

Film

MAGNIFIER

MAKING THE MOST OF YOUR IDEAS

MAGNIFIER 02
19 | 02 | 16

Film
CYMRU WALES

film

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MAKING THE MOST OF YOUR IDEAS

Our Magnifier approach helps you identify and build your audiences and revenue streams from the early stages of your project's development.

Magnifier aims to maximise the value of your ideas by:

- > EXPANDING COMMUNICATION NETWORKS
- > EXPLORING INTELLECTUAL PROPERTY OPPORTUNITIES
- > EXPERIMENTING WITH IDEAS
- > FINDING NEW AUDIENCES
- > SHARING KNOWLEDGE
- > BUILDING A COMMUNITY OF MUTUAL SUPPORT
- > UNLOCKING THE POTENTIAL OF YOUR IDEAS

Magnifier works on the principle of sharing knowledge, value, and risk.

By participating in Magnifier, you will be at the forefront of a rapidly emerging culture of collaboration that sits at the heart of contemporary creative business.

This cohort day is for exploring the full potential of your ideas. But the Magnifier approach continues throughout development

There is also potential to unlock further development and/or company funding from us, when well thought out audience and asset centred plans emerge that need more resource, such as buying in external services and expertise.

The limits will be how far you are willing to seize the opportunities: the more you put in, the more you will get out.

SCHEDULE

- 09:00 **Registration, coffee & networking**
- 09:30 **Introduction and Elevator Pitches**
A chance for teams to introduce themselves and share their elevator pitches.
- 10:30 **Case Study**
Kevin Moss of Play This Next presents the multi-platform Agatha Christie project *Mr Quin* and shares details of the TELL platform that they have developed.
- 11:15 **Session One: How to best present your project**
An interactive session where participants will have an opportunity to show the marketing materials they have produced already and consider feedback, in addition to hearing from experts with regards to what different areas of the market want/expect in terms of materials. Invited guests include producer John Giwa-Amu (*The Machine, Don't Knock Twice*), Nick Leese of Organic Media, and *The Truthful Phone* producers Katie Pow and Carl Rock.
- 13:00 **Breakout Session**
Timed sessions where there will be an opportunity for participants to get one-to-one feedback from invited speakers.
- 13:30 **Lunch and networking**
- 14:15 **Music Services**
Jen Moss and Rich Robinson of Warner Music UK, discusses the company's offer to low budget films as sound supervisors and music clearance services.
- 14:30 **Session Two: Publishing**
How can filmmakers work with publishers and how do they identify, target and appeal to their audiences? Invited guests include Barry Cunningham, Managing Director of Chicken House Books, Louise Lamont of LBA Books, and award-winning novelist Belinda Bauer.
- 15:15 **Breakout Session**
Timed sessions where there will be an opportunity for participants to get one-to-one feedback from invited speakers.
- 16:30 **Session Three: IP - how to develop education assets**
A discussion on the potential of developing education assets around film projects, from teaching resources to events. Guests include Tom Barrance, Dan Thomas, and Paul Hewlett, Director of Content for Into Film.
- 17:30 **Conclusion**
Conclusions and Q&A with the day's chair.
- 18:00 **Close**

INVITED GUESTS

MICHAEL GUBBINS

Michael Gubbins is an analyst, journalist and consultant, working in the international film, entertainment and media industries, with particular expertise in the changing on-demand digital economy. He is the Chair of the Ffilm Cymru Wales and the co-founder of SampoMedia, which has acquired an international reputation for its work on audience-centred creative and business strategy in film, media and the creative industries.

