



AGENTS & MANAGERS EXCHANGE Los Angeles, 24-29 June, 2010

MEDIA XCHANGE
MEDIA CONSULTANTS

US Hosts

The following talent and media agencies, management companies, and entertainment law firms will be approached for the schedule:

Agents and Managers

William Morris Endeavor (WmE2)
United Talent Agency (UTA)
Creative Artists Agency (CAA)
International Creative Management
Innovative Artists
The Schiff Company
Management 360
Metropolitan Talent Agency
Principato-Young Entertainment
Kaplan/Perrone Entertainment, LLC
Brillstein Entertainment Partners

Content and Brand Partners

Generate
3 Arts Entertainment, Inc.
Media Rights Capital
Group M Entertainment
MindShare

Entertainment Lawyers

Loeb & Loeb LLP
Akin Gump Strauss Hauer & Feld
Peter Rubin Simon LLP
Greenberg Traurig, LLP
Hansen Jacobson Teller LLP

"Where [non-US] companies have a desire to finance the show and own the intellectual property, those shows will likely end up on cable...for broadcast perhaps it's a co-production."

Ted Miller,
Agent with CAA, who
"counsels against trying to export the idea for a scripted show without also exporting the talent behind it."

Daily Telegraph May 2010

Rationale

The value of our Exchange lies in providing access to a range of US professionals whose role is to make a project happen.

You may be a production company, producer, writer or TV channel seeking a US partner who can give you an edge in the US market, a boost in the global marketplace, or a link to a talent who can add a US polish to your project.

Original concept, US adaptation, branded project: who are the specialist agencies and which network is in the market for which material?

In the global marketplace, your value as a local producer in an individual territory and as a source of potential funding is at a premium.

Explore

Topics and prospects including:

- ❖ Assessing the type of representation required: project, individual or company
- ❖ Compare the approaches of boutique and large agencies
- ❖ The management role
- ❖ Deal Making
- ❖ Defining Your Goals
- ❖ Presentation and Pitching
- ❖ Contacts and Networking
- ❖ Packaging and Partners
- ❖ Building an international profile

Examples of Past Meetings & Topics

Film Aspects	Television Angles
William Morris Endeavor Agency Global Finance & Distribution Group	Raskin Peter Rubin & Simon Entertainment Lawyers Original, Scripted & Co-Production Projects
United Talent Agency Independent Film Group	Hollywood GamePlan Preparation, Presentation and Pitching
IM Global Film Film Sales and Distribution Financing and Partners	The Opportunity Management Company 360 Overview, Branding and Integration for your company
Creative Artists Agency Feature Film Packaging	Creative Artists Agency Scripted Programming
Loeb & Loeb LLP Entertainment Lawyers Negotiating and Making the Deal	Greenberg Traurig, LLP Entertainment Lawyers Strategies for Nonscripted and Formats

How to Book:

For more information, including details of fees, terms and conditions, or to REGISTER [please visit our website HERE!](#)

Please Note: Places in this Exchange will be limited; both to ensure the best experience for our participants and their interaction with their US hosts.

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Details

Delegates will need to arrive at the Exchange Group's hotel by the evening of Wednesday, 23rd June in order to be ready for the Welcome Overview session, led by senior US professionals on the morning of Thursday, 24th June.

The back to back meeting schedule will run weekdays, Thursday, 24th June through the morning of Tuesday, 29th June. The weekend will assign time to review and polish your pitch prior to making practice runs before the Exchange concludes at noon on Tuesday.

Meetings will take place either at the offices of US hosts or the Exchange hotel. Ground transport between hotel and meetings is provided. Further details will be forwarded with the Registration Pack.

Pitching Practice Opportunity

Spend time perfecting your pitching skills for the US process. Picking up on information and experience provided by your meetings, examine your presentation materials and strategy. The weekend will allow you time to rework a pitch, culminating in a unique opportunity to meet **one-on-one** with an experienced writer or development executive to **receive direct input** on a trial pitch of one of your concepts or projects.

Please Note: Preparation for this session will require consultation with MediaXchange, no later than two weeks prior to the Exchange, regarding the relevant type of US professional and appropriate meeting material, e.g. treatment, one page summary or outline, screener.

Strategy Discussion Group

Examine strategies for positioning yourself in this key film and TV market in a discussion panel session. Join with Exchange Group colleagues and practicing US professionals to compare and contrast approaches to concept development and project presentation.

Who You Will Be Meeting

Managers - dealing with the overall career and business of a creative talent and their company interests

Agents /Packagers - knitting together the many elements to make the deal work for all partners

Entertainment Lawyers – working to formalize a deal and to add their broad relationships to the group

Review Your Best Options with MediaXchange

Previous Participants

Participating companies in previous Exchanges have included:

BBC Drama (UK)
ITV Network (UK)
YOYO media (UK)
Eyeworks/MMG (Belgium)
Red Productions (UK)
RTL Television (Germany)
Rubicon (Norway)
Telefe (Argentina)
RTE (Ireland)
Lux Vide (Italy)
Talkback Thames (UK)
UFA Film & TV (Germany)
SVT (Sweden)
VRT (Belgium)
YLE (Finland)
Danmarks Radio (Denmark)
Five TV (UK)
Lagadere Media (France)
Endemol (Italy,UK, Holland)
Danmarks Radio (Denmark)
Bob Films (Sweden)
Studio-A (Belgium)

"Thank you so much for the week. From a professional and personal point of view, I learned a lot and found new ways to look at my work. It's an experience I will not forget. It ran so smoothly that sometimes it felt like a dream. Being whisked off from meeting to meeting by MediaXchange and never a glitch to stop us. Waoow!"

*Julien Dewolf
Head of Fiction and Int'l
Co-productions, M6 France*

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