

ENTER

training financiers for
the european film industry

ENTER EUROPE – TRAINING FINANCIERS FOR THE EUROPEAN FILM INDUSTRY

2nd WORKSHOP 10-11 DECEMBER 2013

Cineporto
Apulia Film Commission
Bari, Italy

SUPPORTED BY:



ORGANISED BY:



IN PARTNERSHIP WITH:



ENTER EUROPE – 2nd Workshop - 10-11 December 2013

Venue: Cineporto
Apulia Film Commission
Bari, Italy

DAY 1 – 10 December 2013

- 09.10 *Meeting in the hotel lobby to take the shuttle bus to the Cineporto*
- 09.30- 10.30 **ENTER Strategies of corporate finance in the audio-visual sector**
John Phelan, Halcyon Business Solutions, Ireland
- Plenary Session + 15min Discussion**
- How to engage both in project and corporate finance
 - How to strategically build portfolios
 - Identifying risks and their mitigation
- 10.30-11.30 **ENTER Independent Success – Iron Sky case study**
Tero Kaukoma, Managing Director, Blind Spot Pictures, Finland
- 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
- 11.30-12.00 *Coffee Break*
- 12.00-13.00 **ENTER Lending – Role of banks in film finance**
Josef Brandmaier ICO Film Finance at Hypo Vereinsbank, Unicredit Group, Germany
- Plenary Session + 15min Discussion**
- Lending models
 - Investment funds
 - Cash flowing film productions
 - Risks and risk mitigation

13.00-14.00 ***Lunch***

14.00-16.30 **Participants 1-5 pitch their financing & investment products developed during the on-line coaching**

- - 15min presentations each
- - 15min Feedback from Participants, Experts & Coaches

16.30-17.00 ***Coffee Break***

17.00-19.00 **Group Work**

Participants discuss their financing products and concepts with the other Participants, Experts & Coaches to add final touches.

19.00 ***Bus pick-up to go to the Hotel Oriente***

20.00 **Dinner at**
Restaurant La Cecchina
Piazza Mercantile 31
70121 Bari

(The restaurant is in a 10min walking distance from our hotel)

END DAY 1

DAY 2 – 11December 2013

- 09.30-10.30 **ENTER a German Investor Group and an innovative investment model**
Josef Brandmaier ICO Film Finance at Hypo Vereinsbank, Unicredit Group, Germany
- Plenary Session and Discussion**
- Investor's criteria for investing in film
 - How investors deal with opportunities and risks
 - An innovative investment model for German broadcaster Pro7/Sat1
- 10.30-11.30 **ENTER Distribution – Power of digital distribution**
Peter Gerard, CEO, Distrify, UK
- Plenary Session + 15min Discussion**
- A new movie marketplace
 - Turning the internet into a viral distribution platform
 - Business model
 - Risks and risk mitigation
- 11.30-12.00 *Coffee Break*
- 12.00-13.00 **ENTER Business Plans – How to read project business plans**
Pablo Carrera, Founder & Director Capa Pictures and Independent Consultant, UK
- Plenary Session + 15min Discussion**
- Understanding financing plans, sales forecasts and revenue projections
 - What investors should look out for: identifying hidden risks and how to address them
- 13.00-14.00 *Lunch*
- 14.00- 15.00 **ENTER Guarantees**
Thierry Baujard, CEO, peacefulfish, Germany/UK
- Plenary Session + 15min Discussion**
- The role of State Guarantees in the film sector
 - Experiences with the Media Production Guarantee Fund of the European Commission

- Creative Europe's Guarantee facility – a new tool and how to use it

15.00-15.30

Workshop Wrap-up

Juliane Schulze, Course Director, Senior Partner, peacefulfish, Germany/UK

End of the Workshop

Participants' Departure



Mr John Phelan
Halcyon Business Solutions
Ireland

John is a serial entrepreneur and advisor in the technology and digital media sectors. He has experience in growing businesses (three start-ups- Animation/Film/Commercials Studio in the UK, two companies in Ireland and GM of a computer games company in Chicago).

