

Summer timetable-June

DATE	CONTENT	EXPERT (COMPANY)	MODULE
Monday 2-June	Introduction to Mega / Dev of Feature Films	MBS / Alberto Marini (Rebelión Terrestre)	Development
Tuesday 3-June	Development of Feature Films	Alberto Marini (Rebelión Terrestre)	
Wednesday 4-June	TV Development / Industry Trends	Pere Roca (MEGA Dir.) / Michael Gubbins (Sampo Media)	
Thursday 5-June	Industry Trends	Michael Gubbins (Sampo Media)	
Friday 6-June	Introduction to Business Planning	Alex Marshall (Warp Films)	Business Planning
Saturday 7-June	TUTORIALS I	A. Alonso/A. Marshall/R. Roginas	Tutorials
Sunday 8-June			
Monday 9-June	Business Planning	Alvaro Alonso (Jaleo Films)	Business Planning
Tuesday 10-June	Project Work Preparation/ Impact of native transmedia stroytelling on dev process, prod process, dist and business models	Paul Tyler (Handling Ideas)	Development
Wednesday 11-June	Impact of native transmedia stroytelling on dev process, prod process, dist and business models	Paul Tyler (Handling Ideas)	
Thursday 12-June	Documentary and Factual Programmes Dev	Joan Ubeda (Mediapro)	
Friday 13-June	Case Study	Benny Drechsel (Rohfilm)	
Saturday 14-June			
Sunday 15-June			
Monday 16-June	Toolbox to run an AV company	Laurence Clerc (Gafis)	Financing Strategies
Tuesday 17-June	Value Chain / Revenue Waterfall	Laurence Clerc (Gafis)	
Wednesday 18-June	Project Work Preparation		
Thursday 19-June	Project Financing	Christophe Vidal (Natexis Coficine)	Financing Strategies
Friday 20-June	Introduction to Cash Flow	Christophe Vidal (Natexis Coficine)	
Saturday 21-June	Introduction to Cash Flow	Christophe Vidal (Natexis Coficine)	
Sunday 22-June			
Monday 23-June	Audience in the mind core thinking / The film market place / The M&D plan	Peter Buckingham (Sampo Media) / David Hancock (IHS Technology) / Debbie Rowland (We are the Tonic)	Multiplatform M&ID
Tuesday 24-June	VOD/SVOD and Distribution Strategies / Audience Trends Issues and Solutions / Film Festivals	Philipp Hoffmann (VoD Consultant) / Peter Buckingham (Sampo Media) / Lucas Rosant (Melia Films)	
Wednesday 25-June	International Sales / On Demand Economy / Publicity and PR	Nawid Sarem (Eye on Film) / Michael Gubbins (Sampo Media) / Mattias Noschis (Alphapanda)	
Thursday 26-June	Direct Distribution Examples and Principles: Assemble / Social Media / Marketing Principles	James Franklin (Assemble) / Marco Odasso (709 Media Room) / Mia Bays (MIA Films)	
Friday 27-June	Exhibition / Wrap up Sessions	Fernando Évole (Yelmo Cines) / Peter Buckingham (Sampo Media)	
Saturday 28-June	ONLINE TUTORIALS I	A. Alonso/A. Marshall/R. Roginas	Tutorials
Sunday 29-June			

Summer timetable-July

DATE	CONTENT	EXPERT (COMPANY)	MODULE
Monday 30-June	The Art of Cinematic Storytelling	Bobette Buster (Buster Films)	Development
Tuesday 1-July	The Art of Cinematic Storytelling	Bobette Buster (Buster Films)	
Wednesday 2-July	The Art of Cinematic Storytelling	Bobette Buster (Buster Films)	
Thursday 3-July	Guerrilla Film Financing	Karen Adler (Le Films De Ka)	Financing Strategies
Friday 4-July	Case Study / New Europe countries with a focus on Poland AV Landscape	Ole Wendorff-Østergaard / Joanna Wendorff (Polish Film Institute)	
Saturday 5-July			
Sunday 6-July			
Monday 7-July	Introduction to Physical Production	Marco V. Pugini (Panorama Films)	Physical Production
Tuesday 8-July	Development & Pre-Production	Marco V. Pugini (Panorama Films)	
Wednesday 9-July	Production & Post-Production	Marco V. Pugini (Panorama Films)	
Thursday 10-July	TV Peculiarities & Budgeting exercise / VFX	Marco V. Pugini (Panorama Films) / Virginia Cefaly (Metaphyx)	
Friday 11-July	VFX / Wrap up Session	Virginia Cefaly (Metaphyx) / Marco V. Pugini (Panorama Films)	
Saturday 12-July			
Sunday 13-July			
Monday 14-July	The Transmedia Landscape Today / Pitch Fundamentals: You, Your Story / From Product to Process	Michel Reilhac(Melange) / Stefano Tealdi (Stefilms)	Crossmedia
Tuesday 15-July	Game & Story=Play / Native Interactive Storytelling / Interactive Digital Toolbox	Djamil Kemal (Goshaba) / J. Sotiropoulos (Honig Studios) / Pierre Cattani (Small Bang)	
Wednesday 16-July	Creative Financing / Story as Heart of the Project / Broadcasters and Partners	Domenico Laporta (Cineuropa) / Esther Wouda (Gloworm Films) / Leena Pasanen (Finnagora)	
Thursday 17-July	Distributing Film in a different approach / Digital marketing / Pitch Training	Mathilde Henrot (Festival Scope) / alvaro Vega (Doble Sentido) / Leena Pasanen (Finnagora)	
Friday 18-July	Road Map for all Group Projects	Michel Reilhac(Melange)	
Saturday 19-July	TUTORIALS II	A. Alonso / A. Marshall / R. Roginas	Tutorials
Sunday 20-July			
Monday 21-July	Organisation, functions and processes of an AV company	Mar Ilundain (Convoy Films)	Management
Tuesday 22-July	Managing an AV Company	Mar Ilundain (Convoy Films)	
Wednesday 23-July			
Thursday 24-July		Test: Marketing	
Friday 25-July		Test: Marketing Completed	
Saturday 26-July			
Sunday 27-July			
Monday 28-July	Legal basics, Privacy, formats and Development	Peter Dally & Ian Penman (New Media Law)	Legal & Business Affairs
Tuesday 29-July	Development II, Legal Aspects for Social Media, Domain Names	Peter Dally & Ian Penman (New Media Law)	
Wednesday 30-July	Music, Production and Finance	Peter Dally & Ian Penman (New Media Law)	
Thursday 31-July	Financing Content	Peter Dally (New Media Law) / Nick Hirschkom (Feel Films)	
Friday 1-August		Mega Tutorial	
Saturday 2-August	Exploitation / Test: Legal Aspects	Peter Dally / Hannah Leader (New Media Law)	Legal & Business Affairs
Sunday 3-August			

