



PRODUCERS LAB 2014

2:30 PM - 3:00 PM

Welcome and Introduction to the Lab

All participants will gather at the Wan Hao restaurant on the Pool Level.

3:00 PM - 4: 30 PM

Pitching Prep and Working a Market

An introduction to the potential of a co-production market and pitching preparation masterclass.

Coordinated by Shivani Saran and Vindhya Malik, NFDC

Speakers

Marten Rabarts, Senior Consultant, Training & Development, NFDC

and

Bianca Taal, Programmer and Cinemart Selection Committee, Interational Film Festival Rotterdam



Marten RABARTS

New Zealander Marten Rabarts moved to Mumbai in 2012, having been appointed Head of Development & Training of the NFDC, ending his 12 years as Artistic Director for Binger Filmlab, Amsterdam. He started his working life as an actor and a dancer, studying at Australia's Centre for the Performing Arts then moved into film, beginning work as an assistant editor in New York on Oscar-winning short *Mollys Pilgrim* and continued with Propaganda films in Los Angeles in the 1980s. Several years working freelance in production brought him to the PolyGram Filmed Entertainment group, relocating to London in 1990 working in the PolyGram World Sales company Manifesto as TV Sales Manager and in 1992, as Associate Producer with Working Title Films, working with, among others Sarah Radclyffe, Tim Bevan and Alison Owen

on films including, *Priscilla Queen of the Desert* and Derek Jarman's *Edward II*. He developed and series-produced the HIV/AIDS awareness film collection Red Hot On Film with International TV partners, BBC, Arte, VPRO and TVE (Berlin 1995). His tenure at Binger Filmlab included Project 10: stories from a free South Africa (Sundance, Berlin 2004) and many award winning feature films and theatrical docs include the 2012 Foreign language Oscar nominee *Bullhead* and three features selected in Cannes 2013, including *Bends - Un Certain Regard* and *Salvo* the Critics Week Grand Prix winner. Recent successes from Marten's ventures in India include the much applauded *The Lunchbox* and 2013 Indian Oscar submission *The Good Road*. He continues in his role with the NFDC as Senior Consultant while splitting his time between Mumbai and his European base in Amsterdam.

Marten Rabarts is a member of the advisory board of Torino Filmlab, CPH:DOX Lab, and the Holland Film Meeting, and is regularly invited to sit on film festival and co-production market juries, including the Berlinale Short Film Jury in 2005.



Bianca TAAL

The International Film Festival Rotterdam appointed Bianca as programmer for its 2012 edition. Bianca oversees the selection of feature length films from Greece, Turkey, Israel, Iran and the Arab world. She is also a member of the CineMart Selection Committee. After finishing her Film and Television Studies at the University of Utrecht, Bianca started working with the International Film Festival Rotterdam in 2001 as a staff member of the Hubert Bals Fund

and the CineMart. From 2005-2007, Bianca was co-Head of the CineMart. Consecutively Bianca has been Director of the Hubert Bals Fund from 2007-2009. From 2009-November 2011, Bianca worked as Head of Programmes at the Binger Filmlab in Amsterdam. Bianca was an advisor on the Committee Feature Fiction Film of the Dutch Film Fund from 2006-2010. Furthermore she is a member of the CineMart selection committee as well as the commission moving images of the Rotterdam Culture Council and she is a board member of the Holland Animation Festival in Utrecht.

5:00 PM – 6:00 PM
Meet Your Labmates and Programme Outline

Orientation and welcome session with Marten and Shivani to help you get to know your labmates followed by a run-down of the programme outline.