In more than 30 years in journalism, Gubbins edited Screen International and ScreenDaily, Music Week and business technology magazine Computing, as well as editing and writing for daily newspapers in the UK and Europe. He is a member of Experts Committee of Europa Cinemas and of the advisory boards of Power to the Pixel and the Met Film School. In 2015, he was an expert on the Canadian Media Fund Experimental Stream, which helps finance some of the most advanced innovation in a wide range of creative fields. Gubbins is a regular chair and keynote speaker at conferences and film events around the world, including, over the last 12 months: Cannes, Berlin, Toronto, Bogota, Utrecht, Brussels, Gothenburg, Karlovy Vary, Zagreb, Graz, San Sebastian, Rotterdam, Ronda, Barcelona, Rome and Montreal. SampoMedia clients have included the British Film Institute, Europa Cinemas, Media Business School, the European Think Tank, Telefilm, CineRegio, Medici Group, Cannes Marche Du Film, Film4, Curzon Film World, BAFTA, Europa Distribution, Inside Pictures and the European Commission.

TOM BARRANCE

Tom Barrance is a film educator and trainer with over twenty years' experience. He runs the popular beginners' filmmaking site learnaboutfilm.com.

Tom has been involved in a number of pioneering film and media education projects and around the UK and beyond, including EuroMeduc and Film: 21st Century Literacy. He wrote the guide 'Using Film in Schools', the interactive resource/iPad app 'Making Movies Make Sense', and teaching packs based on the Welsh films *Separado!* and *Sleep Furiously*.

He has provided activities linking film to music-making, creative writing and poetry, including schools projects and film and literature festivals. Recent work includes youth film projects for Kids in Museums, iPad and iPhone film training workshops, and schools and community workshops as part of the Film in Afan project.

BELINDA BAUER

Belinda Bauer is the author of six psychological thrillers. Two of them have been awarded Crime Novel of the year and her books are published in 27 countries. She previously worked as a journalist and a screenwriter. A cinematic adaptation of her novel *Rubbernecker* is currently in development with FfCW.

BARRY CUNNINGHAM

Barry Cunningham has had an impressive career in publishing. After an English degree at Cambridge, he joined Penguin Books in 1977. He says 'My first job as a giant costumed character taught me most about children.'

As Children's Marketing Director for Puffin, he worked with all the great names in children's books, including Roald Dahl during the most popular years of his career. In 1984 Barry left the worlds of The Borrowers, Narnia and Beatrix Potter behind, as a result of a promotion to the Penguin Board. For the next four years he was responsible for the marketing of all books at Penguin until being headhunted by Random House in 1988, where he was re-united with Roald Dahl. He also worked on books from Elmore Leonard, Julian Barnes and a new young novelist called Martin Amis.

In 1994 he was approached by Bloomsbury to set up their first children's book list. Not only was the new list a success, but Barry soon became one of the best known names in publishing after he signed up J. K. Rowling's Harry Potter and the Philosopher's Stone.

Shortly after leaving Bloomsbury, Barry started his own company, Chicken House Publishing Ltd. His work with new authors brought swift success in both the UK and USA – including Cornelia Funke's six New York Times Bestsellers, the enduringly popular Tunnels series, and introducing new hit authors Lucy Christopher, Kevin Brooks and Cathryn Constable to the scene while working with established stars like Melvin Burgess and James Dashner. In 2005, Chicken House became part of the worldwide Scholastic family. Chicken House continues to spread its own brand of particular magic – the successful joint venture Chicken House Deutschland was established in 2009. Meanwhile, Chicken House Entertainment represents the best of Chicken House authors' film and TV rights – with Muncle Trogg, Numbers, and Extincts all in active development with major studios. In 2010 Barry was awarded an OBE in the Queen's Honours List for services to literature.

JOHN GIWA-AMU

John is currently producing supernatural horror *Don't Knock Twice*, which stars *Battlestar Galactica's* Katy Sackhoff. His previous film *The Machine*, starring Toby Stephens (*Die Another Day*, *Black Sails*), Caity Lotz (*The Pact*, *Arrow*) and Denis Lawson (*Star Wars*) was released in cinemas in March 2014 and hit number two in the UK iTunes charts. The film also spawned a soundtrack album and an A-level education resource. John's company Red and Black Films continues to develop and finance a high-concept slate mainly weighted towards elevated genre, and are currently developing a tie-in game for *Don't Knock Twice*. John sits on the Pact Film Policy Group, works with BBC Wales to mentor new directors and producers, and guest lectures at The National Film and Television School and The University of Wales.

