



International Producing

Further Education Program

Application Details 2010



»International Producing« – Producing Now!

Are you a young professional working in film or television with a desire to produce movies for an international audience?

Maybe you know how films are made (technically) but not how to get them made (entrepreneurially). Maybe you've noticed that the way films are reaching audiences worldwide these days is undergoing a revolution – and this means that movies have to be financed from international sources using completely new business structures.

Producing Now!

The course at the ifs internationale filmschule köln will confront you with models of producing in action, from all over Europe and the US, illuminated by practitioners who have both succeeded and failed.

Guest tutors will offer lectures giving insight into their segment of the film business. Intensive and in-depth case studies of individual productions and business models will outline and clarify the current challenges facing producers today. Practical tasks will give you the opportunity to apply your newly gained knowledge in your personal career planning.

The course will immerse you in an international business world that is changing faster now than at any other time. It will help you develop the experience and discover the skills in yourself that will tell you what kind of producer you could be.

- What does it mean to be a film producer now?
- What kind of company should a producer have?
- What kind of producer are you?

As a participant you will find answers to the central questions of the course:

Finding Material: developing a project, working creatively with a director

Film ideas are the basis for every script development. Successful producers and filmmakers explain how to perform an artistic as well as an economic analysis of your ideas. You identify the criteria for potentially successful film ideas that travel borders and the various methods of finding them. You discover how to consciously work with prevailing trends and extraordinary filmmakers.

Finding Money: financing from international sources, making deals, running a business

Renowned specialists from all over Europe will teach you the »terms of trade« of international film financing: How do you secure your rights on a film project? How do these rights translate in the different markets and revenue opportunities? How can you obtain access to public funds, national and international funding programs, reserve funds, and personal investments, and how can you effectively include them into your financing plan? How do international co-productions really work?

Finding Markets: marketing a concept, casting, planning promotion and distribution

Today the global community offers more and more possibilities to market, promote and distribute your film. Independent films in particular require a concept right from the start that outlines how to take advantage of these possibilities and reach their audience without a worldwide campaign. International festivals and film markets gain new importance as a means of attracting business partners. What can you do to have your film shown and how do you make people pay for it? Where and for how long can your film have a life and prosper?

Mentors

Simon Perry, Chief Executive of the Irish Film Board

Lynda Myles, Head of Fiction Direction at the NFTS, London

Target Group

The further education program »International Producing« is aimed at young producers, who are currently graduating from film schools and young professionals who recently started working in the field of, for example, film, television, finance, distribution.

Program Plan

The program consists of five 3-day workshops each taking place from Friday to Sunday. All the workshops take place in Cologne, Germany.

Fees

Professionals	1,250 euros
Young professionals graduating from film schools	750 euros

Workshop Dates

Workshop 1:	03–05 September 2010
Workshop 2:	17–19 September 2010
Workshop 3:	22–24 October 2010
Workshop 4:	26–28 November 2010
Workshop 5:	14–16 January 2011

Application Deadline Friday, 4 June 2010

Participants approx. 12 participants

Lecturers Please find an overview of our lecturers on our website.

Workshop Language English

Important Information Concerning the Application Procedure

Application Documents

Please send your application documents in English. Note that we require **6 copies** of your application. Your application must include the following:

1. Registration Form

Fully and correctly completed and signed, including the Obligation Declaration of the Applicant and a photograph.

2. Curriculum Vitae

Tabular: including all occupational and personal experience.

3. Profile

Give a short description of your professional career with a specific focus on production and what you have gained from your personal experiences so far.

Develop a future scenario for yourself as a producer in an international context. How would you like to collaborate with international partners? What kind of films would you like to produce? Where would you like your films to be shown? (max. 2 pages)

4. Example

Name a film created through an international co-production that has inspired you. Please state the reasons for your choice. Explain where in your opinion the contextual and economic potential of the project lays. Was the film a success? (max. 1 page)

Application Procedure

The participants are selected by a panel of international experts. For further inquiries, we will contact you by phone.



Obligation Declaration of the Applicant

I hereby declare that in the case I am admitted to the further education program »International Producing«, my participation in the program shall be subject to the »General Conditions for Study Programs and Further Education Programs at ifs internationale filmschule köln gmbh« included with this Obligation Declaration. The further education program »International Producing« takes place in the period from September 2010 to January 2011. The fees are 1,250 euros for professionals and 750 euros for young professionals graduating from film schools.

