

ffilm

MAGNIFIER

MAKING THE MOST OF YOUR IDEAS



film

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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:

- > BROADENING NETWORKS
- > EXPLORING INTELLECTUAL PROPERTY OPPORTUNITIES
- > PROTOTYPING
- > 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 through plans to develop complementary intellectual property and marketing 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.
- 10:00 Session One: Asta Wellejus
The first of a series of sessions delivered by Asta Wellejus will look at various case studies, including Project Athens. The second session will then look at intellectual property, and different sources of funding and avenues for exploitation. This will be followed by a workshop, where the cohort will look at two or three projects that have received Ffilm Cymru Wales development funding in a practical and hands on session.
- 12:30 Lunch and networking
- 13:30 Session One: Asta Wellejus cont.
- 15:30 Breakout Session
An opportunity for the cohort to network with the invited speakers, and to have targeted one-to-one sessions.
- 16:00 Session Two: State of the market? What can filmmakers do to get their films noticed? What are the available routes to market?
Time to plan – thinking through when and how you can improve your chances of maximising your audience. Speakers in this chaired discussion include Deborah Rowland, Penny Nagle, and Nicola Aliletta.
- 17:30 Conclusions
Q & A with the day's Chair, taking place in the groundfloor Milk & Sugar venue.
- 18:00 - 20:00 Drinks Reception
Join us for drinks, food, music and more as we celebrate the 10th anniversary of Ffilm Cymru Wales. The reception will be held at Milk & Sugar, and will be a great opportunity for the cohort to network with the broader film and creative industries sectors.

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.

ASTA WELLEJUS

Asta Wellejus is an experienced transmedia producer/developer. She was headhunted by Lars von Trier in 1997 to develop new ways of combining film, theater, role playing and games. Asta co-founded Zentropa Interaction in 1999, producing interactive formats (Films, Games, ARG's, Alternate Launch, Exhibition, Role plays, and Mobile learning tools etc). In 2007 she founded "Die Asta Experience" to focus on digital interactive media and audience participation. She has produced over 30 interactive formats, from ARG's for Lars von Trier's and Thomas Vinterberg's titles, to the North sea museum, transforming the whole attraction into an interactive experience on mobile, film, web, installations and augmented reality, to the Globe in COP15, where more than 10,000,000 users joined the virtual global demonstration over a period of 10 days.

In 2011, she worked with Filmcontact North and Hotdocs, in a MEDIA supported project that developed 22 documentaries with interactive features from Europe and North America, one of the projects won the Power to The Pixel prize in October 2011 for best new media project. Together with Culture Region Funen she runs the ICE projects (Interactive Culture Explorers), which is a collaboration between 12 regional culture institutions to create new learning and experience formats for youth. She is currently developing and producing projects internationally for directors, producers and broadcasters in Spain, Israel, Sweden, Switzerland, and USA.

DEBORAH ROWLAND

Deborah has over 23 years in theatrical, home entertainment and VOD distribution; marketing; international sales; TV; and exhibition, as well as a solid background in business, organisational structuring and process review. She has held senior marketing and distribution positions at Koch Media, Artificial Eye, Curzon Cinemas, Icon, Contender/EOne, Twentieth Century Fox, Disney, Medusa Pictures and The Pearson Group.

We Are The Tonic are leading experts in film distribution and marketing. They specialise in direct-distribution, in-house distribution and marketing expertise, and can advise on how to best plan and build your film business to respond to the needs of the ever-changing marketplace.

PENNY NAGLE

Co-founder, More2Screen. Previously a barrister and IP lawyer in the music industry, Penny set up i-gig.com in 2000, which created and broadcast original music content on the web, including Fatboy Slim, Blur, Kirsty McColl and the Big Chill Festival. She also started Shooting People Films, releasing two feature films theatrically and on DVD, as well as several volumes of short films. In 2006 Penny became the co-founder of More2Screen with the company at the forefront of this fast-developing segment of the cinema industry since the very beginning.

Penny has been a judge at the British Digital Music Awards and the Birds Eye View Film Festival, plus given talks at numerous festivals.

More2Screen has 10 years' experience acquiring and distributing world-class opera, ballet, dance, music concerts, theatre, musical theatre and special event films to 5,000 cinemas in 60+ international territories – including live broadcasts and over 150 different recorded productions, plus 3D live/recorded content.

NICOLA ALLIETA

Nicola Allieta heads Under the Milky Way's activities in UK, Ireland, Italy, Australia and Asia. As graduate of ESCP Europe's Master in Management, Allieta previously worked in the international home entertainment department of STUDIOCANAL and at BMS Finance in London, where he gained valuable insight into the dynamics of the film financing industry.