He is a sector specialist in the Media-tech, New/Digital Media, Software, ICT, Games & Animation sectors and a skills expert in strategy development, access to finance, developing business plans, feasibility studies and business analysis.

John is well known for his investment advisor role in the Enterprise and Innovation space with Dublin BIC and as the National Manager of the Halo Business Angel Partnership which has invested over €50m in the last five years. He is also a voluntary board member of 'FilmBase-The Irish Film Resource Centre' and sits on the committee of the David Manley Emerging Entrepreneur of the year awards.



Mr Tero Kaukoma
CEO, Producer Blind Spot Pictures
Finland

“Marketing is driving my thinking. In a film-project; Assuming I like the story, the characters in it and the director & writer behind it; its all about positioning, packaging and letting the right people know.

My goal is to broaden our crowdsourcing activities and trough that build a marketing machine never seen before.”

Tero produced and co-produced more than 15 feature films and built a reasonably wide network around the world in the film industry.

His latest produced film is Iron Sky, which has been heavily crowd-sourced and crowd-funded through a worldwide internet community. The film is distributed worldwide.



Mr Josef Brandmaier

Department Director Film Finance, UniCredit Bank AG
Germany

Josef Brandmaier graduated in Business and Economics and analyzed within his degree dissertation "the film finance market and development of a new generation of mediafunds". He started his career as a relationship manager for Bayerische Vereinsbank in 1993.

Since 1999 he worked in several positions for the HVB MEDIA GROUP including credit analyst, project manager and industrial adviser for media companies. In 2007 he became ICO / department director film finance for the Media Team of UniCredit Bank AG.

Beside that he is member of the board of BBF (Bayerischer Bankenfonds), member of several Expert Groups, member of the European Film Academy and Managing Director of Argentum Media GmbH (affiliate of UniCredit)



Mr Pablo Carrera

Founder and Director at Capa Pictures and Independent Consultant
UK and Spain

Pablo Carrera has recently set up two production companies in the UK, one of which has received Seed EIS advance assurance and is currently fundraising. Alongside this, Pablo currently provides freelance consultancy services to two European companies in the areas of film production and business development.

Prior to this, he worked at Future Films/Taurus Asset Finance for over 4 years; first in the Production department, where he looked after the financing of independently produced films,

and then at the Structure Finance division, where he was involved in both film and non-film related investments including EIS and the Spanish film tax incentive.

Pablo's previous experience lies in both the film and TV space in Spain (where he produced several short films) and France.



Mr Peter Gerard
CEO & Co-Founder, Distrify
UK

Peter Gerard is a multi-award winning film producer (including a BAFTA Scotland New Talent Award) and a pioneer in film distribution strategy. He made his first documentary while still a teenager and won an audience award at SOFA Film Festival in Portland, Oregon. Peter moved to Scotland in 2000 and made "Just to Get a Rep" – the definitive film on graffiti art and hip-hop culture, which premiered at Edinburgh International Film Festival in 2004. Since then his numerous films have won many awards, played at countless festivals, been sold for television broadcast in many countries, and have been downloaded tens of thousands of times. Peter is regularly invited to speak on panels at film festivals throughout Europe and the U.S.

Peter also brings 15 years of experience managing and developing online software applications. He has specialised in Rich Internet Applications development and has designed and programmed award-winning eCommerce and eCommunity applications for clients ranging from large financial institutions, governmental organisations, and commercial clients. He built the website for The D-Word online community of documentary professionals and is well known throughout the industry.

He combined his experience in the film industry and online digital experiences to co-found Distrify - the revolutionary marketing and distribution toolset. Peter has worked closely with co-founder Andy Green on the production and distribution of a number of films and together they have developed an innovative way to promote and sell films via online film trailers using Distrify.

Distrify is a powerful suite of digital tools that turn the entire internet into a movie marketplace.

