

# Cross-platform storytelling

## 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](mailto:bookings@indietrainingfund.com)  
All venues have disabled access

## Cost

Fees are listed on the website [indietrainingfund.com](http://indietrainingfund.com)

## Times

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

## Max. participants 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.

## More info

\*Find out more about the Indie Training Fund and how to become a member:  
[indietrainingfund.com](http://indietrainingfund.com)

A full-day workshop to develop the storytelling & writing skills of TV and digital media production teams over a range of platforms and genres and to review trends in cross-platform scripted content.

## Content:

- An overview of cross-platform scripted content as an emerging medium, with case study examples of its key productions, how it is developing, and a little jargon busting
- An exploration of the unique storytelling possibilities, parameters and interactive capabilities of cross-platform media for both creatives and audiences.
- How traditional storytelling and story structures are being adapted, challenged and enhanced to respond in the digital arena
- How participants can best use these developments in relation to their own projects or expertise (drama, comedy, factual, writing, producing, directing)
- The pitfalls of cross-platform – traps to avoid and lessons to learn
- In practical writing exercises delegates will work individually or in small teams to initiate new ideas or develop existing ones to incorporate suitable platforms, and enhance the engagement and distribution of their content. The course tutors will coach delegates on the most appropriate strategy and offer creative ideas for story development

## Who it's for:

TV & digital media content development teams, producers, directors and writers.

## Pre-course requisite:

Delegates will be asked to select and submit before the course a single page content proposal (new or existing) that you can develop as a cross-platform project in the workshop.

## The tutors:

**Sean Coleman** is a screenwriter, producer and consultant who specialises in programming for digital platforms and has created original, award-winning content for Bebo, MSN, O2, Sony Pictures International, Fox, Blogbang & Vivendi. At Endemol he recently executive produced the online sci-fi drama *Kirill* for MSN, and the returning series of an international web commissioned drama *Cell* which is now available in 10 languages. Sean also created and executive produced *The Gap Year* for Bebo.com.

## What the delegates say:

'Great course: very current & engaging & useful...great workshop cross-fertilisation'  
Dominic Weston, Icon Films

## Booking:

To find dates, prices & check availability visit [indietrainingfund.com](http://indietrainingfund.com) or contact: [bookings@indietrainingfund.com](mailto:bookings@indietrainingfund.com)