



TRAINING FOR THE MEDIA INDUSTRY

PROGRAM FALL 2022



INHOUSE TRAINING

INDIVIDUALISED CONCEPTS

We tailor the topics, didactics and timing of our advanced training courses to your company's particular requirements and your employees' prior knowledge.

EXPERIENCED EXPERTS

Experts from the industry impart practical knowledge and valuable background information.

COORDINATED SERVICE

We take care of event concept development, organization and implementation.

COST EFFECTIVENESS AND EFFICIENT USE OF TIME

The seminars come to your employees – this saves time and reduces cost. A fixed price agreed in advance provides the greatest degree of transparency and certainty for your cost estimating.



Boost your career, anytime, anywhere and on any device - with our online courses

- COMING SOON!**
- Green Production*
 - Change Management in Film and TV*
 - The Art of Pitching*
 - Agile Innovation Management*
 - Storytelling for TV Drama*
 - net.works – Successful Networking for Women**
 - The Art of Negotiation*
 - European Co-Production*
 - Key Agreements for Film and TV*
 - Clearing Rights for Film and TV*
 - Storytelling – The Collaborative Model*



*Funded by



**In cooperation with



ESSENTIAL LEGAL FRAMEWORK 2022

Workshops and online seminars designed to meet the specific needs of the European audiovisual industry



EUROPEAN CO-PRODUCTION LEGAL AND FINANCIAL ASPECTS*

October 20-22 in Berlin (excl. travel days)

While the importance of co-productions for the success of European film and series has continuously grown over the last few years, so have the difficulties film and TV professionals face when entering them.

The workshop enables participants to successfully handle the many challenges by combining case studies of recent film and series productions, exclusive insights from international film and TV experts and interactive sessions.

Join our online info session on [September 8](#) to learn more about the program and its benefits.

DIGITAL DISTRIBUTION - MAXIMIZING REACH AND REVENUES*

December 01-03 in Berlin (excl. travel days)

The audiovisual industry has been undergoing major changes in the last years. Media professionals must learn to adapt quickly to new conditions in order to keep their business alive.

The workshop supports participants in navigating these new difficult waters: it provides an overview of the market and alternative distribution models as well as tips on how to monetize content and reach a wider audience.

Register on our website to receive updates on the workshop.

YOUR MAIN BENEFITS

- In-depth understanding of the financial and legal framework of European co-production
- Exclusive insights into cutting-edge case studies
- Access to acclaimed producers and leading industry experts
- Excellent opportunities for networking and group collaboration

YOUR MAIN BENEFITS

- Latest expertise from internationally acclaimed trainers
- Opportunity to test and apply the acquired knowledge
- Excellent networking opportunities
- Insight into successful distribution strategies and marketing campaigns

GREENING THE INDUSTRY*

September 27, 2022 | Online



In recent years, media professionals have become more aware of the impact their work has on the environment. However, they often do not have the knowledge or tools to implement more sustainable practices in their day-to-day work. This compact online seminar gives insight into helpful strategies and tools to work in a more environmentally friendly way and shows that sustainability and economic success do not have to be mutually exclusive.

Funders



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RECHTSANWÄLTE

SKW
Schwarz
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* Can be booked separately

FURTHER PROGRAMS

AUDIOVISUAL WOMEN

APPLICATION DEADLINE: SEPTEMBER 05, 2022

NEW PROGRAM!

AUDIOVISUAL WOMEN is a new leadership program for female professionals in mid- to senior level management positions that sets out to enhance the women's skillset to enable and empower them to master current industry challenges, develop innovative business models and embrace the opportunities of digitization. It addresses female managers working across the value chain in the European audiovisual industry, offering a highly interdisciplinary and unique approach to training and professional development. Besides the female professionals, the program also includes the hiring managers of their companies.

