

REGISTRATION

Please send your registration form by mail or
fax +49 (0)331-721 28 81 or register at www.epi-media.eu

Admission requirements

Residents in countries participating in the MEDIA Programme,
proficiency in English, 30 participants will be admitted

Mr. / Mrs. / Title	Telephone
First name	Fax
Last name	E-Mail
Company	Address
Function / Title	Postcode / Location / Country

I would like to register for the following seminar:

- RIGHTS CLEARANCE**
March 17th – 21st, 2012 in Berlin
- EUROPEAN CO-PRODUCTION**
October 24th – 28th, 2012 in Berlin
- DIGITAL STRATEGIES**
November 21st – 25th, 2012 in Vienna

Participation and cancellation fees:

Regular participation (incl. accommodation and meals):
1st person € 1.250,- | 2nd person from same company € 900,-

For residents (excl. accommodation, incl. meals):
1st person € 770,- | 2nd person from same company € 500,-

The fee has to be paid on receipt of invoice by the Erich Pommer Institut. After registration you will get a confirmation. Cancellation will only be accepted in written form and is free of charge up to three weeks before the activity begins. In case that the cancellation is effected 8 to 21 days prior to scheduled beginning of the Seminar, 50% of the participation fee is due. If cancellation is effected less than 8 days prior to the commencement or participant fails to appear without cancelling, the participation fee has to be paid in full.

The fee does not cover the costs for travel. The Erich Pommer Institut offers a limited number of grants for travel, accommodation and fee. Please consult the general terms and conditions at www.epi-media.eu.

Place, Date	Signature
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CONTACT

For further information:

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ESSENTIAL LEGAL FRAMEWORK 2012

RIGHTS CLEARANCE

EUROPEAN
CO-PRODUCTION

DIGITAL STRATEGIES

Comments

“Truth and pain. A very entertaining learning experience.
5 out of 5 stars!”

HC Vogel, Plan B Film GmbH, Switzerland
Rights Clearance 2010



“I have told all my colleagues in Bulgaria how
great the workshop was, because I really feel this
way. You rarely have an opportunity to meet such
high level experts. As producers, we have to deal
with legal issues on a daily basis and I think this
will be extremely useful for me and our company!”

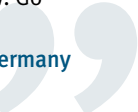
Georgi Ivanov, Chouchkov Brothers Ltd., Bulgaria
Rights Clearance 2010

“I participated in two seminars organized by the EPI
and found them very well organized and highly-
demanding regarding their content. I have met great
people and business partners there. EPI became for
me a brand I trust.”

Tamás Joó, Mars Motion Pictures, Hungary
European Co-Production 2010

“The workshop proved an excellent choice for us
as producers. Instead of focusing on what is all
lost, we learnt to see what we will gain. Since then
our approach to our own projects has totally
changed, and we feel much better equipped for the
change that we are all experiencing right now. Go
and take this class! Everyone, anywhere!”

Roman Paul, Razor Film Produktion GmbH, Germany
Digital Distribution Strategies 2011



ESSENTIAL LEGAL FRAMEWORK

The Erich Pommer Institut offers training events that are designed to meet the specific needs of the European audiovisual industry. Our goal is to enable film and TV professionals to update and deepen their knowledge fast and effectively.

- » **Relevant topics**
- » **Hands-on information**
- » **Internationally acclaimed experts**
- » **Relaxed networking**

TRAINING EVENTS IN 2012:

RIGHTS CLEARANCE

March 17th – 21st, 2012 in Berlin / Germany

EUROPEAN CO-PRODUCTION – Legal and Financial Aspects

October 24th – 28th, 2012 in Berlin / Germany

DIGITAL STRATEGIES – Financing, Marketing and Distributing 2.0

November 21st – 25th, 2012 in Vienna / Austria

The seminars offer compact information with an emphasis on legal and financial aspects and can be booked separately.

