



Erich Pommer Institut

## EUROPEAN TV DRAMA SERIES LAB

### A high level training and 'think tank' for leading players in the European television industry

The Erich Pommer Institut (Germany) in association with MediaXchange (UK) proudly presents the innovative training programme *European TV Drama Series Lab*.

The programme is designed for scriptwriters, producers and broadcasters and explores the essential elements of successful drama series. Top industry experts from across Europe and the US share their knowledge and provide exclusive insights.

Participants will take part in "think tanks" to discuss how the knowledge gained can be adapted and applied to the European market.

#### MODULE 1

April 24<sup>th</sup> – 29<sup>th</sup>, 2012 in Berlin

#### MODULE 2

June 9<sup>th</sup> – 15<sup>th</sup>, 2012 in Berlin

#### Benefits

- Develop specific skills to enhance and deliver sustainable and returning international TV series
- Access to top industry professionals from across Europe and the United States
- Access to up-to-date information on trends in the TV drama series sector globally
- Understand the elements behind the success of American drama series
- Adapt this knowledge to European market
- Learn best practice lessons from cutting-edge European case studies
- Participate in excellent networking opportunities

#### Target Group

Leading players in the European TV industry:  
Scriptwriters | Creative and Executive Producers | Broadcasters

#### Programme

##### Module 1: Framework for successful European TV Drama Series

- State of the industry
- Trends in series storytelling
- Legal and financial aspects of European co-productions
- Best practice lessons from successful European and US series
- Latest trends in 360° content

##### Module 2: Framework for successful European TV Drama Series

- Writers' Room Simulation (Writers and Creative Producers)
- Management of Creative Teams (Producers, Executives and Broadcasters)

#### Experts

The full list of European and US experts will be available closer to the event. Please check [www.tv-lab.eu](http://www.tv-lab.eu) for regular updates.

Distinguished US experts who have indicated their interest in speaking at this programme include:

Neal Baer, Showrunner, *A Gifted Man*, *Law & Order: SVU* | Bryan Fuller, Showrunner, *Hannibal*, *Pushing Daisies*; Executive Producer, *Heroes* | Jeff Greenstein, Executive Producer, Director, Writer, *Desperate Housewives* | Chip Johannessen, CoExecutive Producer, *Homeland*; Showrunner, *Dexter* (2010-11) | Janet Leahy, Consulting Producer, Writer, *Mad Men*; Showrunner, *Boston Legal* | Steve Stark, Executive Producer, *Medium*; President TV Production, MGM TV | David Zucker, Executive Producer, *The Good Wife*; President TV, Scott Free

Please note: speaker attendance is at the discretion of the organizer and will be subject to availability due to speaker's own production schedules.

#### Application

Deadline: March 12<sup>th</sup>, 2012

#### Fee

€ 4.500 (includes the registration for Module 1 and 2; accommodation and meals in Berlin)  
For writers, a limited number of partial scholarships are available.

[www.tv-lab.eu](http://www.tv-lab.eu)

## CONTACT

[www.tv-lab.eu](http://www.tv-lab.eu)

Nadja Radojevic  
Head of International Training – Erich Pommer Institut  
[radojevic@epi-medieninstitut.de](mailto:radojevic@epi-medieninstitut.de)  
T: +49 (0)331 721 28 85

A project by

#### Erich Pommer Institut (Germany)

The Erich Pommer Institut is one of the leading centres in Europe for media law, media management, and media research. Each year, EPI organizes and hosts close to 40 seminars, workshops, conferences and panels – for the German as well as the European media industry.  
[www.epi-medieninstitut.de](http://www.epi-medieninstitut.de)

In association with:

#### MediaXchange (UK)

Based in London and LA, MediaXchange is a media consultancy with a 20 year history assisting entertainment industry professionals to develop effective knowledge, contacts and business drawn from our unique global perspective.  
[www.mediaexchange.com](http://www.mediaexchange.com)

A project by



Erich Pommer Institut

In association with



With the support of the MEDIA 2007 Programme of the European Union



Supported by



Thanks to EPI's associate



# EUROPEAN TV DRAMA SERIES LAB

NEW

Apply now! Deadline is March 12<sup>th</sup>, 2012