

MARCH MADNESS 2016

Saturday, March 19, 2016 - Shaw Theatre (11762-106 st), NAIT Campus

- 9:00 10:00 **REGISTRATION & MORNING NETWORKING**
Come early to meet our sponsors and network with your peers. All participants are treated to complimentary coffee, tea & muffins (sponsored by TELUS).
- 10:00 10:50 **PANEL DISCUSSION: MEET THE INDUSTRY PLAYERS**
Canada's top funding agencies, distributors and support organizations will be available for a Q&A, sharing on what resources you can tap into. In attendance:
Dan Emery and Erin Mussolum, TELUS Optik Local / STORYHIVE
Marguerite Piggott, Canadian Media Producers Association
Jeslene Quinn, Alberta Media Fund
Bonnie Thompson, National Film Board
- 11:00 12:00 **DEEP DIVE: DESIGNING CONTENT FOR YOUR DIGITAL AUDIENCE**
Keynote Speaker: Victoria Evans, Producer & Digital Content Strategist
Creators need to remember there are many types of audiences that will impact the kind of content you create. It's not simply one singular audience to consider. In this presentation, Victoria will share some high level content strategies to improve and deliver quality results.
- 12:10 12:30 **PRESENTATION: WESTERN CANADA BUSINESS STRATEGY FUND**
Nicole Matiation from On Screen Manitoba will discuss how your production company can apply for consultant fees or professional services required to execute your project. Limited business consultations with Nicole are available.
- 12:30 1:45 **LUNCH**
Locations are available around the NAIT Campus or across the street at Kingsway Mall.
- 1:45 2:00 **PRESENTATION: HOW TO INSPIRE AN AUDIENCE TO SEE YOUR FILM**
Special Presentation by Derek Heisler Photography.
- 2:00 2:30 **PROFESSIONAL POP-UP**
Meet the local organizations that provide support to the industry, including representatives from APPA, WIFTA, IATSE and DOC Alberta.

- 2:30 3:00 **WORKING WITH ACTRA ON A BUDGET**
Alberta is full of talented actors waiting to work with you. ACTRA Alberta representative Tina Alford is here to answer all your questions about working with union performers on low budget projects.
- 3:15 3:50 **DEEP DIVE: INSIDE TINY PLASTIC MEN**
Meet the creative team behind Mosaic Entertainment's cross-platform comedy and recent Canadian Screen Award Nominee *Tiny Plastic Men*. Producer Camille Beaudoin, Project Manager Elise Graham and Writer/Actor Chris Craddock will discuss how the show's storyworld expanded to web content and mobile app games *Kitten Assassin* and *GayBots*.
- 4:00 5:00 **KEYNOTE SPEAKER: DOCUMENTARY FILMMAKER ADAM SCORGIE**
If you ever wanted to know how to get Sir Richard Branson in your film or how to execute the most successful crowd-funding campaign in Canada, you are in for a treat! Two of Edmonton's Oscar long-listed documentary filmmakers, Emmy award-winning Producer **Michael Jorgensen** and award-winning Producer **Adam Scorgie**, will be having an in-depth conversation about story development, marketing, funding and attracting the big stars to your project.
- See clips from Adam's hit documentary *The Culture High* as well as sneak-peek teasers of his latest projects in development, *Ice Guardians* and *Chasing Evel: The Life of Robbie Knievel*.
- 5:00 6:30 **MARCH MADNESS MIXER**
Stick around for the closing reception with our presenters and fellow participants. Appetizers and cash bar available. Sponsored By TELUS and ACTRA Alberta.