



STRATEGIES FROM TOP PRODUCERS
IN ALBERTA SCREEN INDUSTRIES

PRODUCER POWER UP

JUNE 3 & 4, 2023

DOW THEATRE, NAIT FELTHAM CENTRE
11763 106 ST, EDMONTON, AB T5C 2R1

Producer Power Up is presented by Alberta Media Production Industries Association (AMPIA) with contributions from Edmonton Screen Industries Office (ESIO) and Telefilm Canada.

PRODUCER POWER UP: STRATEGIES FROM TOP PRODUCERS IN ALBERTA SCREEN INDUSTRIES

DOW THEATRE, FELTHAM CENTRE, NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY (NAIT)

SATURDAY JUNE 3, 2023

9:30 – 10:00	Registration Coffee / Tea	Networking
10:00 – 10:30	Setting the Stage: Welcome to Producer Power Up	Welcome to Producer Power Up! Information from AMPIA, NAIT, and the Edmonton Screen Industries Office
10:30 – 11:30	Who Owns the Story? Exploring Story Sovereignty	A discussion on the importance of authentic representation and cultural ownership in storytelling, particularly in relation to marginalized communities.
11:30 – 11:45	Break	Networking
11:45 – 12:45	Developing Intellectual Property with Story	Story is the most cultural force on the planet! Discussion on strategies for developing and maximizing story IP, exploring transmedia sources such as books, games and merchandizing, and information on rights acquisition and licensing.
12:45 – 13:30	Lunch	Lobby – Networking
13:30 – 14:30	Inside the Mind of Skinamarink: A Q&A with the Filmmakers	Engage with the filmmakers behind "Skinamarink", a low budget success story, through a Q&A format. Gain insights into the creative process, challenges faced, and lessons learned.

14:30 – 14:45	Break	Networking
14:45 – 16:00	Producing on a Global Scale: A Toolkit	Practical guidance and strategies for producers aiming to work on the international stage; pitch materials, markets, navigating financing options, and building global partnerships.
16:00 – 18:00	Reception	Upstairs – Appetizers and Cash Bar/Networking

SUNDAY JUNE 4, 2023

9:00 – 9:30	Coffee/Tea/Muffins	Networking
9:30 – 11:00	Feature Film Service Production	Case studies and discussion on producing feature films through a service production model, covering key aspects such as accessing and managing partnerships with co-producers, financing, and production logistics with local and outside talent, creatives, and crews.
11:00 – 12:30	Dramatic Series Service Production	Case studies and discussion on producing episodic content through a service production model, covering key aspects such as accessing and managing partnerships with co-producers, financing, production logistics and maintaining consistency across episodes.
12:30 – 1:00	Lunch	Networking
1:00 – 2:00	The Cutting Edge: AI Tools and Filmmaking	A discussion exploring the intersection of artificial intelligence (AI) and filmmaking and the impact on the industry, with a look at AI tools and technologies currently and soon to be used in film production.
	Final Remarks	Thank you for coming!