



ECAFIC 2006

European Certificate in Audiovisual Financing and Commercialisation

26 June – 21 July 2006 in Paris

Deadline for registration: 15 May 2006

ECAFIC is a course organised by the French National Audiovisual Institute and Paris 1 Sorbonne University with the support of the MEDIA Programme of the European Community.

It aims at providing participants with extensive knowledge of film and audiovisual financing, the principles of marketing and communication applied to this sector and the practicalities of distribution.

The course is open to graduates and professionals interested in:

- Identifying and accessing public and private financing sources
- Boosting the international activity of film and audiovisual companies
- Enhancing project communication, from the development to the release
- Optimising the negotiations involved in financing and commercialising films and programmes

With the objective of starting a career in or improving their knowledge in the following areas of the film and the audiovisual industries:

- Financing
- Sales
- Acquisitions
- Programming
- Marketing
- Promotion
- International business development
- DVD/video publishing

Programme

- Financing sources for audiovisual production
- Financial planning
- Co-producing films and programmes
- The relationship between production and distribution companies
- Legal documents and types of contracts in audiovisual development, production and distribution
- Developing international strategies
- The industry and the market for animation, TV fiction and documentaries in Europe
- The independent distribution of films
- The search for a marketing strategy
- Copyright issues in the audiovisual industry
- International film sales and marketing
- Marketing process in the development, broadcast and commercialisation of TV programmes
- Promoting TV programmes abroad
- Business and editorial aspects of DVD publishing
- Developing and commercialising TV formats
- Understanding the US industry and market

Lecturers in the past edition were:

Peter Andermatt (Arena Audiovisual, Spain); Linda Beath (Panorama Films, Italy); Mathieu Béjot (TVFI, France); Carl Clifton (Consultant and Producer, United Kingdom); Jonathan Davis (UK Film Council, United Kingdom); Pascal Diot (Onoma, France); Isabelle Fauvel (Initiative Film, France); Adrienne Fréjacques (Arte, France); Jesus Gutiérrez (ANEPA, Spain); Patrice Laurent (Studio Expand, France); Lone Le Floch Andersen (Eurimages, France); John Marshall (Docos Limited, United Kingdom); Stefano Massenzi (Lucky Red Srl., Italy); Giovanna Milano (Red Castle Media Consulting, France); Tony Morris (Marriott Harrison Solicitors, United Kingdom); Roberto Olla (International Lawyer, France); Alberto Pasquale (20th Century Fox, Italy); Serge Schick (Carat TVMI, France); Bernard Stampfer (Deutsche Bank, Germany)

Venue

The course will take place at the Sorbonne University, in the heart of the historical Parisian Latin Quarter. Some conferences and projections will take place at the French National Audiovisual Institute.

Entry Requirements

- A university degree or a degree from a film school. Exceptions will be made for applicants without a university degree. Selection will therefore be made on the basis of their work experience
- To be a national of a country participating in the MEDIA Programme of the European Community: http://europa.eu.int/comm/avpolicy/media/index_en.html
- To be fluent in English (the language of the course)

Registration and Grants

The registration fee is 1 300 € and covers tuition fees, documentation and the use of Ina's resource centre equipped with a specialised library and computers.

The selection committee will award 10 grants of 1000 € to non-French participants.

Priority will be given to applicants from countries/regions with a less developed audiovisual industry and the applicants' personal or family income and financial needs will be considered.

Information

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