

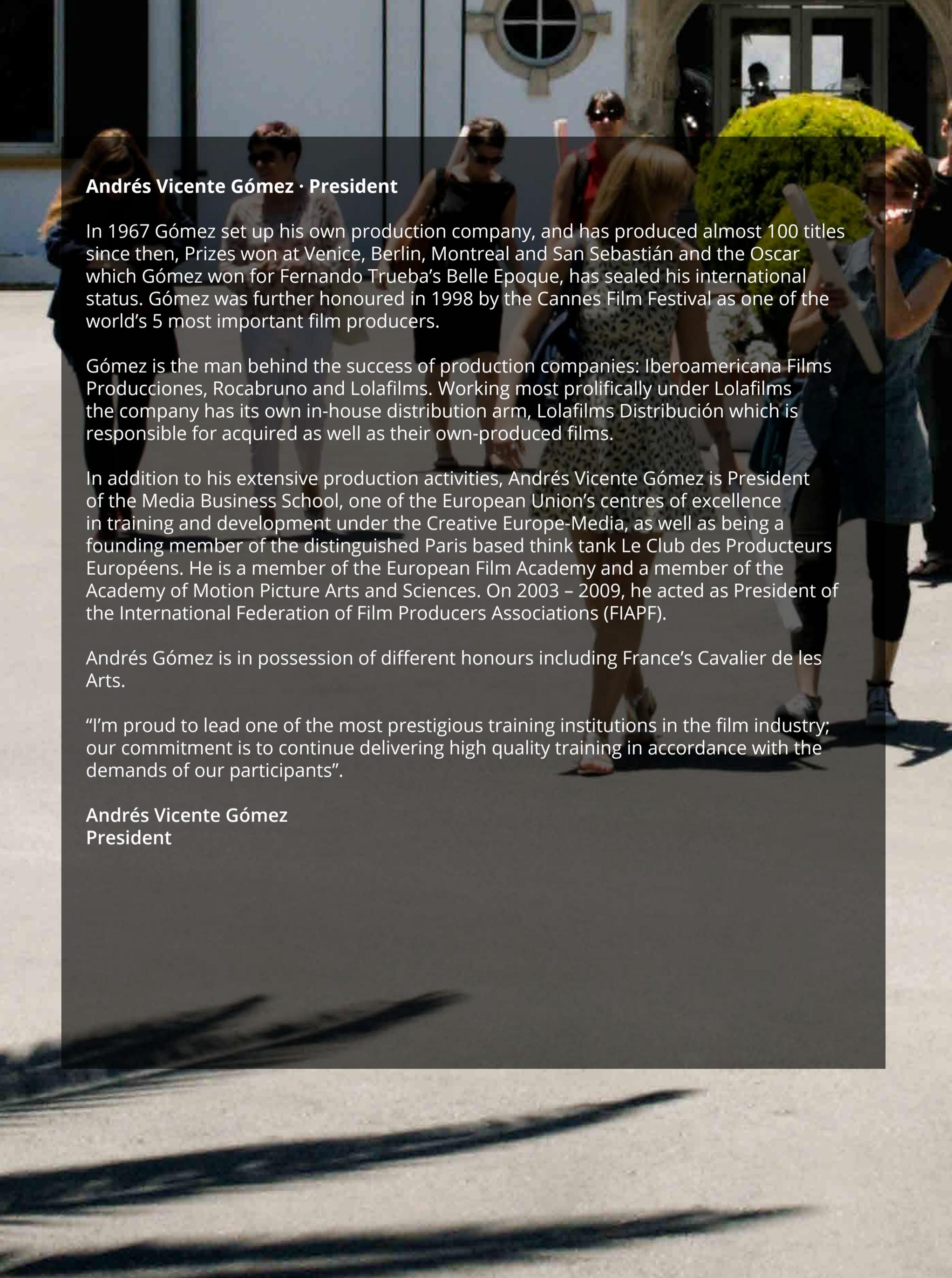
mbs : media
: business
: school



leading innovation in training



www.mediaschool.org



Andrés Vicente Gómez · President

In 1967 Gómez set up his own production company, and has produced almost 100 titles since then, Prizes won at Venice, Berlin, Montreal and San Sebastián and the Oscar which Gómez won for Fernando Trueba's Belle Epoque, has sealed his international status. Gómez was further honoured in 1998 by the Cannes Film Festival as one of the world's 5 most important film producers.

Gómez is the man behind the success of production companies: Iberoamericana Films Producciones, Rocabruno and Lolafilms. Working most prolifically under Lolafilms the company has its own in-house distribution arm, Lolafilms Distribución which is responsible for acquired as well as their own-produced films.