Target Group

The training events are created for professionals from the Film and Television industry, such as producers, distributors, commissioning editors, TV broadcasters, bankers and entertainment lawyers.

Registration

No application procedure, no registration deadline!
Seats will be allocated on a first come, first serve basis.

Participation fees

Regular participation (incl. accommodation and meals):
1st person € 1.250,00 | 2nd person from same company € 900,00

For residents (excl. accommodation, incl. meals):
1st person € 770,00 | 2nd person from same company € 500,00

RIGHTS CLEARANCE

March 17th – 21st, 2012 in Berlin

Scripts based on real stories, a Warhol poster in the background of a scene, and a protagonist humming a Robbie Williams song – not all rights contained in a script or a film are that obvious. Only a detailed analysis can avoid cost-intensive pitfalls.

This seminar offers the practical knowledge to identify and clear rights in film and TV fast and effectively. Teaching will combine theoretical and practical work on the case including best practices and strategies.

- » **Clearing copyrights, personality rights, music rights**
- » **Individual training**



Topics

- Clearing personality rights
- Everybody's nightmare? Clearing music rights
- Trademarks and artworks in film and TV
- Who is paying? How E & O insurance works
- Global perspective: Cases in different national jurisdictions
- Learning from the US: Rights clearance management at a US Major

Experts (amongst others)

Antonella Barbieri, Portolano Colella Cavallo Studio Legale, Italy
Adrian Barr-Smith, SNR Denton UK LLP, UK
Henning Brehm, Design Tourist, Germany
Dr. Martin Diesbach, Noerr LLP, Germany
Katja B. Kessler, LL.M., Constantin Film, Germany
Anders Kjærhauge, Zentropa, Denmark
Gillian M. Lusins, NBC Universal, USA
Kai May, Unverzagt von Have, Germany

EUROPEAN CO-PRODUCTION – LEGAL AND FINANCIAL ASPECTS

October 24th – 28th, 2012 in Berlin

Get exclusive insights into the making of European co-productions and learn all about legal and finance in production and distribution. Benefit from the experience of acclaimed European producers and leading experts in the world of filmmaking. Listen to the masterminds of an ever-changing world of international sales and distribution!

The training offers relevant information on the various tax incentives and state subsidy programmes and gives participants the knowledge to successfully handle the complexities of European co-productions.

- » **How to successfully co-produce in Europe**
- » **Funding strategies and legal framework**

Topics

- Case studies: behind the scenes of two recent European co-productions
- Bilateral treaties and *European Convention on Cinematographic Co-Production*
- Tax incentive programmes in Europe and abroad
- Marketing and distribution
- Revenue sharing and waterfall scenarios



Case studies and experts will be announced soon.

Previous case studies and trainers included:

The White Ribbon – presented by Stefan Arndt (X-Filme Creative Pool) and Michael Katz (Wega Film)

Carlos the Jackal – presented by Jens Meurer (Egoli Tossell Film)

A Dangerous Method – presented by Marco Mehlitz (Lago Film)

Valhalla Rising – presented by Lene Borglum (Space Rocket Nation)

DIGITAL STRATEGIES – FINANCING, MARKETING AND DISTRIBUTING 2.0

November 21st – 25th, 2012 in Vienna

Your guide to new media: informative – engaging – inspiring
New media makes filmmakers more powerful than ever. For the first time it is possible to finance, produce, distribute and own your content – thanks to digital technology.

In this seminar we are setting out to equip film and TV producers (and distributors) with the fundamental tools to help them to capitalize on the opportunities of the digital world. Fast forward your business!

- » **The digital maze: crowd funding, cross media, social media, VoD**
- » **Inspiring and cutting-edge case studies**



Topics

- Introduction: content | services | value chain
- Crowd funding
- Social networks: How to build up and use social networks
- Producing cross media content and building the buzz
- Digital copyright and related rights
- Licensing of digital content

Experts will be internationally acclaimed new media pioneers.
Details will be announced soon.

www.epi-media.eu