Session with
Marten Rabarts, Senior Consultant, Training and Development, NFDC
and
Shivani Saran, Director, Producers' Lab



Shivani SARAN

Shivani is Executive Producer with Excel Entertainment and is based in Mumbai. Prior to Excel, Shivani was in-house Supervising Producer at NFDC where she supervised Anup Singh's *Qissa*, Ritesh Batra's *The Lunchbox*, Q's *Tasher Desh*, Ketan Mehta's *Manjhi - The Mountain Man* and Ruchika Oberoi's *Island City*, amongst other films. Before

moving to India in 2012, Shivani was Head of New Business Development at Chilean film production company Forastero, where she continues to be Executive Producer and Partner. With Forastero, she is Associate Producer on Isidora Marras' *I'm Not Lorena* which premiered at TIFF 2014 and was previously involved in the development and production of Dominga Sotomayor's *Thursday Till Sunday* and Sebastian Lelio's *Gloria*

SESSION 1

10:00 AM – 11:00 AM

The Role of a Producer

Karsten speaks in detail about a producer's role in the making of a film, breaking myths associated with the role, and detailing skills a producer needs, as well as how to work with multiple stakeholders and how to bring your complete self to the table.

**Session with
Karsten Stöter, Producer**



Karsten STÖTER

Karsten is the co-founder of Rohfilm, a German independent production company with offices in Berlin and Leipzig founded in 2005 along with Benny Drechsel. Rohfilm is engaged in developing and financing feature films and documentaries for international cinema audiences with a focus on stories with strong cinematic conviction as well as finding and fostering filmmakers with distinctive talent.

SESSION 2

11:15 AM – 12:15 PM

Working with International Co-Productions

Viola Fügen speaks about the first steps towards the choice of projects with a focus on directors and writers of world cinema, moving on to relationships between a producer and sales agent and between a sales agent and distributors and buyers. She will pay special attention to the process of picking projects as a sales agent bringing in a producer's perspective.

**Session with
Viola Fügen, Co-Productions, The Match Factory**



Viola FÜGEN

Viola Fügen leads co-productions at The Match Factory, a world sales company that is dedicated to bringing the finest in arthouse cinema to the international market. Since their founding in 2006, their passion has been to work with films of signature and vision from around the globe. The Match Factory has built strong relationships with acclaimed directors and producers, while working simultaneously to discover promising new filmmakers with a powerful original style.

SESSION 3

12:30 PM - 1:15 PM

Film Office Meetings

Orientation and introduction to State/Country Tourism Boards and Film Commissions at their respective film offices where each region presents their respective film policies and incentives and highlights their production offerings.

SESSION 4

2:30 PM - 3:30 PM

Development - Working with Writers and Directors

Urmi and Marten discuss the role of a producer in the development process and how to choose the right content and how to nurture it. They further talk about understanding different audiences involved at every stage of the development process and articulate the obvious to create guidelines.

Coordinated by

Vindhya Malik, Senior Executive (Film Production), NFDC

Session with

Marten Rabarts, Senior Consultant, Training and Development, NFDC

and

Urmi Juvekar, Screenwriter



Urmi JUVEKAR

Urmi started her career as a director for non-fiction television programmes before turning to scriptwriting. Her first film was *Darmiyaan*, followed by *Shararat*. Her other films, *Oye Lucky Lucky Oye*, *I Am* and *Shanghai* have won awards and have been screened at various film

festivals and MoMA. She wrote the story of *Rules*, *Pyar ka Superhit Formula*. Her documentary *House of God* was telecast on ZDF- Arte and Shillong Chamber Choir and the little home school was screened at IDFA. She worked as the Creative Producer for *Love, Sex aur Dokha*. She attended the Screenwriter's Lab at Binger, Amsterdam.

SESSION 5

3:45 PM - 5:00 PM

The Trouble with Youngsters

The top consumer insights that have been the basis for creating content and communication for youth audiences from his experiences over the years - this session will see a few rants by Ashish Patil.

