



SCREENWORKS

BUSINESS OF PRODUCING '20

SCHEDULE

MAR 19 - 21 2020 | RAMADA, BALLINA - NSW



Fremantle



Please note this is subject to change

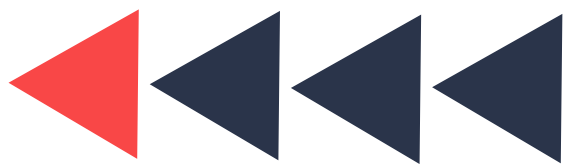
SCHEDULE

DAY 01

THURSDAY 19 |
9.30AM - 5.00PM

Welcome to the first day of Screenworks Business of Producing.

where we start with advice from Fremantle's Chris Oliver-Taylor on how to navigate a changing marketplace, then cover everything from a Legal Tool kit workshop to distribution advice, words from the funding bodies and discussions on running business better. All wrapped up at the end with a cool beverage.



9.30-10.00

WELCOME

Ken Crouch | Screenworks CEO and others to open the event

FENWICK ROOM

10.00-10.45

KEYNOTE

Chris Oliver-Taylor | Fremantle

FENWICK ROOM

BEING A GLOBAL PRODUCER, LOCALLY

To be a successful producer in 2020 you need two things; a passport that can get you to the US and the UK and a close friendship with a big agent. The world has changed. Australia is changing. Our broadcasting framework needs attention. It's on life support. To be a producer in Australia in 2020 you need to understand the motivation as to why local networks commission, why international partners need and want to commission, who the best talent is and how to get them. And you need to be smart, innovative, risky, brilliant and brave. Very brave. In a changed world, everything we knew doesn't matter anymore. Or does it?

FENWICK ROOM

11.00-1.00

LEGAL TOOL KIT

No matter your experience level, it is important to understand the key legal issues facing screen producers when they commence work on a project.
Elle Curran

KINGSFORD ROOM

11.00-11.45

SCREEN NSW

HOW YOU GET IT MADE
Grainne Brunsdon

12.00-1.00

SCREEN AUSTRALIA

FINDING AND FUNDING SUCCESS ONLINE
Lee Naimo

1.00 - 2.00PM BREAK**FENWICK ROOM**

2.00-3.00

PANEL DISCUSSION**BUSINESS ESSENTIALS:**

Setting up & running a production company

Chris Oliver-Taylor, Lois Randall, Virginia Whitwell, Cate McQuillen

Facilitator: Elle Curran

3.15-4.15

UMBRELLA ENTERTAINMENT

DISTRIBUTION: WHO NEEDS IT?

Jeff Harrison, Ari Harrison

KINGSFORD ROOM

2.00-2.45

SCREEN QUEENSLAND

TALENT DEVELOPMENT OPPORTUNITIES

Kylie Munnich

3.00-3.30

SCREENRIGHTS

VISUALISING HOW THE MONEY MOVES

Emma Madison

3.30-4.15

PANEL DISCUSSION

BRINGING THE FUNDS TOGETHER; WAYS TO FINANCE AUSTRALIAN PRODUCTION

Grainne Brunsdon, Kylie Munnich, Tim Maddocks

Facilitator: Emma Madison

4.15PM NETWORKING DRINKS - RAMADA BAR

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DAY 02

FRIDAY 20 |

9.30AM - 5.00PM

As we ramp up, Day 2 has many highlights. Lively panel discussions, informative case studies and the finals of the AACTA pitching comp. Networking drinks and the sumptuous feast at the renowned "Producers Dinner" close the day. Do you have your ticket?

FENWICK ROOM

9.30-10.30

PANEL DISCUSSION

WHAT'S YOUR DRAMA?