In addition to his extensive production activities, Andrés Vicente Gómez is President of the Media Business School, one of the European Union's centres of excellence in training and development under the Creative Europe-Media, as well as being a founding member of the distinguished Paris based think tank Le Club des Producteurs Européens. He is a member of the European Film Academy and a member of the Academy of Motion Picture Arts and Sciences. On 2003 – 2009, he acted as President of the International Federation of Film Producers Associations (FIAPF).

Andrés Gómez is in possession of different honours including France's Cavalier de les Arts.

"I'm proud to lead one of the most prestigious training institutions in the film industry; our commitment is to continue delivering high quality training in accordance with the demands of our participants".

Andrés Vicente Gómez
President



mega plus: european master in audiovisual management

- Provides with the skills and expertise to work in the industry at a management level
- Prepares to maximise the opportunities of content production and exploitation across the digital landscape
- Prepares to develop an international dimension for 'course projects' business plans
- Helps building an International professional network in the audiovisual sector
- Provides market access for projects through attendance to key co-production markets (Berlinale, Cinemart and Crossroads)
- Rates a 90% post master job placement

m&id: marketing & international distribution

- Provides tools for producing a successful marketing and distribution plan
- Outputs include students producing a real distribution strategy for their project
- In depth insights into audience behaviour across platforms
- Strategies cover international sales, distribution, marketing and the traditional value chain
- Direct distribution, online distribution and new business models also covered
- Tutors and lecturers are all leading figures in their areas
- Exclusive market intelligence will be available for students

SUPPORTING A NEW GENERATION TO THRIVE AND SUCCEED



mega : european master
plus : in audiovisual
: management



mega plus is a ten month, project-based master's programme that provides specialised training in audiovisual company management and content production. It's geared to young producers, recent film school or university graduates who wish to accelerate their careers, and to film executives who want to update their skills to face the radical changes that are taking place in the audiovisual business.

mega plus european master in audiovisual management

mega plus, led by producer TV-Exec Pere Roca, is designed to prepare the next generation of creative producers and executives to enter the sector with the skills and knowhow required to operate in a digital, on demand economy.

With a 90% job placement rate, **mega plus** has become a renowned reference both for young professionals and for European audiovisual companies seeking new business talent.

Course Content

Project Development (creative development, transmedia storytelling, collaboration process and identifying target audience); Project Strategies and Business Planning; Project Financing; Project Analysis, Packaging and Positioning; Physical Production (Film & TV); Multiplatform Distribution, Marketing; International Markets, Sales & Acquisitions; Legal & Business Affairs; Company Management; Development; Production and Distribution of Interactive Projects, the New Television Industry; Presentation and Communication Skills; and Leadership and Management Skills.

Mega Pilots

The new Mega Pilots feature will be an inherent part of the upcoming **mega plus** 2015 and will involve its participants in the development and production of a short audiovisual project.

This feature will allow participant's to gain direct and hands-on experience on a production of their own choice, while also challenging their creative skills.

Set as a complement to the existing **mega plus'** modules and business planning work, Mega Pilots represents a unique opportunity for participants to act as "creative producers".

What alumni say

**ALBERT DE AZPIAZU · SALES DIRECTOR ·
WARNER BROS · SPAIN**

mega plus 2009

"mega plus has been a stepping stone in my career, opening the door to exciting and unique opportunities"

VILLE PENTTILÄ · CEO · NSR · FINLAND

mega plus 2011

*"I have been appointed as CEO of NSR Scandinavia group from 1st October 2012. This would have not been possible without me participating in **mega plus** 2011. And this is what our chairman of the board said me loud. It's kind of funny how things just sometimes happen in your life. One thing leads to another. It's like a chain. I'm very proud to say I'm **mega plus** 2011. When managing our day-to-day rental business I'm benefiting everyday at work from what I learned at **mega plus**"*

**TATIANA MARTINELLI · BUSINESS AFFAIRS ·
O2 FILMES · BRAZIL**

mega plus 2012

"A turning point in your career. Definitely a good choice to improve your knowledge in audiovisual management and to expand your network. Great time! Never forget!"

Impact

Participants will have completed a company or project business plan which includes a sustainable business model, maximised revenue and marketing opportunities, and optimised intellectual property (IP) value across formats and platforms.

Participants will have established a strong foundation to their cross-sector international professional network.

Course Structure

- RESIDENTIAL TRAINING
- INTERNSHIPS
- ONLINE CONSULTATION
- FINAL EVALUATION

The course is made up of plenary sessions, group tutorials and individual meetings with experts.

The programme is composed of:

- 10 weeks intensive residential training
- 3-6 months internship period in an entertainment company & online consultation
- Final Evaluation

Target Group



Geared to young producers, recent film school/ university graduates and executives.

Open to participants from around the world.

