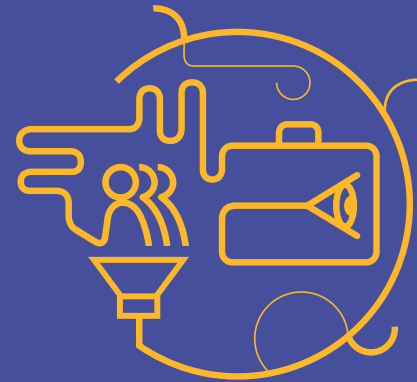


megaPLUS

MASTER IN AUDIOVISUAL MANAGEMENT



in troubles times, prepare for the worst...

training with the best



1 what is the mega plus

MEGA PLUS is a 9 month POST-GRADUATE COURSE degree in Audiovisual Management. MEGA PLUS offers training for young professionals of the audiovisual industry wishing to expand their knowledge on all issues related to the management of an audiovisual company. MEGA PLUS also allows participants to understand how to develop, produce and distribute an audiovisual project within the current European industry.

The training provided by MEGA PLUS prepares participants to be able to meet the complex standards required by European audiovisual companies. The design of this course provides alumni with the required knowledge and business expertise to allow them to work in the industry at a management level. The building up of a European business network is a key element of the MEGA PLUS and it will be assured by giving the participants not only the knowledge and skills, but also the contacts and a multimedia platform to build an international dimension in their business plans, thinking globally from a local point of view. Also, a period of 6 months of internships for the participants, and access to key coproduction meetings such as the Berlinale Talent Market, Rotterdam Film Festival's Cinemart and the Thessalonika coproduction meetings will ensure that MEGA PLUS participants have all the tools to fast-track their careers with international scope.

2

media business school

One of the foremost training and R&D centres in Europe, the Media Business School (Fundación Cultural Media) has the backing of the MEDIA PLUS Programme of the European Union, the Instituto de la Cinematografía y de las Artes Audiovisuales de España (ICAA) and the government of Andalucía. The Media Business School also has the support of various leading companies and key players in the European audiovisual industry.

As a training centre, the MBS has had a lasting impact on over 3,000 European audiovisual professionals. The courses organised by the MBS offer the highest available calibre of training and are designed to boost the projects and careers of AV professionals while catering to both the needs of entry-level professionals as well as those of experienced producers and executives of the industry. The MBS regularly co-operates with professionals and institutions from Europe and the Americas, and has a longstanding tradition of recruiting some of the world's leading AV professionals as instructors.

The MBS offers a complete set of training and consulting programmes that range from entry-level specialisation courses to intensive training for experienced producers and executives. In addition, the MBS organises many training activities for and with a number of institutions and organisations around the world.

3 programme overview

Overall Methodology: MEGA PLUS includes innovative content and methods based on the demand of the industry and on the needs of young European professionals. The curriculum of the 14-week residential training has been designed in order to allow participants acquire the key knowledge and skills that will launch their professional careers.

Structure: MEGA PLUS will tackle the main areas a young producer must be familiar with to enter the competitive and ever changing audiovisual industry. The subjects covered include:

- Development, script analysis for producers, project packaging, pre-marketing and branding.
- Management of an audiovisual company.
- Interactive Media, Television and Feature Film Production & Budgeting.
- Financing strategies and Business Planning of Audiovisual Projects.
- Marketing, Distribution and Exhibition.
- Legal aspects and business affairs, completion bonds, loans and coproduction requirements.
- New Technologies and New Trends of the industry. The digital revolution: opportunities and challenges. New exploitation windows cross platform creation, branding, the challenge of the world wide web.

The residential training period will be composed of lectures, evaluations, role plays, simulations, screenings, case studies, conferences, individual meetings and group exercises. Classes will be on a six hour per day, six day per week schedule.

tutorial system

Tutors: Each participant will be assigned a tutor at the beginning of the course. The tutor will be helping and counselling the participant along the programme to support him or her in the assimilation of the curriculum and putting together their project work to build a business plan. Each tutor will be backing up a limited group of students (usually four or five) during the whole period of the course.

