



## **PROFESSIONAL COACHING FOR PRODUCERS**

**an EAVE Workshop  
in association with Dubai International Film Festival**

The Dubai International Film Festival is offering a high quality professional development programme for film producers from Arab countries in December 2009. The programme is a joint venture between the Festival's Industry Office and European Audiovisual Entrepreneurs (EAVE), one of Europe's leading training and development organisations. This follows two very successful editions which took place at the Festival in 2007 and 2008.

### **When and where?**

The programme will take place from December 10 to December 14 inclusive in Dubai. The Dubai Film Festival will pay participants' travel and hotel costs. Candidates successfully selected for the programme will be asked to pay an admission fee of USD 100.

### **What is the programme?**

The programme, to be delivered by experienced producers and experts, including group leader Roshanak Behesht Nedjad and script consultant Jacques Akchoti, from both Arab and European countries, will include sessions and training on:

- the role of the producer
- script development
- legal issues of production and co-production
- budgeting, finance and financial planning
- finance in the Region and Europe
- pitching and presentation
- marketing and packaging
- sales and distribution

The programme will be delivered through a mix of plenary sessions, individual meetings, group discussion, expert panels and case studies. Participant's projects will be discussed in individual meetings with script consultants as well as with each other in group sessions. There will also be individual pitching and presentation training. The week will conclude with a presentation of the projects to leading industry figures.

There will plenty of time for participants to network with each other and to build relationships for future collaboration across the Arab countries and with Europe.

## **Who is it for?**

The programme is aimed at producers who are already active in the industry and will have already produced, for example, a feature, documentaries, short films, music videos. It is not aimed at rather experienced producers who are already very familiar with the regional and European film producing environment.

The programme will be conducted in English.

Applicants should apply with a project they are in the process of developing since the programme will feature development of the projects through group and individual discussion. Projects can be fiction, documentary or animation and there is no specific requirement about genre, type or length.

## **Comments from previous participants**

*'Along with Jacques (script consultant), Roshi (group leader) the group work was the most valuable part of the workshop for me. And not just for my own project. I found it almost just as valuable to be part of the discussion of other projects. This workshop was a great opportunity'.* Jackie Sawiris, Jordan, 2007 Workshop.

*'This initiative has been very helpful and, beyond that, very important to reassure that establishing and developing independent film making and producing in our countries and regions is a 'must' and it is only me/we who are able to make it real in the coming years'.* Vrej Kassouny, Syria, 2007 Workshop

*'The workshop has been very good in all aspects'.* Amar Raheed Othamn, Iraq, 2008 Workshop.

*'I found the workshop extremely helpful. For me it worked on two fronts: what I learnt through the content of the workshop and what I gained from getting to know the other participants and their work'.* Khalid Abdulla, Egypt, 2008 Workshop.

## **Making an application**

Applications can be received from: Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine Territories, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, Yemen.

Application forms can be obtained at [www.eave.org](http://www.eave.org)

If you require further information please email:  
Alan Fountain, Head of Studies ([fountain@eave.org](mailto:fountain@eave.org)) or  
Esther Krausz, Workshop Manager, [esther@eave.org](mailto:esther@eave.org).

You can also obtain more information about European Audiovisual Entrepreneurs, the workshops we manage and our approach to training, development and networking at [www.eave.org](http://www.eave.org).

**The deadline for receipt of applications (by email) is September 21, 2009.**