

ENTER EUROPE – TRAINING PROGRAMME BRIEF and DRAFT AGENDA

peacefulfish launches **ENTER EUROPE**, a training programme supported by the MEDIA Programme of the European Union and its Continuous Training scheme, enabling equity investors, business angels, fund managers, bankers and other financing actors to deepen their understanding of investment needs and expectations of the European audio-visual sector and helping them to better identify investment opportunities, involved risks and how to mitigate such risks.

Two expert workshops held in June (Paris) and December (Bari, Italy) 2013 and a **six week intensive one-on-one on-line training** will enable **ten participants** from the 32 MEDIA countries to make more educated investment and financing decisions and to launch their own innovative investment products. Top industry and finance experts will guide participants through a unique financing landscape of European, national, and regional funds and tax schemes to complement risk investment and lending products.

On-line registration opened on 28 March 2013 and runs until 8th May 2013.

ENTER EUROPE created a strategic alliance also with **Film London's Production Finance Market** to bring together expert investors from the renowned forum with up and coming financiers who participate in the training for an exchange of financing expertise and for building a strong network of UK based and pan-European financing and industry professionals.

peacefulfish initiated this programme which runs from January to December 2013 and also organises the workshops and online training in close collaboration with its project partners Creative Skillset (UK), Le Pole Media (France), and La Plaine Commune (France).

For more information please visit www.enter-training.net/eu

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1st Workshop – “ENTER Europe” Introduction into Film Production

4-5 June 2013, EuropaCorp, Cité du Cinéma, Paris (2 days)

<u>TIME</u>	<u>DAY 1</u>	<u>TIME</u>	<u>DAY 2</u>
09.00-09.30	Registration & Welcome		
09.30- 10.00	The State of Play in European Film Finance – Perspective of MEDIA 2014-2020 <i>Xavier Troussard, Head of Media Unit, European Commission, Belgium, tbc</i>	09.30-10.30	ENTER European Tax Incentives <i>Samuel Feller, Producer Magellan Films, UK</i> Plenary Session + 15min Discussion - How to use tax schemes (e.g. Belgium) - Investors’ & producer’s benefits - Risk assessment and mitigation
10.00-10.30	The State of Play in European Film Finance – The National Funders’ Perspective <i>Eric Garandeau, President, CNC, France, tbc</i> Plenary Session - Introduction into the work of the CNC		
10.30-11.30	The Programme’s aims and objectives <i>Juliane Schulze, Course Director, Senior Partner, peacefulfish; Germany/UK</i> - Objectives & structure of the course - Participant’s expectations - Jointly defining success parameters	10.30-11.30	ENTER Finance Models - Case studies of successful & not successful models <i>Thomas Gardiner, COO, TFF Group, UK</i> Plenary Session + 15min Discussion - Introduction into structured finance - Examples of successful & failed investment - Risk assessment and mitigation
11.30-12.00	Coffee Break	11.30-12.00	Coffee Break
12.00-13.00	Participants pitch their financing & investment products - 5min presentation each	12.00-13.00	ENTER EU-UK Co- financing <i>Anne Sheehan, Director of Film Finance, Prescience, UK</i> Plenary Session + 15min Discussion - typical structures in UK EU co-financing - role of banking - gap financing products - Risk assessment and mitigation
13.00-14.00	Lunch	13.00-14.00	Lunch
14.00-15.00	The State of Play in European Film Finance – The Producer’s Perspective <i>Philipp Kreuzer, Head of Co-Production and Financing, Bavaria Television Production</i> Plenary Session + 15min Discussion - Typical finance strategies - What producers need - Business plans (ROI & waterfall) - Risk assessment and mitigation	14.00- 16.00	One-on-One Meetings with the Coaches <i>Thierry Baujard, CEO peacefulfish, Germany/UK (Coach 1)</i> Individual Meetings with 4 participants for 30 min each ROOM 1
15.00- 16.00	ENTER the Risk – The Guarantor’s Perspective <i>Per Neuman, CEO and founder, European Film Bonds, Denmark</i> Plenary Session + 15min Discussion - rights & chain of titles - completion guarantees, risk mitigation for financiers - party agreements	integrated Coffee Break	<i>Pablo Carrera, Taurus Asset Finance, UK (Coach 2)</i> Individual Meetings with 4 participants for 30 min each ROOM 2

1st Workshop continues

16.00-16.30	Coffee Break	16.00-16.30	Coffee Break
16.30-17.30	ENTER Distribution – The Distributor’s Perspective <i>Pierre-François Bernet, Acquisitions, Crysalis Films, France,</i> - Plenary Session + 15min Discussion - market trends & ways of distribution - distribution finance - logic of co-financing - Risk assessment and mitigation	16.30-17.00	ENTER the Practise – Producers’ Case Study of a successful European co-production Speaker tbc
17.30-19.00	Group Work Participants work in two groups of 4 on their financing & investment products	17.00-17.30	Workshop debrief <i>Juliane Schulze, Course Director, Senior Partner, peacefulfulis, Germany/UK</i>
			Participants Departure

2nd Workshop –“ENTER Europe’s World of Film Finance”

December 2013, Bari, Italy (2 days, dates to be confirmed))

