

Production

How to become a SuperProducer for all platforms

Dates & Venues

ITF short courses are run at venues around the UK. For dates and locations visit the website or email bookings@indietrainingfund.com

All venues have disabled access

Times

Register from: 9.45am
Session: **10am**-4.30pm

Max. attendees

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
indietrainingfund.com

More info

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

Producers are being asked increasingly to create content not just for TV but also the app, website, campaign, social media and much more. This unmissable one-day workshop will cover some of the key practical skills you need to be a successful producer in a multi-skilled world.

Content:

Sharing her experience of producing multi-platform projects like *The Great British Property Scandal* (Channel 4), *Britain from Above* and *Horrible Histories* (BBC), Kirsty Hunter will explore creating content for a range of platforms, what the different requirements are, and what it means to be a SuperProducer.

The workshop will also discuss the key practical skills required by the new breed of producers:

- Working with partners and how to find them
- Combining resources for economies of scale
- Devising wireframes, site maps & user journeys
- Writing content for other platforms
- Basic HTML and Photoshop
- How to shoot video content for a range of platforms
- Creating & running social media campaigns
- Marketing
- Devising apps and creating content
- Preditors: Producer/Editor in one
- Post-production workflows
- Lifecycle of a project

How to develop your skills and get the latest professional training in each of these areas will also be covered.

In an extended case-study, the maker of a successful multi-platform project will discuss how it was made, what skills the producers needed, and what is expected of SuperProducers

Nick Underhill, MD at Keo Digital will be talking about the award winning cross platform campaign *Fish Fight* and how it was created.

Who's it for?

Producers of TV and digital interactive content across all platforms, both freelancers and employees.

The workshop leader:

Kirsty Hunter, MD of digital production company The Project Factory (UK) & former Head of Interactive at Lion TV. Her credits include *The Great British Property Scandal* (C4), *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.

Developing a skilled workforce for the UK independent TV production sector

