



## PRODUCER POWER UP: STRATEGIES FROM TOP PRODUCERS IN ALBERTA SCREENINDUSTRIES

Dow Theatre, Feltham Centre, Northern Alberta Institute of Technology (NAIT)

### FULL SCHEDULE & SPEAKERS

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#### **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

Bill Evans, AMPIA, Conference Host

Tom Viinikka, CEO, Edmonton Screen Industries Office

Janet Morhart, Co-chair, AMPIA and Chief Operating Officer and Co-Executive Producer, Prairie Dog Film + Television

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.

Moderator: Lewis Cardinal, President and CEO, Red Earth Blue Sky Productions

Panelists:

Nauzanin Knight, Producer/Writer/Director, 1844 Studios Inc

Georgina Lightning, Producer/Writer/Director, Tribal Alliance Productions

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.

Moderator: TBC

Panelists:

Cohen Mill, Legal Counsel, Bishop & McKenzie LLP

Kieran Leblanc, Executive Director, Book Publishers Association of Alberta

Trent Oster CEO, Beamdog Games

12:45 – 13:30

Lunch

Lobby – Networking

13:30 – 14:30

**Inside the Mind of SKINAMARINK: A Q&A with the Producer**

Engage with the producer behind "SKINAMARINK", a low budget success story, through a Q&A format. Gain insights into the creative process, challenges faced, and lessons learned.

Moderator: Eva Colmers, Director/Producer, No Problem Productions

Speakers:

Edmon Rotea, Executive Producer, SKINAMARINK

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.

Moderator: Frederick Kroetsch, Film Producer/Director, Catapult Pictures

Panelists:

Connie Edwards, Producer/Director/Writer, Souleado Entertainment

Adam Scorgie, President, Score G Productions

Mike Peterson, Producer/Director/Writer, 775 Media Corp

Eva Colmers, Producer/Director/Writer, No Problem Production

16:00 – 18:00

**Reception**

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.

Moderator: Dorian Rowe, Edmonton Film Commissioner, ESIO

Panelists:

Dylan Pearce, Producer, Northern Gateway Films

Ashlee Pearce, Production Manager, Northern Gateway Films

Ivan Hayden, Executive Producer, Two 4 The Money Media Inc.

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.

Moderator: Dorian Rowe, Edmonton Film Commissioner, ESIO

Speaker: Mike Frislev, Executive Producer, Co-Founder/Co-Chairman, Nomadic Pictures

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.

Moderator: Bonnie Thompson, Producer, Dreaming Bird Productions

Panelists:

Barry Morrisette, Producer - Director - Technologist, Radiance Digital  
Dr. Todd Simpson, Founder, Orchestrate

**Final Remarks**

Thank you for coming!