Application Requirements

- Application form
- Curriculum Vitae
- Course project (company or film / TV project)
- High proficiency in English

Dates and Venue

Residential training period:

21st Sep – 26th Nov 2015

Ronda, Málaga (Spain)

Internship period I: Jan – Mar 2016

Final Evaluation: Mar 2016

Internship period II: Apr – Jun 2016

Application deadline: 14th Aug 2015

Course Fee

8.000€*

(Includes ground transport and insurance)

*Basic fee for nationals of Creative Europe-Media participating countries (All EU members, Croatia, Iceland, Norway, Albania, Bosnia and Herzegovina, Montenegro, Georgia, Moldova, Turkey, Ukraine, Liechtenstein, Norway and Switzerland).

More info

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optimising
the
visibility
and
exploitation
of films
across
platforms
and
markets

m&id: marketing &
international distribution

m&id is a five-day, project-based programme designed to embrace the opportunities that digital media offers to optimise the visibility and exploitation of projects across markets.



m&id

marketing & international
distribution

m&id is a project-based programme geared to experienced film industry professionals wishing to develop smart, engaging and innovative digital driven marketing and international distribution strategies for feature films.

m&id is led by **Peter Buckingham**, former head of distribution at UK Film Council and BFI, and designed with and delivered by leading European and US professionals from both the independent and studio distribution sector.

The programme enables participants to significantly expand their international professional network of contacts both with the other participants and attending experts, all players in the entertainment industry.

m&id provides participants with detailed insight into the latest marketing trends, distribution and international sales strategies, audiences and consumer behaviour, new and niche markets, new business models and market and festival strategies.

Course Content

New distribution - multi-platform release strategies; developing marketing and distribution plans; understanding marketing principles; devising festival and markets strategies; publicity and promotions; digital exhibition; innovation in digital media; new business models and new markets, and a case study of a recent film demonstrating an innovative marketing strategy.

What
alumni
say ...

JACK OLIVER, PROGRAMME EXECUTIVE · BBC · UK

m&id 2005

"An excellent course which I highly recommend to colleagues and business associates".

**MARIANNE HJERPSETH, COMMISSIONER
NATIONAL PROMOTION · THE NORWEGIAN
FILM INSTITUTE · NORWAY**

m&id 2011

"This was a great course where I both increased skills, knowhow and expanded my network".

**KAHLOON LOKE, DIRECTOR · PECCADILLO
PICTURES · UK**

m&id 2011

"The course has helped me greatly to re-evaluate and plan our releases in a more organised and detailed strategy".

Impact

Participants will have developed an international marketing, distribution and sales strategy that clearly identifies the project's audience and markets; embraces and optimises the opportunities that digital media brings across the value chain; and offers an attractive investment opportunity.

Participants will be able to make informed choices about how to position their project in the marketplace and about the real distribution potential of their projects, as well as understand the tools, skills and collaborators they need in order to devise and execute compelling marketing campaigns that maximise cross media platforms.

They will have also extended significantly their international professional network.

Course Structure

- RESIDENTIAL TRAINING
- ONLINE CONSULTATION
- MARKET PRESENTATIONS

m&id is structured as:

- 5 day residential training period
- online consultation
- market/investor forum project presentations**

Target Group

Entertainment sector entrepreneurs, producers and company executives, with at least 2 years' experience in production, marketing, distribution, sales and acquisitions.

Open to participants from around the world.

Application Requirements

- Application form
- Executive summary of the course project (feature film in any stage of development)
- Curriculum Vitae
- Course project
- High proficiency in English

Dates and Venue

Residential training period:

19th - 23rd Oct 2015

Ronda, Málaga (Spain)

The course includes consultation

Application deadline: 18th Sep 2015

Course Fee

1.800€*

(Includes ground transport, accommodation, subsistence and insurance)

*Basic fee for nationals of Creative Europe-Media participating countries (All EU members, Croatia, Iceland, Norway, Albania, Bosnia and Herzegovina, Montenegro, Georgia, Moldova, Turkey, Ukraine, Liechtenstein, Norway and Switzerland).

** for projects selected by the collaborating markets or investor presentations.

More info

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The **Media Business School** is one of Europe's leading professional training organisations, specialising in the business of the audiovisual sector.

Founded in 1991 with the support of the EU's Creative Europe-Media, the Spanish Ministry of Education, Culture and Sport (ICAA), the MBS is a non-profit organisation, which over the past 24 years has built a strong brand for delivering excellence, ensuring that are constantly evolving and able to respond to the opportunities and challenges initiatives of the digital age.

All **MBS** initiatives are designed with and delivered by leading audiovisual industry professionals from across the international landscape, many of whom have collaborated with the **MBS** since it was founded.

MBS initiatives are designed to deliver the highest calibre of training, driving forward the careers and projects of those who participate, helping build sustainable businesses that are able to identify opportunities and compete in the international market.

media business school



EXCMO. AYUNTAMIENTO DE RONDA



BREHM & v. MOERS