Session with

Ashish Patil, Business & Creative Head, VP: Youth Films, Brand Partnerships, Talent Management at Yash Raj Films



Ashish PATIL

Ashish has been in the media & entertainment business for over 20 years. Ashish joined the MTV Marketing team in 1998. As Director Marketing, he ran Consumer, Trade and Sponsorship Marketing and was responsible for some of MTV's most successful campaigns. He led the charge to reposition & rebrand MTV beyond music & television. In 2010, Ashish joined Yash Raj Films [YRF], India's No. 1 Film Studio, where he launched Y-Films, a studio with a vision

to make films of the youth, by the youth, for the youth. Ashish has added responsibilities of Brand Partnerships across all YRF projects that include tentpole films like the *Dhoom* franchise, *Ek Tha Tiger*, Mr. Yash Chopra's *Jab Tak Hai Jaan*. He also heads YRF Talent Management handling brand endorsements, appearances, films for artistes like Anushka Sharma, Ranveer Singh, Rani Mukherjee, Arjun Kapoor, Parineeti Chopra, Ayushmann Khurrana, Sushant Singh Rajput, Saqib Saleem, Rhea Chakraborty, Vaani Kapoor, Tahir Raj Bhasin and several to be launched faces.

SESSION 6

10.00 AM – 11:30 AM

Understanding the Indian Copyright Act

Abhishek hosts a session on issues relating to copyright aspects in the film industry. He touches upon the concept of copyright, nature of rights granted under the Act, the ownership issues, licensing and assignment of rights, infringement and enforcement and the nature of remedies.

Session by

Abhishek Malhotra, Managing Partner, TMT Law Practice



Abhishek MALHOTRA

Abhishek Malhotra, Managing Partner, heads the dynamic and young team at TMT Law Practice, a boutique firm specializing in various aspects of the Media business, including corporate, litigation, intellectual property, competition and regulatory.

SESSION 7

11.45 AM – 12:45 PM

An Introduction to Working with Canada

Sheila and Karen introduce the co-production treaty between Canada and India and present options on how to work with Canada. Canadian producers thereafter will briefly present their projects.

Session introduced by

Sheila de la Varende, Director-International Promotion, Telefilm
and

Karen Thorne-Stone, President & CEO, OMDC



Sheila de la VARENDE

Sheila de La Varende has been an influential figure in the Canadian film and television industry for over 25 years. For almost ten years, Sheila managed Telefilm Canada's European office in Paris. She was the driving force behind Immersion Europe, an annual financing forum for feature film co-production. Returning to Canada in

2004, Sheila was appointed Executive Director of the Montreal Festival du nouveau cinema. From 2005 to 2006, Sheila spearheaded Digimart, an international summit for developing new industry business models. Inspired by the new opportunities of the digital economy, Sheila moved on to The National Film Board where she directed a project that would position NFB as a digital leader among cultural media institutions. In April 2009, Sheila rejoined Telefilm Canada in her current senior management position.



Karen THORNE-STONE

Karen Thorne-Stone is the President and Chief Executive Officer of the Ontario Media Development Corporation (OMDC), an agency of the

Ontario Ministry of Tourism, Culture and Sport, which is the central catalyst for the province's cultural media cluster including book publishing, film and television, interactive digital media, magazine publishing and music industries.

SESSION 8
12:30 PM - 1:15 PM
Film Office Meetings

Orientation and introduction to State/Country Tourism Boards and Film Commissions at their respective film offices where each region presents their respective film policies and incentives and highlights their production offerings.

Coordinated by
Vindhya Malik, Senior Executive (Film Production), NFDC

SESSION 9
2.15 PM – 3:15 PM
Understanding Co-Productions & International Funds

Kirsten discusses the Medienboard and the dynamics of public funding in and co-production with Germany.

Isabel presents the British Film Institute, their partnering and support process and touches upon co-producing with the UK.

Session with
Kirsten Niehuus, Managing Director - Film Funding, Medienboard Berlin-Brandenburg
and
Isabel Davis, Head of International, British Film Institute



Kirsten NIEHUUS

Kirsten leads film funding/co-productions at The Medienboard Berlin-Brandenburg, the first stop for creative professionals active in the film and media industries in Berlin and Brandenburg. It was founded in 2004 as the central agency for all matters relating to the media in the capital region. The company unites the responsibilities of film funding and location development/marketing of both federal states under one roof. It acts as a gateway between the media industry, politics and business. The company's goal is to strengthen and further develop the region's film and media industry by focusing on durable creative, business-oriented and technological development.