The program offers a combination of tailor-made live on-site and online training, 1:1 business coaching, exclusive networking opportunities and a self-study phase with access to innovative online courses. It allows for a holistic and interactive experience and equips the women with the necessary skills to thrive in an ever-changing industry.

Funder
(as part of the
NEXT STEPS program)



Partners



SERIES' WOMEN

APPLICATION DEADLINE: SEPTEMBER 19, 2022

Online Info
Session
Sep 6,
18:00 (CEST)

SERIES' WOMEN, the first career enhancement program for female producers in the European drama series industry, enters its next edition. The program, which will kick-off in late 2022, will once again combine a broad variety of elements, including state-of-the-art training opportunities addressing topics such as visibility, leadership and digital entrepreneurship, curated 1:1 mentoring by senior industry experts and pitching coaching by a designated expert. Networking opportunities at two of Europe's most important industry markets and direct access to decision makers and top industry players round off the program and will further boost the producers' careers.

New to the program is a diversity training directed at hiring managers or respective decision makers in the producers' companies. Through this online training, SERIES' WOMEN addresses the topic of gender equality and diversity not only at an individual level by supporting the producers, but sets out to enable change at the organizational level and make companies more competitive and sustainable in the process.

Funder
(as part of the
NEXT STEPS program)



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MASTER'S PROGRAM EUROPEAN FILM BUSINESS AND LAW LL.M. | MBA

The executive master's degree program equips professionals and executives in film and TV with the necessary skills and tools to master new challenges for the European audiovisual and entertainment industry with competence, ensuring the sustainable development of their companies and an overall dynamic market growth in Europe. The program offers comprehensive insights into the European audiovisual and entertainment landscape from a business as well as a legal perspective.

The program will start in October 2022 with online lectures and selected study weeks in Potsdam. Applications for the second edition will be open from **May 2023**.

A project by



GERMAN-LANGUAGE PROGRAMS

VIRTUAL PRODUCTION LAB

The Virtual Production Lab teaches the fundamentals and core competencies in the areas of Virtual Production and Mixed Reality Production. The Lab is composed of practical exercises on a cutting-edge LED-Stage, lectures and theoretical knowledge transfer, discussion rounds and networking opportunities.

The first edition ran in March 2022, a second international edition is planned for spring 2023.

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CERTIFICATE COURSE FILM PRODUCTION MANAGEMENT

Practical, in-service training in three modules

The flood of productions in both the entertainment and fiction sectors has led to a major shortage of skilled workers in the professions of production management. Topics include team management and accounting, financing and budgeting, and media law.

A cooperation between Film University Babelsberg KONRAD WOLF and the Erich Pommer Institut.

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Sparkx

Sparkx - the Leadership Program for Women in Media and Culture equips women in leadership positions with techniques and knowledge.

In three interrelated modules, the program includes topics like leadership, communication and change management.

The program, which lasts several months, also offers participants a space for exchange and a sustainable industry network.

MASTER'S PROGRAM DIGITAL MEDIA LAW AND MANAGEMENT LL.M. | MBA

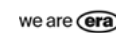
The digital transformation in the media industry opens up new business areas, disruption and revenue models in a complex legal environment.

Through an mixture of theory and practice, specialists and managers are trained to work at the intersection of Creative – Legal – Business.

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COMPACT SEMINARS

The Erich Pommer Institut offers a variety of compact seminars. Their unique element is the focus on legal and economic issues in the media industry with a high level of practical relevance and a large network of experts and industry professionals. The industry-oriented approach generates expertise and consulting competence to provide impetus for politics and businesses.

The Erich Pommer Institut (EPI) is one of the leading professional training providers in the German and European media landscape and an independent industry think tank.

With expertise in media law and economics, EPI accompanies the process of digital transformation in the media industry in a variety of formats and publications.

The EPI was founded in 1998 as an independent non-profit company in Potsdam-Babelsberg and is an affiliated Institut of the Film University Babelsberg KONRAD WOLF and the University of Potsdam.



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BLICKPUNKT: FILM

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