



PRODUCER ACCELERATOR

Red Deer College, April 8 & 9 - Rooms 2501 & 2505

Registration: 9:00 – 10AM - RM 2501

Enter to win a FREE PASS to the Toronto Screenwriters Conference

SATURDAY DAY 1



story

10:00-1PM – RM 2501 | POWER NARRATIVE: Finding and Creating Great IP
Michael Jorgensen, p.g.a.

Although the world is consuming narrative at unimaginable rate, ‘good’ stories have little chance of getting produced. How can you ensure you’re choosing and developing ‘great’ IP that has the best chance of getting financed? Storytellers often get side tracked and frustrated by one of the great fallacies of the industry - that choosing and developing stories is largely personal and subjective. So how do you remove the guess work so you can tap into what your audience and customers want quickly and effectively? Emmy® award winning filmmaker Michael Jorgensen will provide participants with powerful storytelling secrets and objective tools he’s shared with fiction and nonfiction producers and network executives for more than two decades.

1:00-2:00PM | PIZZA LUNCH

2:00-4:00PM – RM 2501 | POWER NARRATIVE Part 2: Finding and Creating Great IP

4:00PM – RM 2501 | KEY PLAYERS IN OUR INDUSTRY

Meet with key players in the Alberta Screen Industries, including: AMPIA (Alberta Media Production Industries Association), AAMPTU (Alberta Association of Motion Picture and Theatre Unions), APPA (Alberta Post Production Association), CSIF/FAVA

5:00 - 7:00PM – Cornerstone Café | NETWORKING RECEPTION

SUNDAY DAY 2



funding

10AM - 1:00PM – RM 2501 | BUSINESS AFFAIRS AND FUNDING

Helen Schmidt, Janet Hamley & Rick Minhas

The intricacies of business affairs can sometimes be daunting even for the most seasoned producers. This workshop will provide insight into business affairs requirements and best practices.

Topics to be discussed will include:

- Overview of Business Affairs during development & production
- Working with Government Funds (Telefilm/CMF, AMF & CAVCO)
- Working with Private Funds (Bell Fund, Rogers Group of Funds, etc.)
- Also: Financial reports, Interim Financing, Insurance – Production, E & O, Rights Clearances and best accounting practices.

1:00 – 1:45PM | SANDWICHES



low budget filmmaking

BREAKOUT SESSION 1

2:00-3:30PM – RM 2501 | FUNDING, SALES and EXPORT

Dylan Pearce & Scott Westby

Learn from Alberta Industry creators as they share their successes and failures in how to crack the daunting challenge of putting a feature length film together and getting it sold.



gaming

BREAKOUT SESSION 2

2:00-3:30PM – RM 2505 | FUNDING FOR INTERACTIVE DIGITAL MEDIA & GAMES

Alex Gault, Dave Chan & Trent Oster with Moderator: Peter Fiala

The business of Interactive Digital Content and Games will be explored in this session.

3:30 - 4:00PM | WRAP UP & CLOSING REMARKS