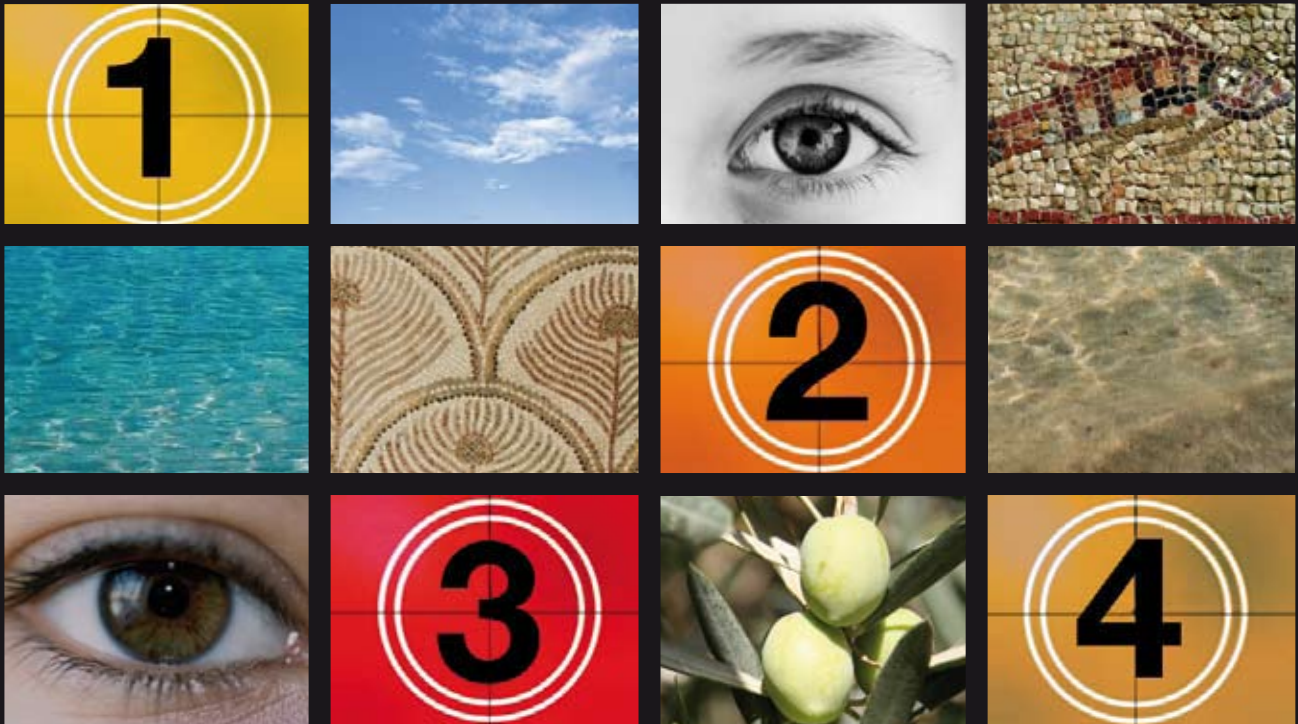




access to markets in the digital era



welcome to **access to markets** in the digital era

about access

Access to markets in the digital era is a project based professional training initiative for Mediterranean film and documentary producers from the ENPI South countries*.

Access focuses on training and coaching through workshops and online training in development strategies; production financing; coproduction; deal terms and legal issues; marketing, distribution and digital media.

Throughout the 9-month programme Access will enable participants to:

- Improve their understanding of the key principles required to effectively develop, finance, coproduce, sell, market and distribute their film or documentary project.
- Acquire skills in the use of digital and social media to market, promote and distribute their projects.
- Effectively develop their projects with the writers and/or director.
- Develop feasible financing strategies and financing plans.
- Co-produce/ co-finance effectively and understand the legal framework of these relationships.
- Establish relationships with Mediterranean and European key operators.
- Improve their project packaging and 'pitching' skills using digital and oral presentations.
- Maximise the use of digital tools and technology across the development, production and distribution process, with emphasis on marketing and promotion.

*Morocco, Tunisia, Algeria, Egypt, Israel, Lebanon, Syria, Jordan, the Occupied Territories of Palestine and Libya.



course content and format

Access is a 9-month training and coaching programme which comprises a total of 3 training modules:

Module 1: Project development:

Financing, co-financing, co-production, legal affairs, deal terms and negotiation skills

Residential training/ 5-day duration (February 2013)

Module 2: Online Training and Consultancy:

A consultancy based bridging module, which enables participants to finalise their project financing and production strategy and begin to prepare a digital and communication strategy (including company/project websites) in preparation for the third and final module of

the course. 10-day consultancy (June 2013)

Module 3: Marketing, Distribution and Digital Media and Communication Skills:

Development of both traditional and digital promotion, marketing and distribution plan.

Festival strategy and presentation and communication skills.

Residential training/ 5-day duration (October 2013)

experts and tutors team

Access participants will benefit from lectures, tutorials and one-to-one sessions with industry professionals from the European Union and ENPI South countries.

The training teams will be selected according to the profile of participants, their projects and their professional needs. In addition to the 3 training modules, participants will benefit from on-line follow-up and consultancy sessions throughout the 9-month training cycle.

eligibility criteria

Access is geared towards independent producers and company executives who fulfil the following requirements:

- Are active independent producers or company executive working on feature films, television drama or documentaries.
- Are based in one of the ENPI South countries of the Mediterranean.
- Have a minimum 2 years work experience (if company executive) or a track record of production (if a producer).
- Have a feature-film or documentary project in development.
- Have permanent internet access in their work place.
- Be fluent (written and oral) in French and/or English.

Access will cover all costs of training as well as travel, accommodation and subsistence on behalf of the selected participants for the two residential training modules.

application

- Candidates must submit their applications in English or French before October 20th 2012.
- Application must be submitted following the guidelines and forms available at www.euromed.mediaschool.org or available on request to: access@mediaschool.org

for further information:

www.euromed.mediaschool.org or contact Access team: access@mediaschool.org