

INTRODUCTION

Why do Inside Pictures now?

In light of the COVID-19 pandemic, the Inside Pictures 2021 programme will be more essential now than ever before.

If you have been considering Inside Pictures but are curious as to of how the programme has adapted in response to the pandemic, we would encourage you to read some of the testimonials of the IP 2020 alumni, who found the experience to be. (for testimonials see our website – hyperlink)

Top-level content

Inside Pictures will take you to the heart of the film industry as it continues to pass through a period of unprecedented change, and re-assesses its direction and impetus.

Modules will include interactive sessions with European and US film industry executives, as well as tailored and bespoke sessions. Inside Pictures will give you the 360-degree understanding of the global business of film that it has become synonymous with, at a time when networks and strategy are of more value than ever. You will benefit from the support of your cohort, input from top-level industry leaders and a tailored programme of personal and leadership development.

Responsive to change

Our aim is for all course elements to take place in person, as per the usual timetable of June, September, November and the following January.

However, in these times of huge uncertainty and regulations differing across countries, we acknowledge the multiple challenges that prevent in person gatherings from being possible. We have therefore developed a flexible approach to delivery, capable of ensuring the course continues to offer the high-level content and all of the benefits of the programme, whatever the individual circumstances or restrictions at any given time. When in-person attendance is not possible, we are able to deliver the programme online and can build on the successful track record of the 2020 edition, where all three key modules took place online.

An an invaluable opportunity to grow your network and your business strategy

It is our intention that you become part of the Inside Pictures family, join the ranks of its illustrious alumni, and emerge from these challenging times armed with the confidence, leaderships skills, networks and business acumen necessary to further your international film career.

PROGRAMME OVERVIEW

Module 1 - From Idea to Audience (European Focus)

June 6th-11th*

Either In-Person (London) OR Online

Module 1 takes you through each stage of the film value chain, predominantly 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.

This is an intensive module, made up of approximately 30 sessions with industry speakers. Days will run from 09.00 through to 18.30, with adequate breaks scheduled depending on delivery method (exact daily timings TBC).

**Dates may be revised pending Berlinale announcement*

Module 2 – Getting Under the Hood of Hollywood

September 19th-24th

In-Person (Los Angeles) OR Online

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.

We aim to deliver this in LA, with days running once again from 09.00 to 18.30. If this is not possible, we will deliver this module online in US time, from 16.00 to 21.00 approx.

Module 3 – Business & Personal Development

November 15th to 19th

In-Person (London) OR Online

Module 3 is focused on business development and personal growth, with extended sessions on:

- Getting Your Way in Negotiations
- Understanding Yourself as a Leader with facilitated understanding of Myers Briggs Personality Type Indicator
- Setting Business and Personal Aims & Objectives
- Pitching
- further Case Studies from business leaders and entrepreneurs.

Throughout the year, networking opportunities will be built into each section of the programme as appropriate. We aim to include:

- Participants Dinner – a closed group dinner to give participants the opportunity to meet each other, and programme alumni, sponsors, funders, our ambassador and key personnel.
- A networking drinks reception open to the wider industry.
- Alumni Roundtable Discussions– IP alumni experts from various sectors host roundtable discussion group sessions.
- LA Alumni gathering – an opportunity to hear from programme alumni who since completing the course, have expanded their businesses into the US, or collaborated with partners across the Atlantic.

Module 4 – Project Presentations

January 11th-12th 2022

In-Person (London) OR Online

As per normal, participants will undertake 'project work' throughout the course. In January, participants will 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.

Participants will be paired during Module 1, and will be supported through Project Surgeries that will take place during Module 3. The project work is a key feature of Inside Pictures, as it provides each participant with a focussed framework for working pairs. This draws on the group expertise of the cohort as well as the 'surgeons'.

FEES & FINANCIAL SUPPORT

THE FEE:

At this stage of the process, the aim is to deliver the course in person as per previous years. The fee per person for full attendance of the course is Euro 7,500, payable in full before attending the course.

If Module 2 cannot take place in person in LA, we would offer a reduced fee of Euro 6,100. (This is in line with the fee charged for the 2020 programme).

The fee covers:

- all tutoring costs for online and in person delivery, including MBTI assessments
- all networking events and lunches during your in-person attendance.
- hotel accommodation in Los Angeles.

FINANCIAL ASSISTANCE:

Bursaries: Inside Pictures is able to offer some financial assistance in the form of reimbursement for the expenses incurred in attending the in-person modules. The exact amount is yet to be confirmed and will depend on how many participants need assistance, but by way of a guideline, we estimate that around Euro 2,000 per person for the duration of the course would be made available to assist with in-person attendance costs.

Scholarships: Requests for assistance with fees will be considered on an individual basis at the application stage. Applicants who need help with fees should apply for a scholarship when completing the application form – requests submitted after this date may not be considered.

Participants from Low Capacity Countries

- Are eligible to receive a **scholarship of up to 50%** of the fee to help pay for the course
- Are eligible to receive a **bursary to reimburse their expenses**, the total value of which will depend on what portion of the course will delivered in person.

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FIND OUT MORE

Inside Pictures Interactive Information Session, Tuesday 23 February, 5pm – 6pm UK TIME

This is an opportunity to find out more about the programme, what it can do for you, what it might mean for you as an individual and for your business, by hearing from some of current participants and previous year's alumni.

Registration will be required.

Intro to IP Presentation

A brief recorded guide to the programme and some tips for applying will be available to view when we launch. Check our '[How to Apply](#)' page on Feb 8th.

Alumni Testimonials

If you want to hear direct from our previous participants how the programme was beneficial to them, we'll be releasing some recorded testimonials through our news blog and social media channels from next week.

Please send any questions you have about this programme overview to:

Clare Crean: clare@inside-pictures.com

and Corinne Ranaraja: corinne@inside-pictures.com

and copy rummy@inside-pictures.com

NOTES & FAQs

In-person or online?

Inside Pictures recognises the necessity to remain agile and flexible in order to respond appropriately to an ever-changing global situation. Therefore, at key stages of the year, we will review the viability of delivering an international training programme in person in London and Los Angeles. The first of these key stages will be in March, ahead of the applicant interviews. We have a contingency plan for each module for online delivery of each module.

Will the dates of the course change?

No. In order for the organisers, businesses and individuals to be able to plan their time, we will not change the delivery dates of the programme.

Will I go to LA?

At this stage (early 2021) we hope to deliver an in-person module in Los Angeles. The contingency plan, should in-person attendance not be possible, will be for all sessions to remain US focussed so the module 2 content can remain in much the same way as if it were in person. Participants will go through the value chain from a European perspective during module 1, and embed that learning before embarking on learning about the LA industry during module 2.

This online alternative has been designed to provide participants with the same take outs and benefits, structured as a standalone module in LA time, and would incorporate sessions such as the independent producers' panel and the managers' panel.

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