Attracting audiences in a fragmented market

Lana Greenhalgh, Andy Ryan

Facilitator: Chris Oliver-Taylor

10.45-11.45

CASE STUDY

FACTUAL STORIES FOR GLOBAL MARKETS

Virginia Whitwell

12.00-1.00

PANEL DISCUSSION

TO FEATURE OR NOT:

Choosing to make a feature film

Amanda Duthie, Deb Cox, Rachel Gardner

Facilitator: TBC

KINGSFORD ROOM

9.30-10.30

PANEL DISCUSSION

CONTENT THAT IMPACTS:

Commissioning content that effects change

Susie Jones, Cieron Cody,

Stephen Oliver, Virginia Whitwell

Facilitator: Louise Hodgson

10.45-11.45

MEET THE BUYER

Andy Ryan

Drama, Nine Network

12.00-1.00

PANEL DISCUSSION

TELLING STORIES IN A SHORTER FORM:

Working in the online & short form space

Meg O'Connell, Lee Naimo, Mike Jones

Facilitator: Lisa O'Meara

1.00 - 2.00PM BREAK

FENWICK ROOM

2.00-3.15

AACTA PITCH COMPETITION

REGIONAL LANDSCAPES:

AACTA, in partnership with Screenworks and with support from the Australian Writers' Guild are looking for original and unique story concepts in which the regional setting lends itself as a central character to the narrative. Listen to the Top 5 pitches, hear the judges feedback and ultimately see who wins!

KINGSFORD ROOM

2.00-3.00

CASE STUDY

'ROBBIE HOOD' & 'CONTENT'

Online content is still an emerging field, with its possibilities & limitations yet to be defined. What makes online content successful?
Meg O'Connell

3.15-4.15

CASE STUDY

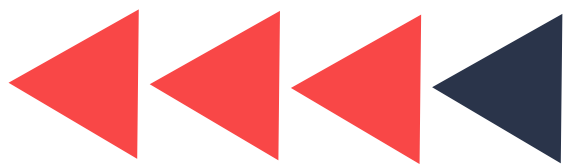
'THE END'

Written and created by Samantha Strauss, 'The End' (10 X 30mins) launched in the UK on Sky Atlantic to great critical acclaim and will be launching on Foxtel in a few months.
Rachel Gardner

4:15PM NETWORKING DRINKS - RAMADA BAR

6:00PM PRODUCERS DINNER - SEPARATE TICKET

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SCHEDULE

DAY 03

SATURDAY 21 |
9.30AM - 4.00PM

Grab yourself a coffee and settle down for the last day. There are some great panels discussions, the powerhouse buyers come out to play and a couple of case studies will provide insight into a different successful productions.

FENWICK ROOM

- 9.30-10.30 CASE STUDY**
MAKING THE MOVE FROM THE SMALL TO THE BIG SCREEN: The finance model and release strategy for 'Miss Fisher & The Crypt of Tears'
Fiona Eagger, Deb Cox
- 10.45-11.45 MEET THE BUYER**
Lana Greenhalgh
Drama, Foxtel
- 12.00-1.00 PANEL DISCUSSION**
MAKING A SEACHANGE: Making TV in regional areas
Andy Ryan, Fiona Eagger, Deb Cox, Lois Randall
Facilitator: Ken Crouch

KINGSFORD ROOM

- 9.30-10.30 CASE STUDY**
Details available soon
- 10.45-11.45 MEET THE BUYER**
Cieron Cody
NITV
- 12.00-1.00 MEET THE BUYER**
Susie Jones
Doco SBS

1.00 - 2.00PM BREAK

FENWICK ROOM

- 2.00-3.00 MEET THE BUYER**
Amanda Duthie
Scripted, SBS
- 3.15-4.15 CASE STUDY**
PRODUCING DRAMA, FEATURES AND SERIES:
A look at the development, financing and production of 'Judy and Punch' and 'Mr Inbetween'
Michelle Bennett

KINGSFORD ROOM

- 2.00-3.00 MEET THE BUYER**
Stephen Oliver
Doco, ABC
- 3.15-4.15 PANEL DISCUSSION**
Details available soon

4.15PM FAREWELL DRINKS - RAMADA BAR