Consumers discover new films through word-of-mouth, recommendations, or reviews. With Distrify's unique trailer-based shop, consumers do not need to find another platform once they see your trailer - they can simply click "Rent" or "Buy" or "Cinemas" and watch or engage instantly. People enjoy discovering and sharing things they like, and Distrify makes sharing and discovering films fun, simple and profitable. Distrify works best for the new generation of

producers and distributors who are actively engaging with their audience online (and offline) and using social media.



Mr Thierry Baujard
CEO, peacefulfish
UK/Germany

Thierry is founder and CEO of peacefulfish. He offers 20 years of experiences in the communication and entertainment industry. Thierry is in charge of business development and directs projects involving the creation of financing instruments in Europe.

Previously, Thierry worked for Studio Canal/Vivendi, Studio Babelsberg in Potsdam and for ARTE in Strasbourg and for a variety of major media companies and telecom operators in the UK, USA and Germany. He graduated from Paris Business School, Bocconi University in Milan, Italy and the UCLA in L.A., specialising in film financing and e-commerce.

He led the development of the pan European Media Guarantee Fund, in cooperation with the European Commission and is now advising Audiovisual SGR bank, on managing the fund across Europe.



Ms Juliane Schulze
Senior Partner, peacefulfish
UK/Germany

As Executive Advisor Juliane specialises in financing and business consulting for film production and audio-visual companies, strategic advisory for funding institutions and media regulatory authorities. She works on several projects for the European Commission and MEDIA and developed several international positioning strategies for countries and regions in Europe and beyond.

Juliane is an expert at the European Mediatech Investment Forum since its inception in 2008, Member of the Board of the C-I Factor Partnership and founder and director of the Indo-European business network eurinidiamedia. She lectures at the Media Business School, taught at the Binger and Torino Filmlabs and speaks at the Maia Workshops and at various international film festivals and business summits.

She is the programme director of the investor training programmes ENTER EUROPE and ENTER UK and currently manages the screen-tourism project EuroScreen (INTERREG IVC) for peacefulfish.

ENTER Europe Workshop in Bari, 10-11 December 2013

Useful information

Arriving to Bari

When you arrive to the Bari airport, a **driver will be waiting for you (with your name on the welcome card)** and will take you straight to the Hotel Oriente. You might be asked to wait a moment for another ENTER participant to arrive.

Accommodation in Bari

Hotel Oriente

Corso Cavour 32,

70122 Bari

t.: +39 080 52 55 100

<http://www.alpitourworldhotels.com/aworiente>

Our hotel is located very close to the Old Town.

Welcome Dinner, December 9th

All Course Participants and Experts are invited for a Welcome Dinner on Monday, December 9th

Please join us even though you might arrive a bit later. The dinner will start at **20:00** at:

Ristorante Giampaolo

Via Francesco Lombardi, 18 – Bari

<http://www.ristorantegiampaolo.it>

The restaurant is within a 10minutes walk from the hotel. Please refer to the map on the next page.

Workshop on Tuesday, December 10th

Please be in the hotel's lobby at **09:10am**. A shuttle bus will take us to the **Cineporto**, where our workshop venue at the Apulia Film Commission is located. The Cineporto is not in the centre of the city. It will be a 10-15minute ride. The bus will also take us back to the hotel at 19:15 in the evening.

Dinner on Tuesday, December 10th

The dinner will start at 20:00. Please meet us in the hotel's lobby at **19:50** for a 10min walk to:

Restaurant La Cecchina

Piazza Mercantile 31

70121 Bari

<http://www.ristorantelacecchina.com>

Workshop on Wednesday, December 11th

Please be in the hotel's lobby at **09:10am**. **Please also make sure that you have checked out and have your luggage with you**, as we have organised the transfers to the airport directly from the Cineporto.