John has also co-produced *The Silent Storm*, starring Damian Lewis (*Homeland*) and Andrea Riseborough (*Resistance*, *Oblivion*) with Neon Films, Barbara Broccoli's Eon Films, New Sparta, The British Film Company and Ffilm Cymru Wales. *The Silent Storm* was selected to have its world premiere at the BFI London Film Festival.

PAUL HEWLETT

Paul is the Director of Content at UK film education charity Into Film, having previously been Operation Director at First Light, where he was responsible for managing Lottery finance and HR, alongside key creative projects including their RTS-nominated web-based guide to filmmaking. His first position at First Light was Programme Manager on the Young Film Fund. Prior to joining First Light, Paul executively produced over 60 short films for the UK Film Council's new talent programme and has a track record of supporting young talent.

LOUISE LAMONT

Louise Lamont is a literary agent specialising in children's and YA for LBA Books. Her clients include Waterstones prize-winner Rebecca Cobb, Carnegie Medal nominees Julie Mayhew and Virginia Bergin, filmmaker Carol Morley, and Guardian/Stylist writer Lucy Mangan. After stints in film development at Disney and Heyday Films, Louise joined literary agency AP Watt in 2006 and moved over with the agency to United Agents six years later. She joined LBA Books in 2013 to build their children's department.

NICK LEESE

Nick Leese has worked in entertainment comms since 1991, working across all aspects of film & cinema from DVD retail & wholesale for John Menzies Group, Production at Random Harvest & Four Horseman Films, in Distribution for Twentieth Century Fox' & Disney's marketing agency FORESIGHT, looking after Partnership Marketing & Events and In Exhibition, looking after comms for Ster Century, UGC Cinemas, Cineworld & Everyman Cinemas.

Nick is currently Non-Exec Director at award winning agency ORGANIC MARKETING, which he founded in 2006 and ran as MD for 8 years, nick also helped launch 3SIXTYCONTENTLAB the boutique content production agency that publishes Film3Sixty Magazine, Nordic Noir Magazine and BFI filmmaker Magazine, 3Sixty are also the content & events agency for Disney & Vue Cinemas & Showcase/ National Amusements.

Nick's has pioneered self distribution, or producer direct distribution, working on dozens of films, including *Scenes of a Sexual Nature*, which was considered the first, as well as the commercial success *The Wee Man*, which took over £400k at the box office from 16 Scottish screens, and recently *Jack to a King, the Swansea Story*. Nick has also been involved in the Event Cinema space for several years, creating marketing, publicity and grassroots campaigns, to engage audiences and bring them into cinemas, particularly regionally. Nick has looked after campaigns for The Globe (AA), the Comedy Store (Sony), Robbie Williams (Omniverse), Vue Cinemas, and ENO for Altive Media.

JEN MOSS

Jen Moss has over 10 years' experience working in music synchronisation, with a background in commercial music searching and clearances on both the publishing and label sides of the industry. With expertise in film client relations, she has worked on a variety of productions from micro budget features to Hollywood blockbusters. Jen currently works in the synchronisation department at Warner Music UK where over the last 18 months, she has helped set up the department's new Music Supervision offering for film and TV. Jen's supervision credits include Netflix's *Residue*, *I Am Love* and Alice Lowe's upcoming debut feature *Prevenge*, amongst others.