Isabel DAVIS

Isabel transferred to the BFI in April 2011 after joining the UK Film Council in late 2006. She combines an editorial role in the Film Fund with responsibility for the BFI's international strategy, coordinating the full range of the organisation's activity. She plays a key role in the negotiation of co-production treaties and maintains and fosters co-production relationships with all of the UK's partner countries. Prior to joining the UK Film Council, Isabel was Head of Development at HomeRun, during which time she developed a slate of film and TV projects. Before working in film, Isabel worked in various roles in theatre and the performing arts, including press, fundraising and general management.

SESSION 10

3:30 PM – 4:30 PM

The Two Hats that a Creative Producer Wears

Manish elaborates on the two essential hats that a producer wears - the creative and the business. He goes into the details of getting involved at the right time on a film and bringing in the most as value-add.

Session with

Manish Hariprasad, Chief Creative Officer, Red Chillies Entertainment



Manish HARIPRASAD

Manish, who has recently joined Red Chillies Entertainment as Creative Head, was the Senior Director - Creative for Disney UTV Studios and UTV Motion Pictures. In his 7 year stint for UTV - he was an Associate producer on films like

Kai Po Che, Harishchandradi Factory, No One Killed Jessica, Luv Shuv Tey Chikan Khurana, and also on the blockbuster *Chennai Express*. He has also been the Vice President – Content and Development for UTV Spotboy, and Head of Marketing for Sony-SAB apart from his five-year stint in advertising with Ogilvy & Mather and Contract Advertising.

SESSION 11

4:45 PM – 5:45 PM

The Importance of Film Festivals

Marco focuses on the importance film festivals have in establishing films and filmmakers in the international domain, creating the conditions for not just major critical (and public) recognition but also for a wider acceptance on the international market.

Session with

Marco Müller, Artistic Director, Rome Film Festival



Marco MÜLLER

Marco Müller, a successful film festival maker, started working as a festival manufacturer with “Ombre elettriche” (Turin 1981), the largest-scale retrospective of Chinese cinema ever organised in the West and was subsequently director of the festivals of Pesaro (1982-1989), Rotterdam (1989-1991) and Locarno (1992-2000). From 2004 to 2011, he was the director of the

Venice International Film Festival. Since 2012, he has directed the Rome Film Festival. In his parallel career as a producer, he has produced and co-produced over 15 features including films from Turkey, Iran and Central Asia, China. Marco is also a director and writer of documentaries about cinema, film critic and historian. He is also Professor of Styles and Techniques of Cinema at Mario Botta’s Faculty of Architecture (Università della Svizzera Italiana).

SESSION 12

10:00 AM - 11:00 AM

Casting and Why it's a Producer's Business

Through her vast experience as a casting director on international and Indian projects, Seher discusses the importance of casting from a producer's perspective and why producers must be able to factor in cast as an essential element to the dynamics of a film.

**Session with
Seher Latif, Casting Director, CSA**



Seher LATIF

Seher is an independent casting director and producer based in Mumbai.

As a casting director since 2007, she has cast Indian actors in a variety of international productions ranging from large studio films like *Eat Pray Love*, Kathryn Bigelow's *Zero Dark Thirty*, *The Best Exotic Marigold Hotel* and its sequel, *Million Dollar Arm*, to smaller independent Indian ventures like *Monsoon Shootout*, Danis Tanovic's

Tigers and Ritesh Batra's *The Lunchbox*. She has worked with major Hollywood film and television studios including DreamWorks, Walt Disney Pictures, Warner Brothers, Fox Searchlight and Fox 21 and ABC on projects like *Pan*, *Fast and Furious 7*, *Homeland Season 4* and Jon Favreau's *The Jungle Book*. Seher is currently working on *Sense8* – a television series for Netflix developed by The Wachowskis and recently completed *The Man Who Knew Infinity*, a biopic on mathematician Ramanujan. She has produced two short films and a trilingual musical adaptation of *The Jungle Book* with theatre group Rangbaaz, and has two feature film projects under development.

