

Cities and the Audio visual Industry

Training

Workshop 'Cities and the Audio visual Industry':
Making the Audio visual Industry work for your City Introduction

Across Europe, cities are looking for new cultural and economic activities and opportunities that can create growth and employment by diverse, tolerant and innovative ideas. Inspiring efforts to build "creative" cities need sound and specialized expertise within the audiovisual sector especially when fund raising becomes more and more competitive. Subjects The training will address fundamental issues to be followed through a step-by-step approach for creating competitive and thriving cities.

The subjects will cover AV funds, Festival activities, Commissioning, Training and City Marketing, their respective funding and finance as well as their respective impacts and benefits. Aim

Creating growth, employment and to improve at the same time the city's visibility require new and powerful strategies with maximum synergies on the cultural and economic level and solid cost/benefit ratios. In the era of digitalization, the audio-visual industry is a growing and innovative sector with high impacts and returns in the several layers of society.

ECORYS in partnership with leading experts from the audio-visual industry will provide the trainee complete information about tools and funding how to boost the cultural and economic activities in his city, based on sound analysis and practical insights from across Europe.

This workshop 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. However, the workshop does not require specific prior knowledge of the audio visual industry. Gains

- Insight in the various possibilities and conditions how to attract, manage and fund audio visual activities in your city;
- Insight in the economic issues of audio visual activities: cost/benefit ratios, employment and funding opportunities for your city on European level in this sector; such as the Media programme, Culture 2000, Interreg, FP7, Progress and Eurimages;
- How to use the audio visual possibilities to market and promote your city on a regional national and international level;
- Ability to assess impacts and benefits of the audio visual 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.

Duration Brussels, 25-26 March 2010

Berlin, 24-25 June 2010 Training type Open training
Lecture (classroom training) combined with interactive coached sessions and practical exercises. Expertise

The ECORYS Academy is the central brand for our offer. ECORYS Research & Consulting 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.

The trainers are:

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 E.U. 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, City of Pecs, ICIC Barcelona, Zentropa Studios, 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.

Peter Aalbeck Jensen is chief executive of Zentropa Entertainments. Zentropa has produced more than 70 international and Scandinavian quality features, co-productions, and low budget films. With an annual turnover that has reached \$30 million (Euro 29.3 million), Zentropa is the largest film production company in Scandinavia. A position it has maintained since 1994. During the years Zentropa has expanded beyond the limits of Scandinavian territory, successfully establishing several production units in Europe. Moreover the company co-works with many other European production companies and is always interested in new collaborations. Zentropa produces music videos, documentaries, television entertainment, and crossmedia projects. Projects produced by Zentropa enjoy critical acclaim worldwide and have been rewarded with the most prestigious prizes the festival circuit has to offer, among these The Golden Palms and The Silver Bear. Moreover Zentropa has represented Denmark at the Academy Awards on four occasions.

Jacques van Heijningen is director Rotterdam Media Fund. The fund is ready to help anyone involved with film or the audiovisual media. They are the contacts for filmmakers, TV producers and documentary makers, in search of finance or facilities, who (wish to) realise productions partly or entirely in the city or region of Rotterdam.

The Rotterdam Media Fund (RMF) focuses on encouraging audiovisual activities in the Rotterdam region. The fund is pursuing a municipal policy that encompasses the development and promotion of a healthy economic climate for the film and media industry both city- and region-wide. The fund provides facilities and financial support for feature films, documentaries and TV productions that are produced partly or entirely in the Rotterdam area. 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.