In case you have any questions, please contact:

Magdalena Banasik, m: +447454002557

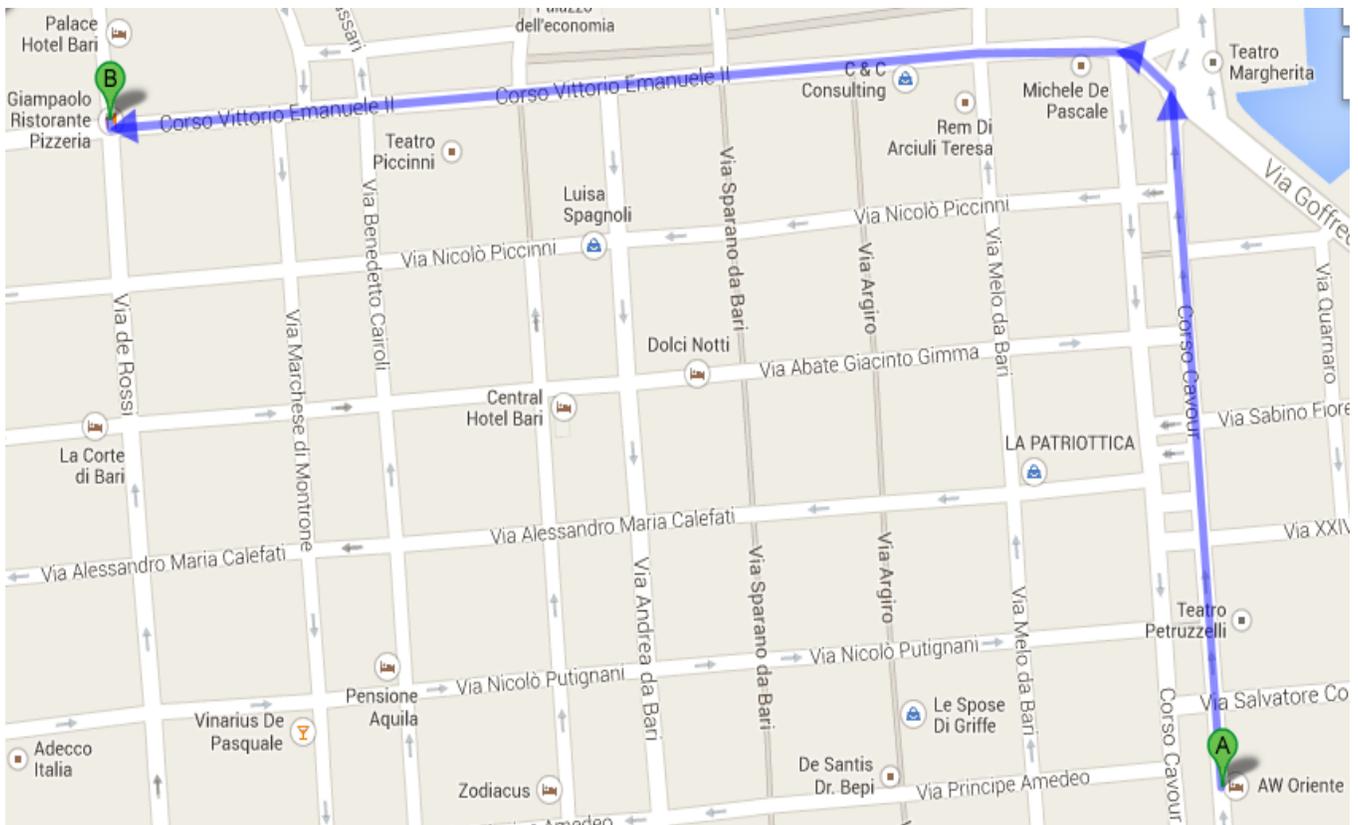
Antonella Lopopolo (Apulia Film Commission), m.: +393938955190

