

PRESS RELEASE

## **Participants of new leadership program *Audiovisual Women* announced**

Potsdam, Germany, October 13, 2022

**The Erich Pommer Institut (EPI) announces the participants of its new leadership program *Audiovisual Women*. It is an advanced training program specifically for women along the entire value chain of the international audiovisual industry.**

*Audiovisual Woman* is designed for female executives in mid- to senior level management positions in the audiovisual industry offering a highly interdisciplinary approach to professional and personal development. The program elements focus on topics such as leadership and communication, new work and entrepreneurship, as well as innovation and change management. In addition to the female executives, the program is also aimed at HR managers or respective decision-makers in their companies. These will receive training on the topics of equality and diversity management in order to promote cultural change directly within organizations.

Following a large number of applications, fifteen female managers were selected as participants for the first edition of *Audiovisual Women*. The women come from twelve different countries and work in various areas of the industry. The diversity of the group reflects the interdisciplinary approach of the program. The curriculum consists of several on-site and online workshops and will kick off October 26 to 29 in Berlin.

In addition to its funder Creative Europe - MEDIA, its partners European Audiovisual Entrepreneurs (EAVE), European Women's Audiovisual Network (EWA), The European Producers Club (EPC), FOCAL, Göteborg Film Festival and Women In Film & Television International (WIFTI), the FilmFernsehFonds Bayern (FFF Bayern) also supports this new program as a new local partner. In cooperation with FFF Bayern, a workshop will be held in Munich in March 2023.

Dina Rubanoviš, Head of International Training & Business Strategy, EPI:

*"We are very pleased with the great international response to the first edition of Audiovisual Women. We have set up the new leadership program specifically for female managers from companies along the entire value chain in order to support them individually. Applications from women with very different profiles strengthen our belief that Audiovisual Women is a necessary contribution to supporting women in the audiovisual industry in their professional development. We would like to thank our sponsor Creative Europe - MEDIA, our numerous industry partners as well as our new local partner, the FilmFernsehFonds Bayern (FFF Bayern), for their support towards this new training program."*

Dorothee Erpenstein, Managing Director, FilmFernsehFonds Bayern (FFF Bayern):

*"Women are still underrepresented in high positions in audiovisual companies. The training program Audiovisual Women is specifically dedicated to female executives and HR managers. We can only welcome such dedication and support the program, which will also make a step in Bavaria, in view of the necessary path towards diversity and equal opportunities."*

The following fifteen participants were selected:

**Katharina Bergfeld**, Flare Film GmbH, Germany  
**Raffaella Bonivento**, Anica Academy Foundation, Italy  
**Christina Christ**, Keshet Tresor Fiction, Germany  
**Rimantė Daugėlaitė**, Lithuanian Shorts, Lithuania  
**Sacha Gertsik**, De Ontmoeting, Netherlands  
**Leonor Jardim**, Cinemundo, Lda., Portugal  
**Emőke Krigler-Tóth**, Joyrider Kft., Hungary  
**Sonja Levy**, Background Action GmbH, Switzerland  
**Iiris Orasmaa**, Blockbusters Gang, Finland

**Katarina Prpić**, Antitalent, Croatia  
**Laura Rauscher**, Amazon Digital Germany GmbH, Germany  
**Justyna Rutkowska**, Vision House Productions, Poland  
**Johanna Teichmann**, Moviepool GmbH, Germany  
**Ivy Vanhaecke**, de mensen, Belgium  
**Catharina Weinek**, The Ergo Company, South Africa

Find more information on the program here: <https://en.epi.media/av-women/>

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