

A TRAINING PROGRAMME FOR EMERGING PRODUCERS

GUIDELINES

1. OBJECTIVES:

1. **MAIA WORKSHOPS** is a training programme for emerging European producers, providing them with the fundamental creative and managerial skills needed to steer a fiction, documentary or cross-media project through the different phases of development, production and distribution. A particular attention is dedicated to new and innovative ways of developing, producing and marketing low-budget European films across borders and platforms.
2. **MAIA** aims to foster the development, production and cross-border distribution of high quality European works and/or the creation of new, strongly competitive SMEs active in the European marketplace.
3. **MAIA** will create public awareness about the importance of focusing on the development process, especially among producers in the Mediterranean area, the countries of Southern and Eastern Europe and the regions with low audiovisual production capacity.
4. **MAIA** will create the best possible mix of genders, nationalities and cultures both within its group of participants and with the trainers/tutors, rewarding different backgrounds and competences, and stimulating collaboration and networking.

2. FORMAT:

MAIA is a one-year training programme, made up of three immersive five-day residential workshops. Each workshop offers a tight combination of case-studies, theoretical lessons and practical exercises, specific work on participants' projects, one-to-one meetings with tutors and trainers and networking opportunities.

Workshop 1: "**creative skills: building one's identity**"

Main topics:

- The Chronology of the development process and the role of the producer;
- Project scouting and script analysis, the producer's role in the choice of his/her projects;
- Managing creativity/creative management applied to company and projects;
- New opportunities for financing and distribution for projects with cross- and transmedia potential.



Workshop 2: “legal & financial: developing entrepreneurial skills”

Main topics:

- The film value chain, emerging business models;
- Accessing public and private funds, regional, national and European, financing strategies;
- Co-production agreements, the changing world of copyright, music rights etc.;
- Strategic planning, low & micro budget filmmaking;
- Alternative and complementary financing strategies on cross- and transmedia projects.

Workshop 3: “marketing & distribution: sales & promotion”

Main topics:

- New business models – crowdfunding, crowdsourcing and online distribution;
- Audience building strategies;
- Dealing with sales agents; survival guide to markets and festivals;
- Social media and viral campaigns;
- Marketing release strategies

Each workshop shall be open to the participation of 20 trainees.

MAIA trainees can attend one, two or all three workshops, with or without a project in development. Applicants to the 3-workshop package need to bring a project in development.

Eligible projects are: feature films, documentaries, TV series and animation. Trainees have to demonstrate to own at least 50% of the rights of the film. It is not possible for 2 professionals with the same project to participate in the same workshop.

The working language is English.

3. TARGET GROUP

The workshops are primarily targeted to emerging international film and television, animation and documentary producers and recent production graduates from film schools; an important secondary target is made up of scriptwriters, directors, production managers and other industry professionals with a proven interest in acquiring producers’ skills.

4. WHO CAN APPLY

MAIA is open to international film professionals. MAIA gives priority to applicants originating from the Mediterranean area, the countries of Southern and Eastern Europe and regions with low audiovisual production capacity, and to applicants from other



international countries with a specific interest in developing contacts and collaborations with this region.

5. SELECTION CRITERIA

There are no minimum requirements in terms of films or documentaries produced. MAIA does however make sure in the selection process that all participants have some relevant experience from working in the audiovisual sector and a basic understanding of the industry, infrastructure and terminology used.

Each workshop shall be open to the participation of 20 trainees.

The selection procedure of applicants takes into account their curriculum vitae and a motivation letter. The motivation letter will need to express in detail the reasons for which the applicants wish to attend the training programme and show the applicant's determination to acquire the fundamental skills of the production process. Those applying with projects will also need to submit a project fact sheet and the project synopsis, and MAIA will specifically be looking at its quality in terms of writing, originality and feasibility.

A **Selection Committee** made up of a group of experts will be responsible for the selection of applicants.

6. APPLICATION PROCEDURE

6.1. What to be sent

The application package will be drafted by applicants in English and will contain:

1. Application form;
2. CV (updated with relevant information regarding the applicant's experience in the film industry or related industries and markets);
3. Letter of motivation explaining the applicant's reason for wanting to participate in the training programme.

In case the applicant is applying with a project:

4. Synopsis (maximum one page);
5. Development status, including estimated budget and tentative financing plan

In case the applicant wishes to be considered for a scholarship, a separate scholarship application form has to be filled in.

A confirmation e-mail will be sent to applicants to confirm that all documents have been received and entry is valid.

The application will only be considered if it is received within the deadline, all



requirements are met and all documents have been received in English and in the specified formats.

6.2 Deadline

There is a deadline normally set between December and January expressly dedicated to the three-package-programme: it guarantees the participation of the applicant in all three workshops of the year.

There is also a single deadline normally set approx. one month before each workshop.

7. SELECTION PROCEDURE

After each deadline the selection committee will assess all the applications received and will select the participants.

All applicants will be notified about the results of the selection procedure by e-mail, approximately **1 week after the deadline**.

A **waiting list** will be set up and applicants will be informed of their placement.

After notification, the selected participants will need to confirm their acceptance of the **Conditions of participation** and, in case of assignment, of the **Scholarship agreement**.

The abovementioned documents will be sent to accepted participants by the MAIA team.

8. FINANCIAL OBLIGATIONS OF PARTICIPANTS

The cost of each workshop is € 1.000 and covers meals, accommodation and tuition from the evening before the official starting day until the morning after the official closing day.

The confirmed participants in the three-workshop-package programme will pay a total fee of € 3.000.

The participation fee is to be paid upon receipt of the invoice and in any case no later than 3 weeks before the workshop.

In case of cancellation prior to 20 days before the starting date of each workshop, a 50% refund can be claimed by participants; no refund will be granted in case of cancellation occurring after the above mentioned date.



Scholarship policy

MAIA can grant a limited number of partial scholarships for each workshop and for the 3-workshop package, covering up to 25% of the participation fee.

Only one scholarship can be granted per participant per year.

Priority will be given to participants from countries where no local funding is available.

9. CONDITIONS OF PARTICIPATION

I agree to take part in all the training activity for which I have been selected. This includes the reading and discussion of the other projects participating in the same working group.

I will cooperate with MAIA at all stages of the programme and be ready to submit, when requested, any written material such as factsheets, questionnaires, evaluation reports.

I will mention the credit "Developed through MAIA Workshops" on all future versions of my project package and on the final credits if my project were produced.

In this case I will send at least one DVD copy of the finished film to MAIA Workshops.

I allow the MAIA Team the treatment of my personal data and image in photos and videos taken during the workshops or other Maia events by authorised persons exclusively in relation to MAIA initiatives: promotion, networking and social network platforms.