Juliane Schulze, m: +491723831128

Maps

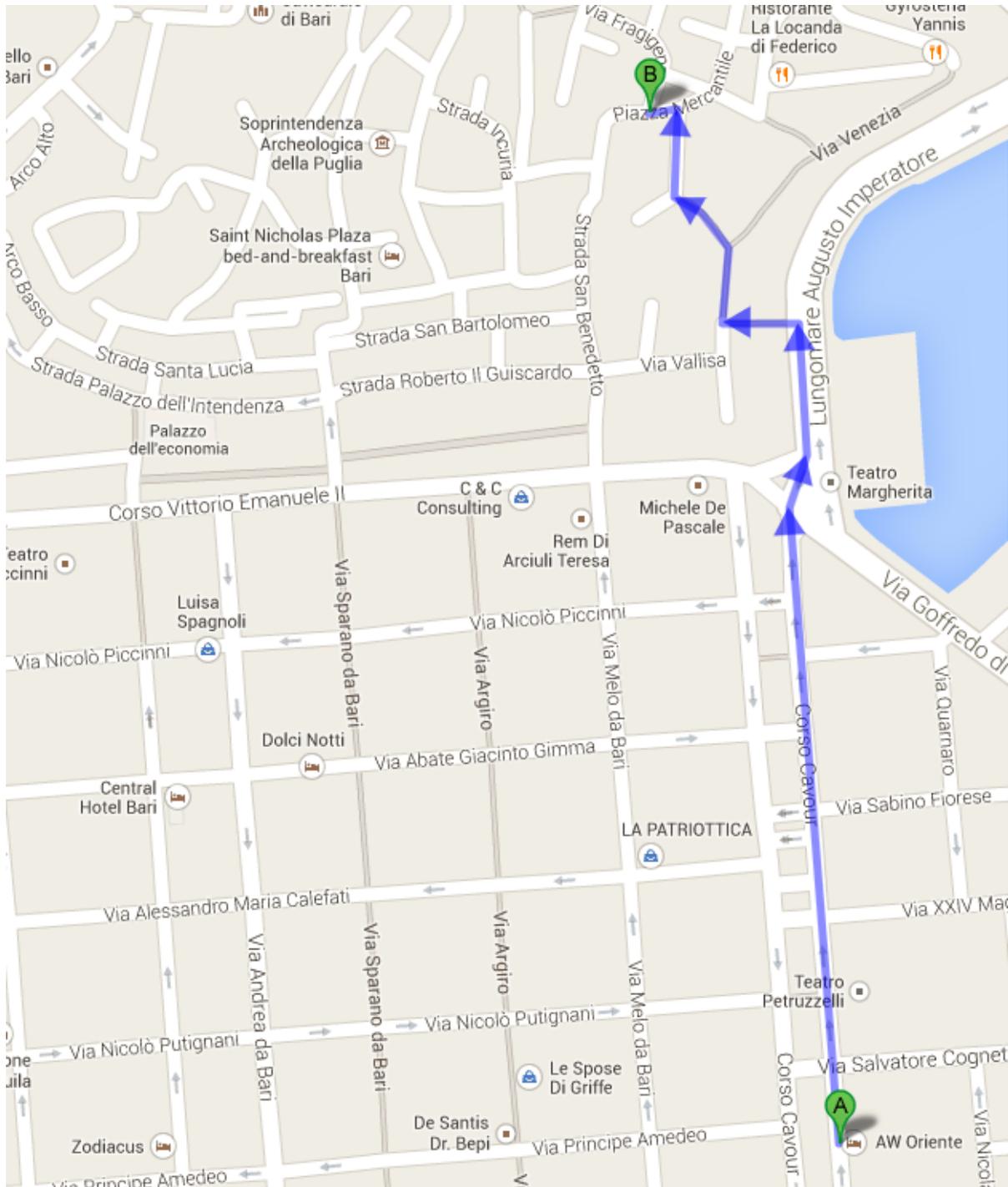
Welcome Dinner at 20.00 on December 9th

The way from the Hotel Oriente to the **Restaurant Giampaolo**



Dinner at 20.00 on December 10th

The way from Hotel Oriente to Restaurant La Cecchina





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 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 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 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 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