I hereby undertake to pay a cancellation processing fee of 50 euros should I decide not to participate in the further education program »International Producing« after having been accepted.

I am aware that this Obligation Declaration does not in any way entitle me to participate in this further education program.

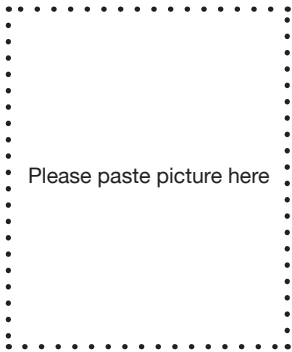
I confirm that I have read and understood the information and instructions regarding the application procedure and requirements. I confirm that I have also read and understood the above-mentioned conditions for participation and the »General Conditions for Study Programs and Further Education Programs at ifs internationale filmschule köln gmbh« included with this Obligation Declaration, and I fully accept them and agree to abide by them.

I further declare that I agree that my application documents will not be returned to me and that they will be destroyed after completion of the application assessment procedure. The ifs internationale filmschule köln gmbh reserves the right to archive one copy of the application form for its records.

Place, Date

Applicant's Signature





To
ifs internationale filmschule köln
»Glückauf-Haus«
Werderstrasse 1
50672 Cologne
Germany

Registration Form

Registration

I hereby apply for admission to the further education program
International Producing taking place from September 2010 until
January 2011 at the **ifs** internationale filmschule köln.

Address and Personal Information

(Please print clearly in capitals)

..... First Name Surname
..... Date of Birth Place of Birth
..... Nationality Street / No.
..... Postal Code / City Phone Number / Mobile Phone Number
..... E-mail Education
..... Highest Degree Achieved Language Skills

Where did you first hear about the ifs / the further education program »International Producing«?

General Conditions for Study Programs and Further Education Programs at ifs internationale filmschule köln gmbh

1 Scope

“ifs internationale filmschule köln gmbh” (hereinafter referred to as “ifs”) provides young filmmakers with initial and further training for the film and television industry. To this end, ifs offers workshops, other further education programs, and study programs (each hereafter referred to as “Program”). The conditions below regulate the relations between ifs and the participants and students in the ifs programs (hereinafter termed “Participants/Student”). The General Conditions below shall apply in the version valid at the time of conclusion of the contract. Any provisions deviating therefrom shall only be deemed valid if ifs has expressly agreed to their validity in writing.

2 General provisions

2.1 Contract period / Contents

2.1.1 The duration of the contract shall be determined by the Contract between the Participant/Student and ifs.

2.1.2 ifs, represented by management or representatives appointed by management, shall lay down program times, payment and other terms that shall be binding on the Participant/Student and shall notify the Participant/Student thereof in writing in good time. The breakdown, structure and contents of the Programs shall be specified in the Program description, which the Participant shall receive at the start of the Program.

2.1.3 All contract times shall be binding on the Participant/Student after they have been defined. Participants/Students have the express duty to attend. This duty includes programs on weekends (Saturday and Sunday) and public holidays. Any unjustified absence, even if only temporary, shall entitle ifs after prior warning to pronounce extraordinary cancellation of the Contract.

2.1.4 In the case of failure to comply with the defined submission deadlines and other contract times without excuse or in the event of other absence without excuse or approval ifs is entitled to extraordinary cancellation. In the event of repeated non compliance, ifs shall also be entitled to declare extraordinary cancellation of the Contract with the Participant/Student without warning and without notice period.

2.2 Inability to attend

2.2.1 All Participants/Students must obtain the prior consent of ifs for any forced absence – even if only provisional – and for the anticipated duration of the same. If Participants/Students are absent due to illness, they must notify ifs promptly on the day of absence. In case of longer absences due to illness, Participants/Students must submit a doctor's note about the nature of the illness and its anticipated duration no later than the end of the third calendar day after the period of absence begins. Should the illness last longer than anticipated, another doctor's note must be submitted within three days of the date the Participant/Student was initially supposed to return. In all cases of absence, Participants/Students are themselves responsible for making up missed material.

2.2.2 If a doctor's note hasn't been submitted within 14 days after the beginning of a Participant's/Student's absence, the absence will be considered unexcused.

2.3 Naming, Confidentiality, Press and PR Work, Data Protection

2.3.1 The contract parties mutually empower each other to quote the name of the other party even after termination of the Program for their own advertising purposes. There is no obligation in this respect. This naming empowerment may be cancelled without having to give reasons.

