

Ecorys Academy presents

## Training 'Cities and the Audiovisual Industry'

*Making the Audiovisual Industry work for your City*

**Brussels, 25-26 March 2010 and  
Berlin, 24-25 June 2010**

**Across Europe, cities are looking for new cultural and economic activities and opportunities that can create growth and employment. The audiovisual industry is a growing and innovative sector with high impacts and returns in several layers of society - but only if you play it right!**

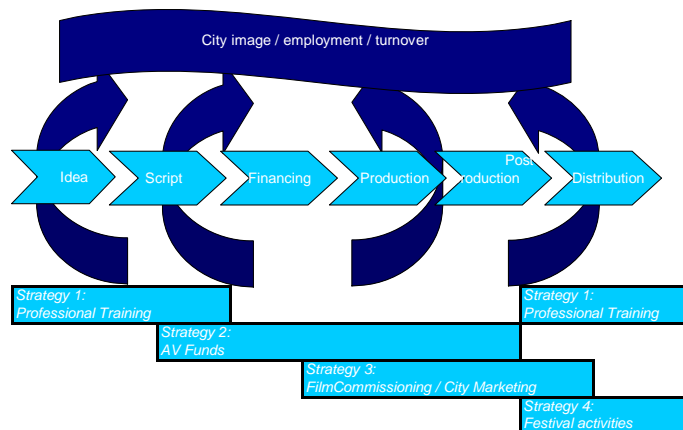
**ECORYS in partnership with Denessen & Partners leading experts from the audiovisual industry will provide you complete information about tools and funding how to boost the cultural and economic activities in your city, based on sound analysis and practical insights from across Europe.**

### What will you get out of this workshop?

- Insight in the various possibilities on how to attract, manage and fund audiovisual activities in your city;
- Insight in the economic issues of audiovisual activities: cost/benefit ratios, employment and funding opportunities at European level such as the Media programme, Culture 2007-2013, Interreg, FP7, and Eurimages;
- How to use the audiovisual possibilities to market your city on a regional/national/international level;
- Ability to assess impacts and benefits of the audiovisual sector for your city;
- Expert's support in designing and fine-tuning your own strategy;
- Increased capacity and confidence to take forward your own action plans;
- It will prevent you and your city to make costly mistakes!

### Who is this training designed for?

This training targets professionals from medium-sized and larger cities across Europe working in the sectors of economic development and culture – including film commissioners and managers of local funds. The training does not require specific prior knowledge of the audiovisual industry.



### What is the concept behind?

The training has a strong conceptual basis: cities need to know how and where to influence the audiovisual value chain. It will focus on four key strategies that allow cities to take advantage of this sector. As all cities are different, this requires a tailor-made approach. The training will help cities to prevent wasteful investments without returns – all too easy to happen when dealing with this special industry.

### Why now?

In the aftermath of the global economic and financial crisis, there is a strong need for new urban strategies. The era of digitalization will have a revolutionary impact on the cities' economic and cultural opportunities. Nevertheless, the competition to raise further urban investments will become fiercer – and only those well prepared are likely to succeed.

### Work on your own project

During this workshop you will have the opportunity to expose your ideas, strategies or audiovisual project to the group, to engage with trainers and experts, and to use this as a basis for an individual action plan.

**Who is behind this workshop?**

The ECORYS Academy is the central brand for our offer. ECORYS is a leading European knowledge-based firm, specialised in economic, social and environmental development at local, regional, national and European level. In the Netherlands, the UK, Belgium, Hungary, Poland and Spain we are deeply engaged in assisting cities and investors in the development of successful projects. This wealth of practical insight is complemented by a portfolio of leading national and EC funded projects in the areas of urban development, culture and enterprise.

**Who are my trainers?**

**Renate Roginas** has headed for eighteen years the International Business Affairs at TELFRANCE, one of the major French production companies based in Paris. From 2001 until 2005 she has been Executive Director of Eurimages, the European Fund for co-productions at the Council of Europe. Her core business is raising finance for young talent and creative producers, focusing on the new European Union member film industries.

**Mark Denessen** has more than 12 years experience in fund raising from several EU programmes, lobbying, project management and communications in cultural, creative, audiovisual and Internet projects as consultant in the Netherlands, Belgium, Denmark, Germany and Switzerland. His company MDMC.EU serves clients such as MTV, Rotterdam Media Fund, MFG Baden Wurttemberg, Screen South, Film Fyn, ICIC Barcelona, City of Pecs, Zentropa Studios, IDTV, Submarine CTM Entertainment, Mediadesk Switzerland, Mediadesk Flanders

**Jan Maarten de Vet** is managing director of ECORYS in Brussels. He is the principal author of the State of European Cities report and the principal evaluator of the URBAN II Programme. He is leading in the economic assessment of urban development projects and successfully leads the ECORYS Interreg project development course.

**Jacques van Heijningen** is director of the Rotterdam Media Fund. The fund is ready to help anyone involved with film or the audiovisual media. Jacques van Heijningen was also the director of The Dutch Film Festival in Utrecht, director of The Rotterdam Film Commission and is initiator and partner in regional

European cooperation projects.

**Peter Aalbaek Jensen** is the Chief Executive of Zentropa Entertainments; the largest film production company in Scandinavia. Zentropa produces music videos, documentaries, television entertainment, cross media projects and co-works with many other European production companies. Zentropa has represented Denmark at the Academy Awards on four occasions and its productions have been rewarded with the prestigious festival circuit prizes *The Golden Palms* and *The Silver Bear*.

**Practicalities**

**Working language:** English. A good working knowledge of English is required.

**Where:** Brussels, Belgium and Berlin, Germany

**When:** Workshop 1: (tbd); Workshop 2: (tbd)

**Follow-up service:** all training material will be made available on a dedicated ECORYS Academy extranet-side.

**Costs:** € 1.495 excl. VAT, including dinner, drinks and lunches, coffee and tea, course material, follow-up service through extranet access.

**Programme**

**Thursday**

- 09.30 Introduction of trainers and participants
- 10.30 Introduction of the audiovisual value chain and trends
- 11.30 Overview on the cities and regions' strategy to benefit from
- 13.00 Lunch break
- 14.00 Strategy 1: Professional Training
- 14.45 Strategy 2: AV Funds
- 16.00 Strategy 3: Film Commissioning & City Marketing
- 16.45 Festival Activities
- 17.45 Conclusions and end of the Day 1
- 18.30 Welcome cocktail and dinner

**Friday**

- 9.00 Financing sources of different Funds
- 10.30 Assessing strategies and Cost & Benefits
- 12.00 Preparation of your city action plans
- 13.00 Lunch break
- 14.00 Presentation of the elaborated action plans to the trainers and experts
- 16.30 Closure and Farewell

**ECORYS Brussels**

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