<u>Time</u>	<u>Day 1</u>	<u>Time</u>	<u>Day 2</u>
09.00-09.30	Registration		
09.30- 11.15	Participants 1-5 pitch their financing & investment products developed during the past weeks of the on-line coaching - 10min presentations each - 10min Feedback from Participants, Experts & Coaches	09.30-10.30	ENTER Sales – Power of sales and distribution <i>Christian Halsey Solomon, Producer & Founder, Filmtrust, USA, tbc</i> Plenary Session + 15min Discussion - Assessing film’s market potential for theatrical release and DVD sales - How sales projections influence financing decisions - Risks and risk mitigation
11.15-11.30	Coffee Break	10.30-11.30	ENTER Distribution – Power of digital distribution <i>Peter Gerard, CEO, Distrify, UK, tbc</i> Plenary Session + 15min Discussion - A new movie marketplace - Turning the internet as a viral distribution platform - Business model - Risks and risk mitigation
11.30-13.15	Participants 6-10 pitch their financing & investment products - 10min presentations each - 10min Feedback from Participants, Experts & Coaches		
13.15-14.15	Lunch	11.30-12.00	Coffee Break
14.15-15.15	ENTER Revenues – Securing investor’s share <i>Fintage House, speaker tbc</i> Plenary Session + 15min Discussion - Waterfall recoupment schedule - Collection of investor’s and producer’s revenue shares - Revenues through film licensing and royalties - Risks and risk mitigation	12.00-13.00	ENTER Independent Success – Iron Sky case study <i>Tero Kaukomaa, Managing Director, Blind Spot Pictures, Finland</i> Plenary Session + 15min Discussion - A successful co-production model - How to use social media to engage the audience - How use crowd funding to close the budget - Encountered risks and ways of risk mitigation
		13.00-14.00	Lunch
15.15- 16.15	ENTER Lending – Role of banks in film finance <i>Josef Brandmaier ICO Film Finance at HypoVereinsbank, Unicredit Group, Germany</i> Plenary Session + 15min Discussion - Lending models - Investment funds - Cash flowing film productions - Risks and risk mitigation	14.00-15.00	ENTER Strategies of corporate finance in the audiovisual sector <i>John Phelan, Halcyon Business Solutions, Ireland</i> Plenary Session + 15min Discussion - How to engage both in project and corporate finance - How to strategically build portfolios - Identifying risks and their mitigation
16.15-17.00	Coffee Break	15.00-15.30	Final Course Wrap-up <i>Thierry Baujard, CEO, peacefulfish, Germany/UK</i>

2nd Workshop continues

17.00-18.00	ENTER Business Plans – How to read project business plans <i>Pablo Carrera, Taurus Asset Finance, UK</i> - Understanding financing plans, sales forecasts and revenue projections - Identifying hidden risks and how to address them		
18.00-19.00	Group Work participants discuss their financing product concepts with other participants, tutors/experts	15.30	Networking and participant's departure



About the MEDIA Programme

The MEDIA Programme helps the European Union film and audiovisual industries with financial support in the development, distribution and promotion of their work.

It provides assistance with getting projects with a European dimension off the ground and in nurturing new technologies; it contributes to enabling European films and audiovisual works to find markets beyond national – and European – borders; it part-funds the training and development of budding filmmakers and established professionals.

<http://ec.europa.eu/culture/media>



About Creative Skillset

Creative Skillset is a licensed Sector Skills Council, helping the UK Creative Industries to be world-beating by leading the sector's skills and talent drive. Creative Skillset is an industry-owned organisation that actively involves trade unions, professional bodies and other stakeholders to address skills issues in the UK industries.

www.creativeskillset.org



About Pôle Media Grand Paris

Pôle Media Grand Paris is a cluster composed of major, mid and small companies working in Audiovisual, Movie and Digital Content sectors. Le Pôle is working with a network of national and international partners to promote the Grand Paris "Pôle de la Création" that is a project of high competitive cluster for Cultural and Creative Industries in the north of Paris.

www.lepole.org



About La Plaine Commune

La Plaine Commune unites eight municipalities in the Seine-Saint-Denis department, north of Paris. The region has creative activities in the territory, such as digital images and services, telephone communication, video games, interactive software, etc. and is further specialising these competences. This includes the new European Cinema City, a Luc Besson project, opening in May 2012. It will become France's principal hub for own and foreign productions, including a branch of the Louis Lumiere Film School.

www.plainecommune.fr



About the Apulia Film Commission

The Apulia Film Commission Foundation, set up under regional legislation, was established in 2007 with the aim of attracting audiovisual production companies to the area through the good value of its facilities, the professionalism of its skilled personnel and the lowering of costs for travel, cast, crew and location scouting in the region.

In its 6 year's activities, film and audiovisual production chain have been supported through the following funding programmes: Apulia National Film Fund, Apulia International Film Fund, Apulia Development Film Fund and Hospitality Fund. Moreover, a variety of free services have been offered to interested producers, such as solutions to logistics problems, scouting and photo-scouting, the use of studios for casting and office space as well as access to local professionals.

www.apuliafilmcommission.it



About peacefulfish

Created in 2000, peacefulfish is a Berlin based strategic financing consultancy for the creative industries with a strong focus on film and content financing and on developing innovative financial instruments for fundraising for films and digital content. peacefulfish clients include independent producers from around the world as well as public institutions, to support regional development through tailor-made financing tools or financial incentives for films. Its main expertise is rooted within the fields of conceptual analyses, qualitative research, market intelligence, training, and project management.

www.peacefulfish.com