PERFECTING YOUR PITCH

First impressions are an important ingredient of social and business relationships. Of course this is also true for your first pitch. So what do you do when you meet a producer, agent, studio, or network executive for the first time? How do you react when a pro asks about your latest screenplay?

These questions have actual »correct« answers, and Hollywood insider Kathie Fong Yoneda is the go-to expert to guide you through the rough industry waters. In this workshop she'll give you the tools and information you need to have the confidence to meet and greet the people who can assist in your big break or take your career to the next level.

In addition, pitching skills may also help develop your projects in the first place. They can strengthen the story, clarify character and plot, and help you work more successfully with collaborators in the film and TV industry. This compact course shows how the pitching process can be a natural and enjoyable aspect of the craft.

Kathie Fong Yoneda

Kathie Fong Yoneda has worked in film and television for more than 30 years. She has held executive positions at Disney, Touchstone, Disney TV Animation, Paramount Pictures Television, and Island Pictures, specializing in development and story analysis of both live-action and animation projects.

She is an internationally known seminar leader on screenwriting and development and has conducted workshops in France, Germany, Austria, Spain, Ireland, Great Britain, Australia, Indonesia, Thailand, Singapore, and throughout the U.S. and Canada.
Target Group
Screenwriters, directors, producers, and other professionals working in the story development process for serial formats.

Date
May 10, 2020 (1 day / 10 am – 5 pm)

Registration by
April 17, 2020

Number of Participants
max. 20

Language
The workshop will be held in English.

Fee
Regular participants: 90 euros
ifs alumni and current ifs students: 60 euros

Registration
Registration for this class will be on a »first come – first served« basis, provided the applicant meets all formal requirements.

Registration Documents
• Registration Form and Declaration of the Applicant (fully completed and signed)
• Curriculum Vitae in English (including all professional experience)

Please note that only complete registrations will be accepted.

Financial Support
Participants may be eligible to obtain financial support to cover the program fee through the following measures:
• The Grant Voucher of the Continuing Education Grant (»Bildungsprämie«) is funded by the German Federal Ministry of Education and Research as well as the European Social Fund of the European Union. Please note that the Grant Voucher must be available at the time of invoicing. For more information visit www.bildungspraemie.info.
• The Educational Check (»Bildungsscheck«) of the State of NRW: The »Bildungsscheck« finances up to half of the costs of educational programs. Please note that the »Bildungsscheck« must be submitted with the application. For more information visit www.bildungsscheck.nrw.de.

Contact
Carolin Große Hellmann | Head of Serial Storytelling / Further Education Screenwriting |
T 0221 920188-261 | screenwriting@filmschule.de
Registration Form
I hereby apply for admission to the workshop »Perfecting Your Pitch« with Kathie Fong Yoneda
(May 10, 2020)

Personal Information

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Where did you first hear about the ifs / this workshop?

☐ I hereby authorize the ifs internationale filmschule köln gmbh to send me information via email or post about future study and further education programs as well as other activities of the ifs internationale filmschule köln gmbh. I also agree that the aforementioned personal data may be processed and used for such purposes also after the end of the seminar. I can revoke this consent at any time without any reason and without reprisal. The ifs internationale filmschule köln gmbh guarantees that it will safeguard data privacy without any restriction and that my personal data will not be transmitted to any third parties.

Please find here our data protection notice: www.filmschule.de/en/ds

Obligation Declaration of the Applicant
I hereby declare that in case I am admitted to the workshop 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 participation fee is due with registration for the workshop and invoicing by the ifs internationale filmschule köln gmbh. I hereby undertake to pay a cancellation processing fee of 80% of participation fee – should I decide not to participate in this program after having been accepted.

I am aware that this Obligation Declaration does not in any way entitle me to participate in the seminar.