Under The Milky Way is an international company dedicated to digital film distribution and marketing. It works with a large number of VoD Platforms and was awarded the global iTunes preferred aggregator status in 2011. The company is fully operational on more than 100 territories and serves all kinds of rights-holders (producers, distributors, sales agents) out of 13 regional offices in Europe, North America and Asia.

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.



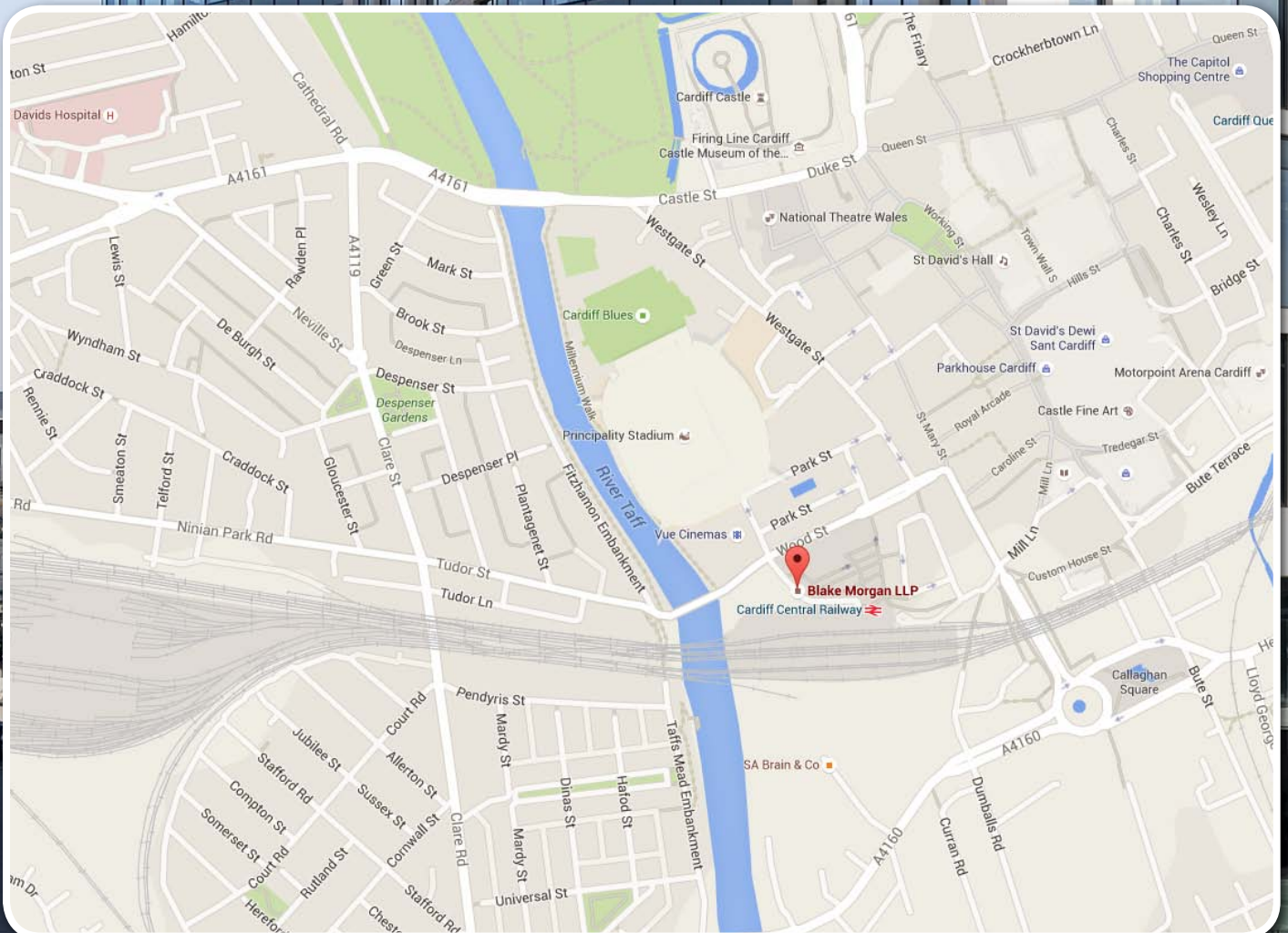
www.hiive.co.uk

VENUE

BLAKE MORGAN

One Central Square
Cardiff
CF10 1AU

The Blake Morgan building is a two-minute walk from Cardiff Central station.



Ffilm

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