

production

Multiplatform: joined-up production

Dates & Venues

ITF short courses are run at venues around the U.K. For dates and locations visit the website or email bookings@indietrainingfund.com
All venues have disabled access

Times

Register from: 9.45am
Session: 10am-5pm

Max. attendees 12

Maximum of two delegates per company.

Eligibility

ITF courses in London are open to ITF members, Pact members and freelance industry professionals with two years proven work experience. ITF courses supported by additional funding from national and regional agencies are open to industry professionals from the relevant region. Please note our courses are not suitable for students or new entrants.

Booking

To find dates, check availability & to book visit
www.indietrainingfund.com or contact:
bookings@indietrainingfund.com

More info

*Find out more about the Indie Training Fund and how to become a member:
www.indietrainingfund.com

A one-day workshop to help production companies and digital interactive agencies work together to create cross-platform content.

TV indies are being asked by commissioners more and more to create additional web, Video on Demand and mobile content and looking to distribute their TV content across other platforms. Many of them do not have the specialist skills that this additional content creation and distribution requires.

Digital media and interactive companies are looking to make 360 productions that may be led by TV, and are therefore realising they need additional skills, like narrative storytelling, story-boarding, broadcast production techniques etc, that TV indies often have, in order to make successful productions. Formal or informal partnerships can often be the answer.

TV indies and digital interactive agencies often talk of wishing to work together but seem to lack the tools and common language to do so.

The Pact/Nesta framework digital agreements (with the BBC, C4 and other companies) may help. This workshop aims to offer a chance to network and break down those barriers - whether perceived or real - to create a framework for successful production partnerships to take place.

Content:

- Joined-up productions overview and digital possibilities
- Platform strengths and realities
- How to plan creative multiplatform content
- Partnership framework agreements
- Scheduling & timeframes
- Delivery – teams and skills requirements
- Glossary of terminology
- Production and management techniques
- Post-production workflows
- Case studies of successful multiplatform content partnerships

Attendees:

Producers, APs, project and operations managers, and other production team-members of TV, digital media and interactive companies looking to develop joint multiplatform projects

Delegates will be required to bring a project that they wish to develop further on the course day.

The workshop leaders:

Kirsty Hunter, Head of Interactive at Lion TV. Her credits include Horrible Histories (BBC), Britain from Above (BBC), Rough Guide (five), Britain's Best (UKTV), Egypt's Golden Empire (PBS), History Detectives (PBS), The Hajj (C4), Karbala (C4), Castaway (BBC), Time Commanders (BBC), Castle (C4), and Playing It Straight (C4). She is also a member of Pact's Interactive Media Policy Group, and a past mentor to the American Film Institute's Digital Content Lab.

Andy Bell, co-founder & Creative Director at Mint Digital, the makers of cross-platform projects like Radio Pop (BBC), Orange unsignedAct for Sony Ericsson & Orange, River Island's Style Insider, Skins Life (E4), Sexperience (C4), and Osama Loves (C4). Mint won MIPTV's first BBC Content 360 award with Buried Alive in 2006, the first Doc/Fest Crossover prize for Museums of our Future in 2007, and a BAFTA award for Landshare (C4). He helps clients achieve innovative entertainment by fusing the excitement of TV with the interactivity of the web, and is always looking for the next runaway hit that is unique, inventive and involves mass participation.

What the delegates say:

'Excellent. Combination of extensive practical experience plus conceptual understanding'
Ingrid Falck, Flashback Television

This workshop has been planned in partnership with Pact