Summer timetable-August

DATE	CONTENT	EXPERT (COMPANY)	MODULE
Monday 4-August	Sales Agents - Acquisitions	Oda Schaefer (K5 Media Group)	International Markets, Sales & Acquisitions
Tuesday 5-August	Sales Agents - Sales & Marketing	Sara Boss (K5 Media Group)	
Wednesday 6-August	Sales Agents - Festivals & Markets Strategies	Jessica Cope (K5 Media Group)	
Thursday 7-August	Sales	Cristina Sala (E-One)	TV Industry
Friday 8-August	Landscape or Who Matters	Cristina Sala (E-One)	
Saturday 9-August	ONLINE TUTORIALS II	A. Alonso / A. Marshall / R. Roginas	Tutorials
Sunday 10-August	Management of an AV Company	Luis Jimenez (Deloitte)	Management
Monday 11-August	Creative Content Evaluation	David Pope (Advance Films) / Christian Routh (Consultant) / Ana Sanz (Script Editor)	Development
Tuesday 12-August	Creative Content Evaluation	David Pope (Advance Films) / Christian Routh (Consultant) / Ana Sanz (Script Editor)	
Wednesday 13-August	Development Strategies	Ana Sanz (Script Editor) / Pere Roca (MEGA Director)	
Thursday 14-August	Development Strategies	Ana Sanz (Script Editor) / Pere Roca (MEGA Director)	
Friday 15-August			
Saturday 16-August			
Sunday 17-August			
Monday 18-August	Case Study / ALEGRIA Company Case Study	Carlo D'Ursi (Potenza Producciones) / Christine Camdessus (Alegria Productions)	Management
Tuesday 19-August	European TV Landscape / ALEGRIA Company Case Study	Philipp Kreuzer (Bavaria) / Christine Camdessus (Alegria Productions)	TV Industry / Management
Wednesday 20-August	European TV Landscape / ALEGRIA Company Case Study	Philipp Kreuzer (Bavaria) / Christine Camdessus (Alegria Productions)	
Thursday 21-August	Audiovisual Landscapes I		
Friday 22-August	Audiovisual Landscapes II		
Saturday 23-August	Cash Flow / Financing	Christophe Vidal (Natexis Coficine)	Financing Strategies
Sunday 24-August	Cash Flow / Financing	Christophe Vidal (Natexis Coficine)	
Monday 25-August	Cash Flow / Financing	Christophe Vidal (Natexis Coficine)	
Tuesday 26-August	Godparenting	Pere Roca (MEGA Director)	
Wednesday 27-August	Godparenting	Pere Roca (MEGA Director)	
Thursday 28-August	Straight to Series	Erica Motley (K5 Media Group)	International Markets, Sales & Acquisitions
Friday 29-August	Kickstarter	Erica Motley (K5 Media Group)	
Saturday 30-August	TUTORIALS III	A. Alonso / A. Marshall / R. Roginas	Tutorials
Sunday 31-August			
Monday 1-September	Legal Affairs from a Continental PoV / Co-Production Role Play	Wolfgang Brehm (Brehm and v. Moers) / Manuel Monzón (Monzon Films) / André Logie (Panache Productions)	Legal & Business Affairs / Co-Production Role Play
Tuesday 2-September	Co-Production Role Play	Wolfgang Brehm (Brehm and v. Moers) / Manuel Monzón (Monzon Films) / André Logie (Panache Productions)	
Wednesday 3-September	Co-Production Role Play	Wolfgang Brehm (Brehm and v. Moers) / Manuel Monzón (Monzon Films) / André Logie (Panache Productions)	
Thursday 4-September	Closing Ceremony	Andrés V. Gómez (Lolafilms)	
Friday 5-September			
Saturday 6-September			
Sunday 7-September			