKET/FESTIVAL AND WHY? Key Markets and Festivals and their ‘Personalities’ - Matching projects/slates to the right market at the appropriate stage Dale Fairbairn, Manager, Festivals and Industry Partnerships SCREEN AUSTRALIA		
	BREAK	10.00-10.15	10.45 – 11.00	10.30 – 10.45	
Morning Session 2	10.15 – 11.45 WHO IS MY AUDIENCE? 1. Industry Audiences Who are they, what do they want. What are hooks/selling points? What do you need to make a good impression. 2. Film audiences Breakdown of film/cinema audiences, who watches what and where. Beatrice Neumann, Film and Distribution Consultant BEA FILM	11.00 – 12.30 SALES AND DISTRIBUTION AGREEMENTS Guide to common pitfalls when negotiating sales and distribution agreements Michael Favelle, CEO ODIN’S EYE ENTERTAINMENT	10.45 – 13.15 GROUP POWOW Every project gets 12min to discuss project challenges, test pitch, use the rest of the group for feedback. Beatrice Neumann		
	11.45 – 12.15 PROJECT WORK Identify your primary, secondary and tertiary audiences, start to profile them.	12.30 – 13.00 PROJECT WORK Draft up short list of suitable sales companies and Australian distributors. Make educated choices, be picky.			
Midday Session	12.15 – 13.15 IN CONVERSATION WITH MEG LEFAUVE Meg LeFauve Screenwriter (INSIDE OUT, CAPTAIN MARVEL (story))				
LUNCH	13.15 – 14.00	13.00 – 14.00	13.15 – 14.00		

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Afternoon Session 1	<p>14.00 – 15.00 SOCIAL MEDIA WORK SHOP – PRESENTATION 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 into the development process. Bank marketing assets throughout the process.</p> <p>Beatrix Coles, Content Strategist</p>	<p>14.00 – 15.00 UNDERSTANDING FILM RECOUPMENT AND WATERFALLS How does your financing structure impact recoupment? How is the recoupment waterfall determined? How does revenue from sales and distribution flow through the waterfall? What do CAMs and disbursement administrators do? Do I need one? We look at different financing scenarios, build the recoupment waterfall for each scenario and watch how returns cascade down the waterfall.</p> <p>Emma Madison, Head of Service Design Madeleine Donovan, Manager, Disbursement Service Mon Forghani, SCREENRIGHTS</p>	<p>14.00 – 15.30 WHAT NEEDS TO HAPPEN TO BREAK OPEN OLD STRUCTURES IN DOMESTIC DISTRIBUTION? What are the current challenges in distribution, and how do you overcome them with tailor-made strategies.</p> <p>Paul Wiegard, Managing Director MADMAN ENTERTAINMENT & Nicholas Forward, Chief Content Officer, STAN</p>
BREAK	15.00 – 15.15 APPROX.	15.00 – 15.15	15.30 – 15.45
Afternoon Session 2	<p>15.15 – 17.15 SOCIAL MEDIA WORK SHOP – WORKSHOP Practical Exercise how to build a social media campaign.</p> <p>Beatrix Coles, Content Strategist</p>	<p>15.15 – 17.00 SWOT ANALYSIS Using projects as examples in the room as examples we will workshop the use of SWOT analysis to determine how well your project will potentially connect with the industry and audiences.</p> <p>Beatrice Neumann</p> <p>17.00 – 17.15 PROJECT WORK 15min to review/update project SWOT.</p>	<p>15.45 – 16.00 INTRODUCTION INDUSTRY PROFESSIONALS Very brief putting a name to the face session.</p> <p>Beatrice Neumann (Moderator) & Industry Professionals</p> <p>16.00 – 17.30 TESTING THE MARKET – INDUSTRY FEEDBACK Every project will have 1-2-1s meetings with selected industry professionals.</p> <p>Paul Wiegard – CEO, Madman Films Greg Denning – Canal+ Sara Richardson – Channel Ten Jennifer Collins- Screentime Rob Gibson - Easy Tiger Productions Gillian Moody - Producer Tony Iffland – Manager Content Sales, ABC Commercial Megan Hauptfleisch – Marketing Manager Sophia Zachariou – Bunya Pictures Jennifer Naughton - RGM</p>
BREAK	17.15 – 17.30	17.15 – 17.30	17.30 – 17:45
Afternoon Session 3	<p>17.30 - 18.30/19.00 IN CONVERSATION WITH A SALES AGENT</p> <p>Clare Crean, International Film and Sales Consultant</p>	<p>17:30 -19:00 FILM MARKET CASE STUDY: THE BABADOOK AND BEYOND</p> <p>Kristina Ceyton, Producer CAUSEWAY FILMS Jonathan Page, Managing Director BONSAI FILMS</p>	<p>17.45 - 18.30 INDUSTRY FEEDBACK PANEL General feedback on meetings, pitches, top tips and bug bears when it comes to project pitchers. How to build a fruitful relationship between filmmakers and the industry? Q&A</p> <p>Beatrice Neumann (Moderator) & Industry Professionals</p>
EVENING SESSION	<p>HOME WORK FOR DAY 2: Research comparable Films, we are looking for commercial comps, which means films at a similar budget level, similar package, attracting similar audiences.</p>	<p>19:00 - 20:00 PRACTICE SESSION Participants will have the chance to receive valuable feedback from Dame Changer Mentors.</p> <p>Each Format with 2-3 mentors, teams rotated pitching. Key mentors were asked to return on the last day, so they could report on progress.</p>	<p>19.00 - 21.00 DAME CHANGER DRINKS</p> <p>Key note Speaker – Julie Demsey</p>



END OF DAY