

SCHEDULE

WEDNESDAY 16 JUNE

Storytelling Centre

9:00-17:00

THE EDINBURGH PITCH

A great way to learn about TV commissioning, sales and international co-production as 11 filmmakers pitch in front of an industry panel (see page 15 for the projects)

Panellists: Sigrid Dyekjaer (Producer / Denmark); Leslie Finlay (Scottish Screen); Charlotte Gry Madsen (DR Sale / Denmark); Doris Hepp (ARTE-ZDF / Germany); Peter Jäger (Autlook Filmsales / Austria); Andrew Johnson (CBC / Canada); Simon Kilmurry (POV / USA); Jo Roe (BBC Scotland); Greg Sanderson (BBC Storyville / UK)

Lunch will be provided for all observers/participants.

THURSDAY 17 JUNE

09:30-10:30 - Lecture Room O17 / eca

FOCUS: DENMARK

With Sigrid Dyekjaer (producer of **The Monastery** and **Mechanical Love**)

Why have Denmark filmmakers been so successful on the international documentary circuit? Meet one of Denmark's leading documentary producers.

11:00-12:00 - Lecture Room O17 / eca

DOCS IN PROGRESS SCREENING

Watch works in progress and listen to how leading documentary filmmakers and executives would advise the material to be developed. A great insight into how ideas are turned into compelling films.

The Green Messiah - Director: Kate McNaughton - Producer: Christo Hird / UK

12:15-13:15 - Lecture Room O17 / eca

DOCS IN PROGRESS SCREENING

The Last Hunt - Director: Charlotte Mackie - Producer: Barnie Crocker / UK

14:15-15:15 - Lecture Room O17 / eca

SELLING YOUR BABIES! A SESSION WITH SALES AGENTS

With Charlotte Gry Madsen (DR Sales) and Peter Jäger (Autlook Films)

How do Sales Agents want to be approached? What are they looking for and how do they get involved in your film? Prepare your questions, and be ready to mini pitch your ideas!

15:30-17:00 - Lecture Room O17 / eca

ARE YOU JUST AFTER THE MONEY?

Sheffield Doc/Fest is the UK's largest documentary and cross-media market and festival, and includes MeetMarket, where projects in any sub-genre of factual and interactive media, and at any stage of development, can be pitched one-on-one to 150 international buyers, funders and mentors. But what works best at a market like Doc/Fest for getting the funds? And is it really just the money that you're after?

Marketplace producer, Charlie Phillips, will present all the opportunities currently available for getting your projects (whether they're in concept, production, post-production or totally done) funded, supported and talked about at Doc/Fest and throughout the year.

FRIDAY 18 JUNE

10:00-11:00 - Lecture Room O17 / eca

DOCS IN PROGRESS SCREENINGS

Numb - Director: Phil Lawrence - Producer: Melody Gilbert / USA

11:00-13:00 - The Bistro / eca

ONE TO ONE MEETINGS

With Charlie Phillips (Sheffield Doc/Fest)

Sheffield Doc/Fest holds separate pitches at the festival in November for international co-production and co-financing, new talent, science, cross-media/interactive, investigative reporting and more, and also runs year-round training workshops in pitching ideas and accessing funds inside and outside of traditional funding streams, including broadcasting, cross-media releases, DIY distribution and marketing. Charlie Phillips will be holding one-on-one mentoring sessions on all these areas.

Sign up to this session by emailing f.cosquer@eca.ac.uk or when you pick up your badge.

11:45-12:45 - Lecture Room O17 / eca

DOCS IN PROGRESS SCREENINGS

Minfield - Director: Doug Aubrey - Producer: Marie Olesen / UK

12:00-14:00 - The Bistro / eca

ONE TO ONE MEETINGS

With Emma Valentine (MEDIA Antenna Scotland)

MEDIA Antenna Scotland, part of the UK MEDIA Team, helps to promote and administer the European Union's MEDIA Programme in the UK.

Sign up to this session by emailing f.cosquer@eca.ac.uk or when you pick up your badge.

13:00-14:00 - EIFF Industry Centre / Novotel

MEET THE FILMMAKERS (EIFF in partnership with Doc Week)

Lucy Martens and Timothy Albone (filmmakers), Rachel Wexler and Leslie Knott (producers) for the documentary **Out of the Ashes** will talk about the journey of their film.

Out of the Ashes is a documentary on the Afghan cricket team's remarkable efforts to get to the World Cup. For almost two years, with unrestricted access, the filmmakers followed the squad as they travelled the globe trying to fulfil their dream. The film travels from the refugee camps of Peshawar in Pakistan, where the players learnt the game, to their practice sessions in Kabul and on to qualifying tournaments in Jersey, Tanzania and Argentina.