KEVIN MOSS

After an early career working with major media companies and digital production start ups, Kevin co founded successful digital marketing agency Incline which developed award winning brand engagement campaigns for clients such as Playstation, Audi, C4, FT and Virgin. Pioneers in online advertising and gaming, Incline were acquired by WPP. He then founded a sports gaming mobile company, creating predictions during live televised games. With a passion for animation, Kevin has produced a number of short films (his last project received 20 million views worldwide) and his satirical show called *Wembley Park* was commissioned by E4 and C4. With Emma Foster, Kevin co founded PlayThisNext, to develop cross platform IP including *The Drake Equation* with Tim Kring (*Heroes*, *Dig*) and Pure Grass Films. Now co founder of TELL – which as just launched Nightvision Experiment and an adaption of Agatha Christie's *Mr. Quin* as a story app.

KATIE POW

Katie is a London based producer who has worked with clients such as BMW, Sony, Omega, adidas, Barclays Premiere League and Huawei with Arsenal Football Club. Starting her career in Canadian television with the CBC, Katie produced a daily national comedy show segment for two seasons along with season specials for national broadcaster Much Music. Moving to the Netherlands, Katie co-wrote, edited and co-shot the feature documentary *Mr Rakowski* which premiered at IDFA and screened at Sheffield Doc/Fest, Munich Doc Fest, Zurich Doc Fest, New York Jewish Film Festival and Los Angeles Jewish Film Festival. Katie has been residing in the UK for five years. In that time she has written, directed and produced short films which have had screened at festivals including Cannes, London Short Film Festival and Aesthetica.

RICH ROBINSON

Rich Robinson is SVP, Synchronisation, Warner Music UK. Together with his award winning team he is responsible for overseeing WMUK's sync activities including licensing music to partners in the advertising, gaming, TV and film industries. During his tenure Robinson has transformed the sync department from a team who solely license content into a full service agency that can fulfil all clients' music needs. With responsibility for high profile music supervision deals including *Kill Your Friends*, Robinson also recently launched *W Songs*- the first short term publishing offering from a record company. Robinson began his career at Saatchi & Saatchi London before moving to EMI Music in 2006 as Business Development Manager working across both Sync and Brand Partnerships.

CARL ROCK

BAFTA nominated director Carl Rock was born and raised in the steel-working town of Port Talbot, South Wales. Carl's first short film, *No Playground for Little Cowboys*, was nominated in the short form category for the 2013 BAFTA CYMRU AWARDS. It also won the UK Category in the AMD Visionary Young Directors Award being selected as the top five in Europe. www.thetruthfulphone.com

DAN THOMAS

Dan has over 18 years' experience within film and the creative industries, starting his career in commercial cinema with Virgin. In 2005 Dan moved into the independent cinema sector running the Robert Burns Film Theatre in Scotland, responsible for programming, marketing, PR and operations of the venue. In 2006, Dan set up the Exhibition and Education department for the Film Agency for Wales. In the last 9 years Dan has been on the Senior Management Teams of the Film Agency for Wales, the education charity FILMCLUB and British Council Wales. Dan has extensive contacts throughout Wales, the UK and internationally.

THE SWARM

HIIVE

Shared learning and experience is at the heart of Ffilm Cymru's Magnifier approach. In order to get the most value out of Magnifier, we encourage all participants and speakers to sign up to the free online resource and discussion centre, Hiive.

Ffilm Cymru Wales has set up a Magnifier Swarm on Hiive, where you will be able to share information, insight and resources in an on-going, online community.

You can register for Creative Skillset's Hiive here: <https://app.hiive.co.uk/talent>

You'll then be invited to join the Magnifier Swarm.

The Magnifier Swarm is an invitation only group where members are comprised of participants and experts of the Magnifier approach. After visiting the Magnifier Swarm we'd recommend browsing the wider Hiive site.

Powered by the industry skills body Creative Skillset and inspired by the Creative Industries Council, Hiive brings together a number of tools that makes it an indispensable offering. Allowing users to build and showcase their online creative portfolio, the site helps creatives connect with a diverse pool of creative talent, courses, jobs, companies, projects and research.

Hiive Swarms incite collaboration between users, allowing people to kick start creative projects, share ideas and learning.

