



IMPACT STRATEGY MASTERCLASS

COURSE OUTLINE

This course aims to enable filmmakers to design an impact strategy for their film or television series. Delivered over six weeks online, each three-hour session will walk filmmakers through the creation of their own impact strategy and includes weekly assignments.

Week 1 – Impact Strategy

Creative strategy, the issue you are addressing, the audience, known challenges, KPIs, what success looks like, competitive analysis, budget and resources, and legacy plan.

Week 2 – Digital Architecture and Content

Where the campaign will live and why, audit of all materials you have and don't have to use in the campaign, what you need to create, and the briefs to create them

Week 3 – The Network

Determining the eco system of partners, allies, and individuals you will be working with including who, why, and how they will be involved, including unlikely allies

Week 4 – The Campaign

Campaign content and social initiatives and when they will be released as per key dates, how to engage in parallel with marketing, publicity, and paid media

Week 5 – Evaluation

Testing of messaging and user experience of websites and social media materials, social media analytics, impact evaluation framework, monitoring, and reporting plan, and wrap report

Week 6 – Budget, Schedule, and Proposal

Putting it all together; creating the campaign proposal including format, content, budget, schedule, team required and next steps. Pitching for Feedback

Instructor Bio – Impact Producer, Jackie Turnure



Jackie Turnure is a triple Emmy award winning Impact Producer with over 15 years' experience producing impact campaigns for producers and production companies, connecting their films and television shows with audiences who care about the issues at the heart of their work.

Jackie's documentary impact projects include the women in STEMM feature doc, THE LEADERSHIP, migrant documentary, ROSEMARY'S WAY, adult survivors of childhood trauma doc and podcast, GHOSTHUNTER, 3 part ocean series, AUSTRALIA'S OCEAN ODYSSEY, men's mental health series, MAN UP, and asylum seeker feature film, SANCTUARY. Her drama impact projects include detention centre series STATELESS, social housing television series, THE HEIGHTS, modern slavery feature BUOYANCY, Muslim comedy feature ALI'S WEDDING, and Indigenous feature film, SWEET COUNTRY.

Before returning to Australia in 2015, Jackie headed up the Los Angeles office of Think Jam, a digital marketing agency for major entertainment clients including Sony Pictures, Warner Brothers, Paramount, Lionsgate, MGM and Twentieth Century Fox.

Event FAQs

Is it online or face to face?

The Impact Strategy Masterclass is being held online on Zoom.

How long is the course?

The course is delivered over six weeks. Each session is 3 hours per week.

How much does it cost?

The cost of this course is AUD\$1,595.00 per team (Dame Changer members) and \$1795.00 per team (non-members). Successful applicant teams will be invoiced.

When does it start?

Saturday, 28 May 2022 at 10:00 AM AEST

When does it finish?

Saturday, 02 July 2022 at 01:00 PM AEST

How many applications will be accepted?

Only six teams of three people will be accepted into the course.

How do I apply for the course?

Apply at <https://forms.gle/X3wnzP6DpprwJmjn6>

How do I become a Dame Changer member?

Apply at <https://www.damechanger.com/dame-changer-membership/>

How do I contact Dame Changer?

Please email hello@damechanger.com for further information about the course.