2.3.2 The Participant/Student undertakes, during the duration of the Contract and after expiry thereof, to observe strict confidentiality concerning any conditions and relations of ifs and any of its business and operating secrets that may become known to the Participant/Student.

2.3.3 ifs shall be entitled to distribute and publish in its own publications any portraits of the Participant/Student deriving from ifs events, unless such action is against the legitimate interests of the Participant/Student. The Participants/Students are available to a reasonable extent for press conferences and other public appointments at the specific request of ifs.

2.3.4 The Participant's/Student's personal data (name, address, telephone and fax numbers, email address, date of birth, academic degree and area of study) may only be stored, processed, or given to participants of the program or lecturers and staff of the ifs in direct connection with ifs program participation.

2.4 Attendance fee / Tuition fee

The attendance fee/tuition fee is laid down in the Contract of the Participant/Student with ifs and must be paid after receipt of the invoice into the account specified in the invoice. ifs is entitled to exclude the Participant/Student from the

Program until complete payment of the attendance fee/tuition fee or to declare extraordinary cancellation of the Contract after expiry of the payment deadline, thereby enabling third parties to participate in the Program.

2.5 Cancellation of the Program

If the Program fails to take place, a proportionate refund of the attendance fee/tuition fee shall only be made by ifs if ifs is responsible for the full or partial cancellation of the Program. ifs shall only be liable for deliberate intent or gross negligence. In the event of partial or predominant absence of the Participant/Student, in particular if the Participant/Student is responsible for the said absence, no refund shall be made. ifs may in individual cases decide otherwise at its own discretion; the Participant/Student has no contractual claim to such exemption.

2.6 Production

All productions carried out with the support of ifs are to follow the production guidelines handed out to Participants/Students at the beginning of the Program.

2.7 Contract termination

2.7.1 Subject to the extraordinary cancellation right, the Contract shall terminate on completion of the Program, without requiring further explanation. Particularly in those cases when a Participant/Student is unable to complete the program due to grave personal reasons, he or she reserves the extraordinary cancellation right.

2.7.2 All workshops and further education programs are excluded from ordinary cancellation. For the study programs paragraph 3.4 applies.

2.8 Property / Liability

2.8.1 All teaching aids and other documents made available to the Participant/Student shall remain the property of ifs. The Participant/Student shall take due care of the teaching aids etc. and shall return them immediately and in full to ifs on request and at the latest after termination of the Contract.

2.8.2 ifs shall only be liable for damage and loss of objects owned by or in the possession of the Participant if ifs is guilty of deliberate intent or gross negligence.

3 Special conditions for study programs

3.1 The provisions of this section apply exclusively to the study programs at ifs.

3.2 Students must take intermediate exams during the study program and final exams at the end of the program. The scope and format of these exams are laid down in detail in the ifs examination regulations. Students must pass the intermediate/final exams to continue with the rest of the study program.

3.3 The attendance fee must be paid at the beginning of each semester of the program after receipt of an invoice.

3.4 Both contract parties reserve the right to cancel the contract at the end of each semester within a deadline of one month. The cancellation must be in writing and must indicate the reasons for the cancellation. Both parties have to orientate themselves on § 70 HG NRW.

In addition ifs is authorized to declare an extraordinary notice of cancellation after admonishing the Student, on account of a repeated failure of the Student and, or the continuation of the study program is not possible any more.

Continuation of the study program is not possible if the current achievements of the Student do not allow an expectation of successful participation in the study program any more as a result of repeated breach of his duties in the agreement. If the Student decides to give up the studies before the end of the current semester, ifs decides in her own discretion on a proportionate restitution of the tuition fees for the current semester.

4 Final provisions

4.1 If any individual provisions of these Conditions are or become null or invalid or contain errors of form or omissions, the validity of the remainder of the Contract shall not be affected thereby. The contract parties hereby undertake to replace or supplement any invalid or non-executable provisions or any omissions by provisions that come as close as possible to the economic aim of the parties concerned.

4.2 The contractual relations between the parties shall be governed by German law. Insofar as legally permissible, the parties hereby agree that Cologne shall be the exclusive place of performance and jurisdiction for all disputes arising from the present contract.

Date: 15. July 2008



ifs internationale filmschule köln gmbh
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