The tutorial system will be composed of various one-to-one sessions of the participants with their respective Tutor. These sessions are aimed to guide and support the participants during the whole course (support in their professional choices, professional guidance on the process of carrying the project work during the course...).

The tutors for MEGA PLUS 2009 will be:

- Alex Marshall, Warp Films, UK.
- Philipp Kreuzer, Bavaria International, Germany.
- Renate Roginas, Producer and Film Consultant, Germany.
- Lars Hermann, Andromeda Pictures and FilmFyn, Denmark.
- Alvaro Alonso, Jaleo Films, Spain.

the project-based approach

During the course, participants will be facing choices. All of them will learn how to handle an audiovisual project: how to choose it (with a brand new subject, i.e. development for producers), how to develop it, how to finance and produce it, how to package or how to distribute it. Each one of them will have to focus on an **audiovisual project business plan exercise being it a feature film, TV or multimedia one**. Moreover, being aware of the market changes, we will promote business planning oriented to cross over the exploitation windows and embrace the entire chain of possible revenues sources offered by the audiovisual landscape.

The **Business Plan** will be produced over the first internship period and finalised and exposed during the Final Evaluation Week (December 2009). During the internship, participants will benefit from online website support from their allocated tutor.

communication skills: the art of the pitch

As a complementary instruction, we will also organize different **"Art of the Pitch" sessions**, organized through the whole period of the lectures, with different tutors coming from European countries that will give their knowledge fit to each market/cultural environment. Pitching is a cultural issue, and we have to treat it with the right and proper attitude as to all the European integration issues, so it is going to be crucial to get experiences from different countries and industries, paying special attention to the new European Union countries.

4 venue, dates and deadline

venue | Ronda, Málaga (Spain)

course structure

June 3rd - September 4th 2009 | 14 weeks academic training
September - December 2009 | First internship period
December 2009 | Final Evaluation Week
January - March 2010 | Second internship period

deadline for applications | 1st April 2009

Preselected applicants will be notified by phone and e-mail on April 6th 2009.

Final list of participants will be published on 16th April 2009

5 entry requirements and selection procedure

The MEGA PLUS is a post-graduate course aiming to develop the careers of young producers. The target group is composed of recent graduates who want to learn about the audiovisual sector and be trained in all the areas of Audiovisual Production, young professionals with one or two years working experience in the audiovisual sector who want to move on professionally or want to redirect their career and newcomer's film and television producers wishing to benefit from a wide range of professional opportunities, wishing to improve their skills and looking for a direct access to the industry.

Entry requirements

- A university degree (law, economics, finance, management, film...) with a good academic standing, or
- Active young professionals with a track record
- High proficiency in English (official language of the course)
- As MEGA PLUS is a project based master, applicants are invited to apply with a film or TV project.

A maximum of 25 participants will be selected. Applicants must be residents in countries participating in the MEDIA Programme.

On that basis MBS will do a first selection of 40 potential candidates. These 40 applicants will be sent a test which will include questions related to their general knowledge of the audiovisual industry as well as their expectations of the MEGA and their professional ambition. This test will also help MBS to evaluate the capacity of the applicant to write and communicate in English. As soon as all the tests are sent back to the MBS a selection procedure involving our key experts, the director of MEGA and the MBS staff will take place. Each applicant will be informed by telephone and written correspondence about the result of the selection. Applicants are also invited to apply with a film or television project that will be carefully looked at. Nevertheless, this is not a compulsory element of the selection process as during the course, participants will have the opportunity to choose the kind of project they mainly want to develop during the course (Film, TV, multimedia project or Company Project).

