

EURODOC
Executives Seminar

by
**Erkki Astala
& Thierry Garrel**

2011

Programme

Public Television plays a paramount role in documentary films in Europe and in the world.

For many years, the annual meetings of "INPUT" ensured creative and productive exchange between commissioning editors for documentaries and independent producers and deeply influenced the entire world of creation where the documentary plays a crucial role.

Today a number of documentary markets all around the world mostly emphasize business and therefore sacrifice sharing of experiences and reflection.

EURODOC EXECUTIVES SEMINAR aims to open a new meeting platform to enable exchange, transmission and reflection on the tasks of commissioning executives, and furthermore to expand on the developments of the documentary world and its developing professions.

The seminar takes place in two complementary sessions:

The first session is oriented towards the commissioning of films, the relationship with producers and authors, from project to broadcasting.

The second session focuses specifically on programming and, more generally, on distribution of creative documentaries.

Croatia, June 2011 – 6 days

The business of being a commissioning editor,
From the idea to the screen,
Based on case studies with the participation of all
the players involved in the genesis of a programme.

France, September 2011 – 5 days

What does the future hold ?
From new production methods,
To new forms of broadcasting and cross-media.
Meetings with the best experts in the field.



Specialized international experts are invited for each session of the seminar, bringing with them different perspectives and contexts. The experts and the participants will actively provide, through concrete examples, the substance of the discussions.

This way, the seminar clarifies the many aspects of the profession as commissioning editor:

Creative commissioning

From the subject to the project, motivation and narrative strategies; developing a documentary culture; how to make choices; the three-way pact ("the golden triangle") director/producer/broadcaster; challenges behind creation and financing plans; supporting the artistic process; monitoring stages of editing; diversity in documentary writing; ensuring programming, promotion and broadcasting.

In-house strategy

Speculating on supply and demand; envisioning a "programme" for programmes; conceiving a slot (format, budget, supply, audiences); from acquisition to commissioning via coproduction; participating to the design of the programme schedule; beyond ratings, going from impact to success; winning over or building up interest among viewers; asserting creativity, capitalizing on success.

And the economy

Cultural and political economy; public television versus commercial television; institutional financing and international coproductions;

Networking, professional platforms; promoting programming policy; inventing new economical models; cross-media,

On the way to a documentary cyberworld.

The programme of the seminar is based on three elements:

- Lectures and discussions with **GUESTS**: each morning is dedicated to one or several guests, prominent members of the international documentary community; experienced directors, producers, editors, distributors, or commissioning editors, who are invited to speak about their work from a specified point-of-view and often base on one film which the participants will see before the session.
- Each afternoon, an in-depth discussion are conducted on one or several **CASE STUDIES** proposed by the participants : these are concrete cases, projects, issues, problems, that a participant is currently working on; this can be a documentary film project in development or in progress, but also a concrete question of programming, policy, etc. The participants are invited to propose the cases before the session to enable the tutors to prepare coherent exchanges between the guests and the participants.
- At the beginning and/or end of each day's programme, time is set aside for **ONE TO ONE MEETINGS** between participants and tutors to discuss professional questions of their choice.

Throughout the programme, participants are encouraged to take part in the discussion, and share their thoughts, concerns, and innovations with others. The active engagement between participants and guest, professionals in the field, generates a rich exchange of ideas, as well as develop professional skills and networks. All of which contributes to build a better future for the entire documentary community, and provide a platform for a early gathering of commissioning editors of the world.

Tutors

Two prestigious commissioning editors are in charge of the programme: **Thierry Garrel**, ex-Head of the documentary programme unit at Arte France and **Erkki Astala**, Head of co-productions at YLE Television (Finland).

The producer **Jacques Bidou** is the Head of Studies of the EURODOC programme.

Anne-Marie Luccioni is the director of the programme.

Participants

- Commissioning executives from the documentary departments of the broadcasters
- Executives for documentaries from Film Funds working on regional, national or European level
- Executives from institutions that fund documentary projects

A maximum of 15 participants will be selected. Five participants from "third countries" (outside Europe) will be welcomed to the seminar, in the framework of the MEDIA Mundus programme.

- **Working language**: The working language of the seminar will be English.
- **Training fees**: The pedagogical cost amounts to 2.600,00 € for the two weeks of training programme. The participants are also responsible for travelling and accommodation costs for each session.

The deadline for applying is March the 1st, 2011.

Participants feedback

EURODOC Executives Workshop has helped me to grow intellectually & creatively in order to enhance the genre of documentary in developing countries. **Andile GENGE – SABC, South Africa**

EURODOC provided me with an incredible opportunity to network with colleagues and experts from many parts of the world who share in the mission of public television and documentary filmmaking. The organizers and facilitators created an open learning environment for the participants to share their knowledge, experiences and ideas along with providing us access to some of the best and brightest experts working in the international documentary field. I feel very fortunate to have had this opportunity and the information I gained will impact my work in the future. **Jim Sommers – ITVS, U.S.A.**

As I see it, creative documentaries striving to be fully accomplished pieces of work, have strong support by the commission editors in public broadcasting, funds and institutes. We want to see the continuation of independent voices, important art pieces, documentations or expression of our time. My conclusion for the gathering of commissioning editors is that we all want quality films and that the diversity of documentary forms, content and platforms demands clearer and stronger quality branding of films, authors, production companies and defined viewing-platforms. We all must be more daring! **Maria Fuglevaag Warsinska-Varsi – Norwegian Film Institute - Norway**

Share you ambitions, become stronger in defending documentaries with your peers around the world. **Laura Longobardi – EBU**

Une occasion de réfléchir sur le métier, de confronter différents points de vue et manières de travailler. Echanger sur les problèmes rencontrés, mais aussi sur les solutions envisagées, les objectifs à venir, l'évolution et l'avenir des paysages audiovisuels. C'est aussi la possibilité d'aller à la rencontre d'autres paysages audiovisuels et pourquoi pas de mettre en place des ponts entre pays. Une manière intelligente d'élargir son réseau socio-professionnel. **Ali DELICI – Arte France**

I also very much liked the choice and the number of guests: every second day thereby was a new approach through their eyes and experience, and there was always new energy in the group. The coming together of great participants from different countries, the two dedicated tutors and the many and diverse guests was just spectacular - as you can rarely meet, in one week, such a bunch of very interesting, engaged and lightful people. **Anita HUGI – SF Schweizer Fernsehen, Switzerland**

Creativity and growth do not only lie in originality - but in an honest exchange of both ideals and ideas. EURODOC is an ideal that turns reality into an idea that lasts forever! **Neiloe KHUNYELI – National Film & Video, South Africa**



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