

THE INTERNATIONAL FILM BUSINESS

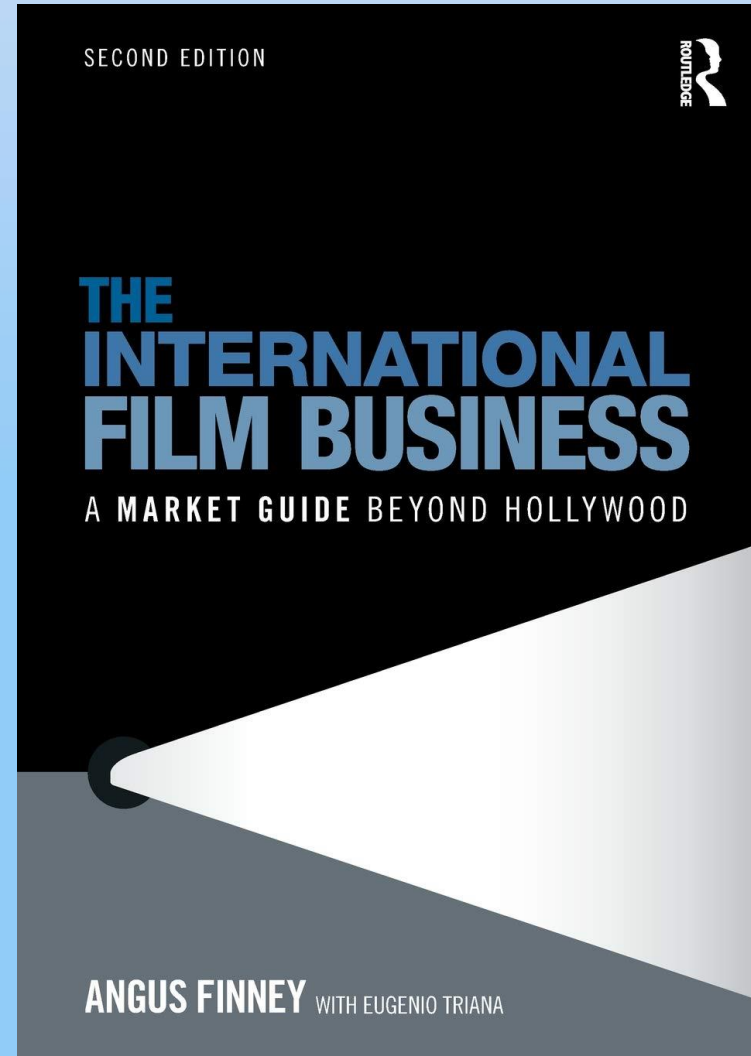
26 – 29 May 2020



THE OPPORTUNITY:

International film expert, lecturer and author **Angus Finney** delivers for the first time an exclusive opportunity to learn and discuss with him the core principles of his renowned programme and best-selling book '**The International Film Business**'.

Over four days, Angus will introduce to registered participants the key aspects of his programme and will answer and discuss all questions and comments.



“At last a book for the professional practitioners of filmmaking but accessible to the interested layman. The business of film, past, present and future, are researched in meticulous detail, helpful case studies and valuable personal observations. Most important, the book is full of insights into the digital age of distribution and production with a road map for the future development of the film business. If you are going to buy one book on the international business of film, this is it!”

Sandy Lieberon

Former President of Production at 20th Century Fox

“This book successfully accomplishes what many others on the same topic have failed to do. It not only captures the excitement of the international film industry, but it also delves deeply into its structure and practices. The author uses to full advantage his first-hand knowledge of the film business to develop a comprehensive analysis that will have enduring value for both film insiders and readers that are fascinated by this industry.”

Joseph Lampel

Professor of Strategy, Cass Business School, City University London

PHASE 1 sessions will cover:

ENTERTAINMENT VALUE CHAIN

DEVELOPMENT

PRODUCING AND PRODUCTION

PRODUCER SKILLS

RISK MANAGEMENT

INTERNATIONAL SALES

FILM FINANCE: SOURCES, PLANS, MODELLING AND RECOUPMENT

CO-PRODUCTION

CASE STUDY: The King’s Speech

FESTIVALS AND MARKETS

BUSINESS PLANS AND ENTREPRENEURSHIP MODELS

MARKETING

DISTRIBUTION, EXHIBITION AND STREAMING

AUDIENCE BEHAVIOUR: the digital and social revolution

FUTURE CHALLENGES and career considerations

PHASE 2: ‘Connections with US Executives and Producers’ to be announced on Tuesday 2nd June



DETAILS & REGISTRATION

- **10 online modules** to be delivered via ZOOM over 4 days, from 26th to 29th May 2020
 - 2 days of 2 modules from **11:00am to 12:30pm GMT** and **1:30pm to 2:30pm GMT**
 - 2 days of 3 modules from **11:00am to 12:30pm GMT**; **1:30pm to 2:30pm GMT**; and **3:00pm to 4:30pm GMT**
- The programme is targeted to experienced independent film producers and film professionals working in finance, sales, distribution, online.

HOW TO REGISTER

- Fill out the [Registration Form](#) and return to omar@mediaxchange.com
- Fee:
 - £400 + VAT (EARLY BIRD Fee before May 1st 2020)
 - £495 + VAT (STANDARD Fee)

Details of any VAT applicable will be included on the invoice.