14:15-16:15 - Lecture Room O17 / eca

WORKING WITH EXECS: CO-PRODUCTION, FINANCING & RELATIONSHIPS

With Sandra Whipham (London Fields Pictures) and Melody Gilbert (Frozen Feet Films)

How do you attach an exec producer to your passion project? How do you work out responsibilities between director, producer, co-producer and exec? What do you gain in the process? Experienced producers talk about their approaches to working with directors, producers and how they can make your documentary happen.

17:30-18:30 - EIFF Delegate Centre / Mercure Point Hotel

FESTIVAL DIALOGUES (EIFF in partnership with Doc Week)

The filmmakers of Road to Las Vegas & The People vs George Lucas

Jason Massot (Filmmaker) and Sandra Whipham (Producer) for the documentary **Road to Las Vegas**.

Filmed over four years, Vanessa and Maurice, an African American couple with five kids, leave Alaska for Las Vegas to find their fortunes as the economic downturn looms.

Alexandre O. Philippe (Director) and Anna Higgs (Producer) for the documentary **The People vs George Lucas**.

A no-holds-barred cultural examination of the conflicted dynamic between George Lucas and his fans over the past three decades.

SATURDAY 19 JUNE

10:00-17:00 - Lecture Room O17 / eca

360 SESSIONS - DAY 1

How to Manage and Outsource a Cross-Platform Campaign for Feature Films

This 2-day workshop will look at how to finance, promote and distribute films using cross-platform techniques from a project manager's perspective as well as using detailed case studies of films in development.

Day 1 will focus on managing the following areas of a cross-platform campaign: aims of campaign and its scope, website efficacy, use of social community sites, interacting with community, integrating digital marketing with traditional methods, raising finance online, distribution options + rights.

The workshop will be run by the newly formed Digital Filmmakers' Network and Initialize Films and forms part of Initialize's Docs 360 programme backed by Skillset - www.docs360.co.uk

9:30-11:00 - All Bar One / Festival Square

MEDIA BREAKFAST

Brought to you by MEDIA Antenna Scotland, MEDIA Antenna Wales and MEDIA Desk UK

Don't miss this unique opportunity to network with some of the key players in documentary today. This networking breakfast will be held as a round-table event, with each speaker hosting a table. Delegates can circulate from table to table, making some great contacts and having an informal chat.

Speakers hosting each table will include representatives from organisations which support and encourage documentaries produced for the international market, such as the European Documentary Network, Eurodoc, IDFA Forum, Sheffield DocFest, EsoDoc, DOK Leipzig and Documentary Campus.

Sign up to this session by emailing f.cosquer@eca.ac.uk or when you pick up your badge.

12:30-13:30 - EIFF Industry Centre / Novotel

MEET THE FILMMAKERS (EIFF hosted by Noé Mendelle, Scottish Documentary Institute)

Nicolas Philibert (filmmaker) for the documentary **Nénette**

Born in 1969 in the forests of Borneo, Nénette has just turned 40. It is rare for an orang-utan to reach such a venerable age! A resident of the menagerie at the Jardin des Plantes in Paris since 1972, she spent more time there than any member of staff. The unrivalled star of the place, she sees hundreds of visitors file past her cage each day. And, of course, each one of them has comments to make...

Priority access to EIFF delegates.

SUNDAY 20 JUNE

10:00-17:00 - Lecture Room O17 / eca

360 SESSIONS - DAY 2

Day 2 will look at 4 film projects in development and will analyse how to apply cross-platform strategies to help finance, promote and distribute the films.

The workshop will be run by the newly formed Digital Filmmakers' Network and Initialize Films and forms part of Initialize's Docs 360 programme backed by Skillset.

13:30-14:30 - EIFF Industry Centre / Novotel

MEET THE FILMMAKERS (EIFF in partnership with Doc Week)

Amy Hardie (Filmmaker) and Ling Lee (editor) for the documentary **The Edge of Dreaming**.

Amy Hardie dreamed of a death, and it happened. When another dream then prophesied her own imminent demise, she was understandably concerned: did her subconscious know something she didn't? A poetic, personal project, some nine years in the gestation, this film explores humanity's relationship with dreams, death and destiny, via Hardie's own scientific and emotional quest for answers.

18:30-19:30 - EIFF Delegate Centre / Mercure Point Hotel

DOC WEEK DRINKS (in partnership with Scottish Screen)

Celebrate the end of our inaugural **Doc Week** and network over a drink or two!

You will need your badge to get access.