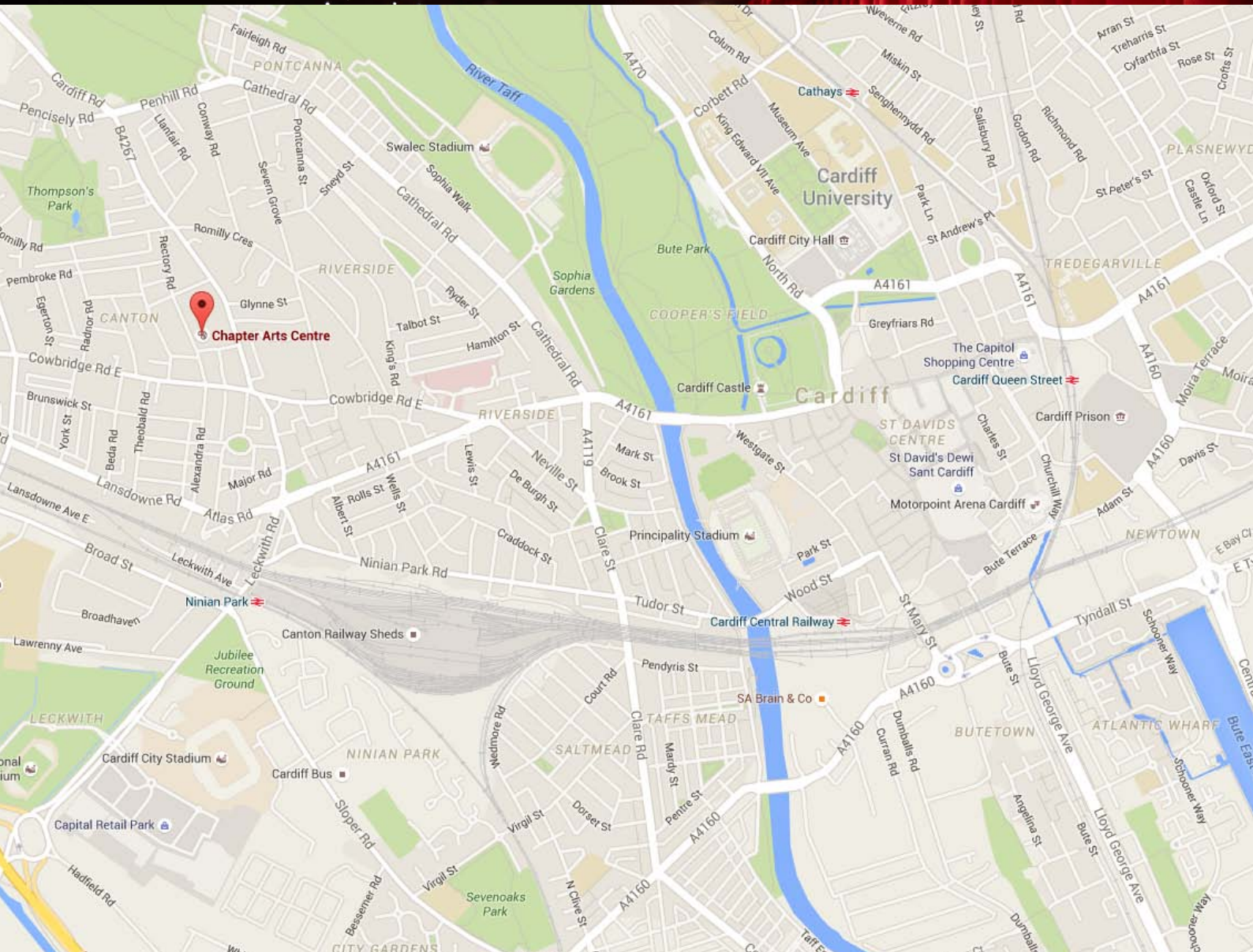


www.hiive.co.uk

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