6 registration fee

The registration fee is 7,000 Euros (to be paid before starting the course) and covers:

- Tuition and didactic material
- Use of programme facilities (computer room, ADSL internet access, library, etc.)
- Shuttle service between Málaga or Seville airports and Ronda
- Meals and accommodation during the Final Evaluation Week in Ronda
- Media Business School Publications: The Audiovisual Management Handbook and The Fine Art of Co-Producing

Grants and scholarships are available. Please contact our coordinator, Ana Laguna at mega@mediaschool.org, for further information.

7 instructors

MEGA PLUS instructors are all highly qualified professionals with a vast professional experience in the industry. The variety of experts invited makes it easy for contacts to be made and networking to be established.

MEGA instructors have included:

1. Ghislain Barrois, Head of Acquisitions; Telecinco, Spain
2. Pilar Benito, Managing Director; Morena Films, Spain
3. Josh Berger, President; Warner Bros. Entertainment, UK
4. Wolfgang Brehm, Lawyer; Brehm & v. Moers, Germany
5. David Bristow, Universal Pictures, UK
6. Christina Burnett, Wide Eyed Pictures, UK
7. Amalia Burrage, Personal Communications Skills Coach, UK
8. Bobette Buster, producer, screenwriter and script doctor; USA
9. Christine Camdessus, producer; Alegria Films, France
10. Michael Cowan, producer; Spice Factory, UK
11. Peter Dally, Lawyer; Bird & Bird, UK
12. Jonathan Davis, senior consultant; Film ThinkTank, UK
13. Jonathan English, Producer; Meltemi Entertainment, UK
14. Marina Fuentes, SixSales, Spain
15. Marie Cécile Gade, Line Producer; Zentropa, Denmark
16. Juan Gordon, Producer; Morena Films, Spain
17. Luis Jiménez, Senior Partner; Deloitte, Spain
18. Philipp Kreuzer, Bavaria Films International, Germany
19. Hannah Leader, Capitol Films, UK
20. Alberto Marini, Executive Producer; Filmmax Entertainment, Spain
21. Geraldine Moloney, producer; UK
22. Per Neumann, Lawyer and Consultant, Denmark
23. Margaret Nicoll, Producer; New Zeal Films, Spain
24. Alberto Pasquale, 20th Century Fox, Italy
25. Neil Peplow, Producer; The Film Consortium, UK
26. Marco Valerio Pugini, Producer; Panoramia Films, Italy
27. Pere Roca, Head of Culture Channel; TVE, Spain
28. Christian Routh, Script Doctor and Screen writer, Spain
29. Michel Schmidt, Producer 412 Films, France
30. Julia Short, CEO, Verve Pictures, UK
31. Bernhard Stampfer, Deutsche Bank, Germany
32. Pedro Uriol, Producer Morena Films, Spain
33. Pablo Usón, Alea TV, Spain
34. Kjeld Veirup, Screenwriter, Denmark
35. Christophe Vidal, Director, Natixis Coficine, France

8 impact of the mega

MEGA has become a renowned and prestigious reference for any European audiovisual production company. Around 200 professionals have attended MEGA and **90-100% of MEGA graduates** have found employment in the audiovisual industry upon completion of the programme. Most of the former students have achieved successful professional positions.

To name a few:

UK-based sales company **HanWay Films** has hired **Sofia Neves** (MEGA 2004) as Director of Worldwide Sales and Distribution.

Philipp Kreuzer (MEGA 1999) is currently Deputy Managing Director and Head of Production Financing and Co-Production of **Bavaria Pictures GmbH**.

Alex Marshall (MEGA 1999), is COO of **Warp Films**, a production company that has made Bafta winning *This Is England* (Shane Meadows).

Daniel Baur (MEGA 2001) is founder of **K5 International**, a foreign sales company based in London and Munich.

Alexei Boltho (MEGA 2000), started working for BBC Films immediately after finishing the Mega, and is currently Director of Co-production and Acquisitions for **Paramount Pictures International**.

Beatriz Setuain (MEGA 2001) is Head of Film Sales at Spanish **Imagina International Sales**.

