

Ad-funded Content and Product Placement

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**-1.00pm

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.

Cost

Fees are listed on the website
www.indietrainingfund.com

More info

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

A half-day workshop to encourage TV and digital media producers and commercial managers to develop the new skills and business knowledge necessary to create and execute ad-funded productions.

Content

- The difference between branded content/AFP and sponsorship
- Overview of the market, key advertisers, and the role of media agencies
- Why brands invest in TV series, and what they expect in return
- What are the issues that must be addressed at the start of process?
- Analysis of three different approaches, and their pros & cons
- Five top tips for best practice
- Cross-platform exploitation needs for advertisers using the content
- Three case studies
- Product Placement: working within the new regulations
- How Product Placement deals are likely to work

Format

The session will use presentations, clips and case studies, as well as interactive Q&As on delegates' own experiences.

Attendees

This introductory workshop for TV and digital media content makers will benefit those requiring an overview of the advertising market and of pitching advertiser funded programmes directly to brands and their agencies.

Workshop leaders

Claire Heys has worked in ad-funding for over 6 years, having shaped content strategies for GSK, Camelot, Orange, J&J, Cow & Gate, General Mills, The British Army, Waitrose, Nintendo and Australia Tourism. Claire joined Tiger Aspect in 2008 to build commercial partnerships around Tiger's portfolio of new and existing programme brands. She will be talking through how Britain's Best Brain (8 x 60') was brought fully funded by Nintendo and GroupM Entertainment to five, and how Cook Yourself Thin (15 x 30') was fully funded by Alli/GSK for C4 daytime.

Cate Murden has 10 years' experience in media communications and is currently Business Director at Mindshare Invention. She creates engaging ideas for brands by working in close partnership with producers to deliver smart content solutions for her clients. These are then worked across all media, including digital, to optimise gains for the brand. Her accounts include Unilever, Nestle, Vodafone and Coty. Her case study will be TK Maxx funding Frock Me for T4 (6 x 30'), and how Mindshare then amplified the reach beyond TV.

Booking

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

Developing a skilled workforce for the
UK independent TV production sector