SESSION 13

11:15 AM - 12:15 PM

Moving Beyond Traditional Platforms of Exhibition and Marketing

Aanchal, Manan illustrate examples of how content creators are turning to platforms such as YouTube to engage with audiences that are willing to look beyond standard modes of transmission. Pratiksha discusses opportunities to distribute your content and reach your audience creatively using Twitter. She will also share how you can co-create with others for your primary screen on Twitter.

Session by

Aanchal Bahadur, Youtube Partner-Manager, Google India Pvt. Ltd. and Manan Singhi, Head of Music Partnerships, YouTube – India & South Asia and Pratiksha Rao, Head of TV & Entertainment, Twitter



Pratiksha RAO

Pratiksha joined Twitter in 2013 as a member of Twitter India where she works closely with broadcasters, producers, talent and other TV and movie stakeholders to bring the best entertainment content to Twitter users in India while helping the entertainment industry stakeholders reach and engage with their growing audience.



Aanchal BAHADUR

Aanchal is a YouTube Strategist with the Content Partnerships team at. She works with content creators across categories to help build their presence on YouTube and leads the Comedy and News content verticals for web originals in India.



Manan SINGHI

Manan's focus area is working on and developing Strategic Partnerships for YouTube in India and South Asia with artists, music labels, publishers, and collection societies.

SESSION 14

12:30 PM - 1:30 PM

Working Creatively with a World Sales Company

Acquisitions and marketing specialist, Chris Paton, will discuss the potential for producers to engage with sales companies who can creatively enrich a project using their broad experience and deep knowledge of cinema. He will also give tips on how to package a film to optimize its potential within the film festival circuit.

**Session with
Chris Paton, Acquisitions and Marketing
Specialist**



Chris PATON

Chris Paton has over 25 years of film-industry experience working in publicity with TriStar Pictures, DDA Public Relations, and Premier PR. He has worked with the Venice,

Hong Kong, and Dubai Film Festivals and is on the Cinemart Advisory Board for International Film Festival Rotterdam. He most recently served as Senior Vice President, Acquisitions at Fortissimo Films and has been appointed UK-Ireland Delegate for the San Sebastian Film Festival.

SESSION 15

2.45 PM - 4.15 PM

Monetizing Films in More Ways than the Usual

Pawan explains and demonstrates his view of why funding and distributing on your own is going to be the future of Indie films. It is better to start now and gear up to be better prepared. Other than making a good movie, an Indie film producer has to master these processes. Pawan shares everything he has stumbled upon in his journey so far.

**Session by
Pawan Kumar, Producer/Director/Writer**



Pawan KUMAR

Pawan Kumar is producer/director/writer from Bangalore. He has produced Kannada's first crowd-funded film called *Lucia*. As a director, he has two feature films to his credit and four as a writer. He is now taking the concept of crowd-funding for independent films forward with his company, Audience Films.

SESSION 16
4.30 PM - 5.30 PM
The Marketing Formula

Rudro walks us through the marketing structure for a film for audiences across the board focusing on bringing out the most essential messages of a film across platforms, audiences, markets and media.

Session by
Rudrarup Datta, Head Of Marketing and
Operations, Viacom18 India



Rudrarup DATTA

Rudrarup Datta (Rudro) is the driving force on innovations in movie marketing at Viacom18. As Vice President–Marketing at Viacom18 Motion Pictures (VMP), he has brought structure into the function, redefining movie marketing as a 360 degree engagement science as opposed to an approach of mere awareness. His extensive experience definitely makes him a

game-changer in bringing discipline to his craft. Rudro has been instrumental in enhancing the VMP portfolio by taking on films irrespective of size or genre and turning them into commercial successes. With his in-depth understanding of various cinematic genres and a strong sense of superlative content, Rudro has not only been part of big budget films, but has also had the distinction of having steered projects off the beaten track and transforming these unconventional films into blockbuster hits, often disproving traditional mind-sets and age old rules.

SESSION 17

10.00 AM - 11.00 AM

How Not to Mess Up on Post

Vijay goes in-depth into the post-production process and how important it is to have post on a producer's things-to-do, right from the pre-production days of the film. Vijay talks formats, data management, VFX, post facility, DI, sound post, DCP generation and everything else, from a producer's perspective of asking the right questions.