Benny Drechsel (MEGA 2005) is CEO of **Rohfilms**, Germany. He had two films selected for the Cannes Film Festival 2008, one film nominated for European Film Award "Discovery" (SNOW), one film in Locarno competition (YURI'S DAY), 3 films in Rotterdam 2009, two films at Berlinale 2009 (CATAPULT; SNOW).

Alberto Marini (MEGA 1999) is Managing Director of Content and Executive Producer at **Filmmax Entertainment** (Spain). Developed and co-executive produced the film REC, which has been remade in the US under the title of "Quarantine".

Patrick O'Neill (MEGA 2004) became Industry Affairs Executive of the **Irish Film Board** in 2008.

Mads Peter Ole Olsen (MEGA 1998) is Head of Production at one of the leading Scandinavian distributors, **Scanbox Entertainment**. He has executive produced more than 20 films throughout Scandinavia, most recently the Nicolas Winding Refn English-language Viking film, *Valhalla Rising*.

Xavier Granada and **Alberto Aranda** (MEGA 2001) set up the production company **A Contraluz Films**, whose most recent film "Carmo (Hit The Road)" has been selected as the only Spanish entry in Official Competition for the 2009 Sundance Film Festival.

Beatriz Setuain (MEGA 2001) is Head of Film Sales at Spanish **Imagina International Sales**.

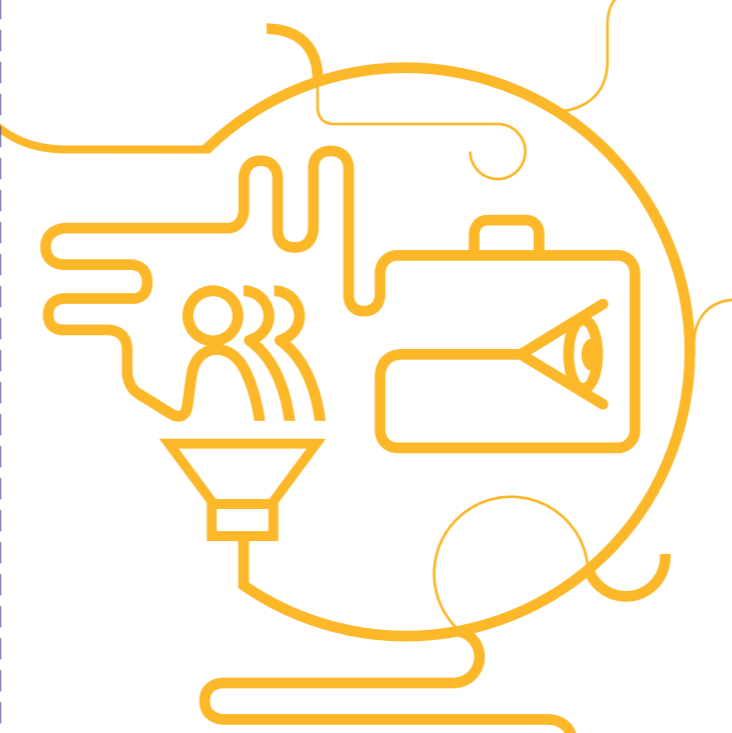
9 partners and sponsors

The MEDIA Programme of the European Union supports this training programme, which also receives collaboration of the following sponsors:

- ICAA, (Spanish Ministry of Culture)
- Autonomous Government of Andalusia
- City Council of Ronda
- UNICAJA Savings Bank

As well as enjoying partnership with:

- UK-based international legal firm Bird & Bird
- World-wide accountancy and consultancy firm Deloitte



10 additional information

If you wish to apply to the MEGA PLUS, please send the following documents by email to the course coordinator at mega@mediaschool.org:

- A dully filled in application form (<http://www.mediaschool.org/programmes-2009/mega-plus.html>)
- A one-page CV (including language skills and a photograph)
- A one-page synopsis of the project
- A prospective financial plan
- A minimum of 2 letters of reference
- A letter of intent

If you wish to receive additional information about MEGA PLUS, do not hesitate to contact us at the following addresses:

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