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

Signature
must notify ifs immediately on the day of absence. In case of longer absences the Participant/Student is absent due to illness, Participant/Student must obtain the prior consent of ifs for any extraordinary termination of the Contract without warning and without notice to doubling of topics. In rare cases this duty of compulsory attendance includes classes on weekends (Saturday and Sunday) and public holidays. Any unjustified absence, even if only temporary, shall entitle the ifs to declaring the Participant/Student to declare extraordinary termination of the Contract. In 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 its shall entitle ifs to declare extraordinary termination of the Contract. In the event of repeated non-compliance, ifs shall also be entitled to declare extraordinary termination of the Contract without warning and with notice without further notice. 2.2.2 If a medical certifi cate of the Participant/Student is accepted by the Participant/Student, the attendance of the Participant/Student is compulsory. In cases of force majeure or health reasons the Participant/Student may be excused from attending lectures or other educational activities. 2.2.3 The Participant/Student shall receive at the start of the Program. 2.3 Press and Public Relations Work, Naming, Data Protection, Confidentiality, Development of Topics 2.3.1 The Participant/Student undertakes to observe strict confidentiality concerning all productions carried out with the support of ifs. The Participant/Student is responsible to catch up its omissions. 2.3.2 The Participant/Student must meet the conditions of use of all teaching materials and other documents made available to the Participants/Students by ifs. All teaching materials and other documents made available to the Participants/Students by ifs. All teaching materials and other documents made available to the Participants/Students by ifs. 2.5.1 If the Program fails to take place completely or in parts, a propor-tionate 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. The ifs shall only be liable for damage and loss of objects owned by the Participant/Student or which have been in the possession of the Participant/Student. The provision is to continue with the rest of the Study Program. 2.5 Cancellation of the Program 2.5.2.1 If the Program is terminated according to the rules for partial or predominance of a participiant, in particular, if the Participant/Student is responsible for such absence, a refund of the attendance fee/tuition fee is excluded. The ifs may in individual cases decide otherwise at its own discretion, the Participant/Student has no claim to such exemption. 2.8 Property/Liability 2.8.1 All teaching materials and other documents made available to the Participants/Students by ifs. All teaching materials and other documents made available to the Participants/Students by ifs. All teaching materials and other documents made available to the Participants/Students by ifs. 2.8.2 The ifs shall only be liable for damage and loss of objects owned by the Participant/Student or which have been in the possession of the Participant/Student. If ifs acts grossly negligent or deliberately. 3 Special Conditions for Study Programs 3.1 The provisions of this section apply exclusively to all Programs which are bachelor and master study programs at ifs (hereinafter referred to as “Study Programs”). 3.2 The Student must take intermediate exams during the Study Program and final exams at the end of the Study Program. The contractual relations between the parties shall be governed by German law (BGB, allowing the attendance fee/tuition fee is or become null or invalid or contain errors of form or omissions, the validity of the remainder of these General Conditions and of the Contract shall not be affected thereof. 4.4.2 The contractual relations between the parties shall be governed by German law (BGB, allowing the attendance fee/tuition fee is or become null or invalid or contain errors of form or omissions, the validity of the remainder of these General Conditions and of the Contract shall not be affected thereof. 4.4 Final Provisions 4.1 If any individual provisions of these General Conditions and/or of the Contract are or become null or invalid or contain errors of form or omissions, the validity of the remainder of these General Conditions and of the Contract shall not be affected thereof. 4.2 The contractual relations between the parties shall be governed by German law (BGB, allowing the attendance fee/tuition fee is or become null or invalid or contain errors of form or omissions, the validity of the remainder of these General Conditions and of the Contract shall not be affected thereof. 4.3 The ifs in only entitled to store, process or communicate to other parties to participate in the Program at the end of each semester with a notice period of one month in advance. The termination must be in writing and must indicate the reasons for the termination. Thereby the parties have to orientate on section 51 of the Higher Education Act of North Rhine- Westphalia. In addition to the examples for reasons of extraordinary termination listed in section 2.7.2, ifs is particularly entitled to declare extraordinary termination of the Contract after admonishing the Participant/Student. If a Student decides to terminate the Study Program before the end of the current semester, ifs decides at its own discretion about a proportionate refund of the tuition fee for the current semester. 4. Final Provisions 4.1 If any individual provisions of these General Conditions and/or of the Contract are or become null or invalid or contain errors of form or omissions, the validity of the remainder of these General Conditions and of the Contract shall not be affected thereof.