Session with

Vijay Venkataramanan, Editor and Post-Producer



Vijay VENKATARAMANAN

Vijay graduated from the University of Southern California, School of Cinematic Arts, where he specialized in film editing and production. During his stint in broadcast production for Los Angeles-based advertising agencies such as DDB, he worked as an associate producer, supervising post-production on numerous campaigns for clients such as Epson, Wells Fargo & Activision, particularly enjoying multi-format, VFX-

heavy projects. During this time, Vijay also served as a programmer for the Indian Film Festival of Los Angeles (IFFLA). A sucker for commercial, masala Hindi cinema, he moved to India in 2007 where he has since worked as an editor and post-producer on Tamil and Hindi feature films. Apart from designing cost-effective post workflows, he also specializes in creating efficient organizational methods to integrate post-production prep as early as possible into projects in order to avoid panic attacks during the weeks prior to release. Vijay is currently editing and supervising post-production on Ramesh Sippy's *Shimla Mirchi*.

SESSION 18

11.15 AM - 11.45 AM

An Introduction to the CNC Fund

Emmanuelle introduces the CNC fund and discusses partnership options and process.

Talk by

Emmanuelle Deprats, CNC



Emmanuelle DEPRATS

The Centre national du cinéma et de l'image animée (CNC), Paris is a public administrative organization, set up as a separate and financially independent entity. The centre comes under the authority of the ministry of culture and communication and Frédérique Bredin is its president.

The principal missions of the CNC are :

- i) regulatory
- ii) support for the film broadcast, video, multimedia and technical industries,
- iii) promotion of film and television for distribution to all audiences preservation, and
- iv) development of the film heritage

SESSION 19

12.00 PM - 1.00 PM

In Conversation with Anurag Kashyap



Anurag KASHYAP

Anurag Kashyap made an early mark as a writer with the gritty, raw gangster film *Satya* (1998) directed by Ram Gopal Verma. In 1999, he wrote and directed a short film *Last Train to Mahakali* that won the Special Jury Award at the 8th Annual Screen Awards. Kashyap made his directorial debut with *Paanch* (2000), a film that has not been released till date due to the objections of the Indian Censor Board. This was followed by the acclaimed *Black Friday*, based on

Mumbai bomb blasts of 1993. It won the Grand Jury Prize at the 3rd Annual Indian Film Festival of Los Angeles (2005), and was nominated for the Golden Leopard (Best Film) at the 57th Locarno International Film Festival (2004). In 2009, he wrote and directed *Dev.D*, a modern day interpretation on Sarat Chandra Chattopadhyay's classic Bengali novel *Devdas*. *Dev.D* received widespread acclaim chiefly due to the film's fearless visual style, its experimental soundtrack and its innovative narrative structure. It is widely considered to be a path-breaking Indian film. Kashyap's slate of films include *No Smoking* (2007), *Return of Hanuman* (2007), *Gulal* (2009), *That Girl In Yellow Boots* (2011).

CLOSING SESSION

2.30 PM – 3.30 PM

Lab Wrap-up and Feedback

Session with

Shivani Saran, Director, Producers' Lab

and

Vindhya Malik, Senior Executive (Film Production),

NFDC



Vindhya MALIK

Vindhya serves the Film Production division of NFDC's government business unit. Her responsibilities include producing television commercials, corporate films, documentaries, among other audio-visuals commissioned to the Corporation by Central Ministries and State Government establishments. Vindhya's role also involves strategic development and execution of 360-degree integrated development communication campaigns

with an attempt to make awareness drives of the government focused and ensuring that they derive the maximum possible mileage in reaching the intended audiences. At NFDC, Vindhya has spearheaded the development of compelling communication intended for traditional, new media and community mobilisation for units of the Ministry of Home Affairs, the Ministry of Human Resource Development, the Central Bureau of Investigation and defence forces, among other units. Prior to joining NFDC, Vindhya assisted the editorial team of ESPNStar in developing television and mobile content.



सत्यमेव जयते

NFDC
cinemas of india