

INSIDE PICTURES

This top level and highly regarded programme is for 20 ambitious executives and producers who want to lead the film industry into the digital future.

Comprised of three intensive one-week modules and a tailored project, Inside Pictures takes place in London and Los Angeles between June 2019 and January 2020.



The focus of the programme is to develop the cutting edge industry business knowledge, management skills, profile and cross-industry contact network needed for leaders from across the industry to thrive in the global business of film.

Seminars, workshops, studio visits and events will cover all aspects of the international film business - from development through production, financing, worldwide distribution, marketing and exhibition and latest digital developments.






Who is it for?

Ambitious, internationally-minded film executives and producers, working in and with the European film industry, from all disciplines (development, production, post-production, special effects, sales, distribution, marketing, finance, legal and business affairs).










Key benefits of attending this programme:

-  360 degree exposure to all aspects of the film industry;
-  Build knowledge and understanding of the business;
-  Add value to participants and their companies.



The biggest benefit is access to a network of over 250 previous participants, working across almost every discipline within the film business.

Networking opportunities for participants and alumni of Inside Pictures:

-  International alumni networking receptions in Berlin and Cannes.
-  Networking event in Central London during Module 1, where the best and brightest of the industry gather to meet the new Inside Pictures group.
-  Various different networking events and opportunities during Module 2 in LA – including a large mixer in Beverly Hills to meet LA's finest.
-  Alumni-only event in Module 3, where participants from across the years gather to meet, share their experiences and make new contacts.
-  Final graduation ceremony in Module 4 – which alumni, speakers, supporters and industry leaders attend to wish the group well for the future.
-  IP Buddy scheme in which current participants are paired up with Inside Pictures alumni.
-  Facebook and LinkedIn groups & quarterly alumni newsletter.

What happens where?

Module 1: From Idea to Audience (European Focus)

Module 1 takes you through each stage of the film value chain from a European film industry perspective, including development, financing and packaging to production, marketing, sales, distribution and home entertainment. You



will hear first hand from top executives working in all these areas.

Where: London

When: June 2019

Module 2: Getting Under the Hood of Hollywood

Module 2 takes you to the heart of the US film industry, and covers both the studio and independent system. You will hear from experienced execs from across the value chain and experience at first hand the strategic and business-like approach of professionals working in Hollywood. There will be sessions that are specific to the US, such as a session with a talent agency, a breakfast with a panel of managers, and a session on the unions and guilds.

Where: Los Angeles

When: September 2019

Module 3 – Business & Personal Development

Module 3 is focused on business development and personal growth. During the week you will hear case studies from executives who have built, grown and sold successful film businesses. Some of the module is dedicated to professional development, with sessions on conflict management, negotiation and presentation skills.

Where: London

When: November 2019

Module 4 – Access to Projects

This is the sponsors' opportunity to have early access to projects such as ROOM, LION, LEISURE SEEKER, GANGS OF LONDON - all of which began as participant project pitches on Inside Pictures.

Participants pitch their projects to a panel of top-level film executives from around Europe, and receive live feedback. At the Graduation Reception, participants are presented with a certificate documenting their successful completion of the course.

Where: London

When: January 2020



The Sponsorship Opportunity...

Our Network

Our long-standing film business and leadership skills development programme is highly regarded, evidenced by the strong industry support we receive. Above all, we pride ourselves on our alumni, who represent top-level industry executives with an average of at least 10 years experience in the sector, running their own companies or working for some of the most respected firms in the area.

The majority are from continental Europe and the UK. The Inside Pictures network, which comprises:

- Our alumni: 250+ film industry executives from all disciplines (development, production, post-production, special effects, sales, distribution, marketing, finance, legal and business affairs).
- Our speakers: 140 high-level industry leaders.
- Our funders and sponsors: Creative Europe; Screen Skills; BFI (British Film Institute); Film Distributors Association; Ingenious; Lee & Thompson LLP; National Film & TV School, Pulse Films.



Sponsors visibility

Sponsors would feature on our all our communication channels:

- Website
- Quarterly newsletter
- Social media
- Press releases



Our Events

Sponsor can access our network at first hand by sponsoring one of networking events:

Programme Launch Event: This takes place during the Berlinale and European Film Market, one of the most important events in the film industry calendar, and brings together the networks of three highly-regarded training programmes. *(February 2019)*

Meet the Alumni Reception in Cannes: Taking place during the film industry's most prestigious film festival and market, this is when we introduce the year's cohort of participants to the Inside Pictures network. *(May 2019)*

Industry Networking Drinks in London's film hub, Soho. A more intimate opportunity to bring participants, alumni, speakers and industry guests together to mark the start of the programme. *(June 2019)*

LA Industry Mixer Drinks: taking place during module 2, guests include representatives from the most influential and innovative companies working in the US indie and studio space. *(September 2019)*

Meet Your IP Buddy: a formal event at which the current cohort meet the mentor chosen for them from amongst the entire IP network. A sponsor of this event would potentially have a direct approach to guests, and would be supporting a core belief of the organisation, which is to share knowledge, expertise and ideas. *(November 2019)*

Graduation Reception, in central London. This is the finale of our programme and the largest scale event we run. We invite all our alumni and industry contacts to witness the participants graduate from the programme. This event is a key date in our alumni calendars, not least as some of them attend the project presentations directly before hand. *(January 2020)*





**WELL-REGARDED
INTERNATIONAL FILM
BUSINESS DEVELOPMENT
PROGRAMME**

**ACCESS TO A NETWORK
OF 250+ HIGH-LEVEL
INTERNATIONAL
INDUSTRY LEADERS**



**INDUSTRY EVENTS
AND
GUEST SPEAKERS**

WWW.INSIDE-PICTURES.COM