

	Tuesday, October 28	Wednesday, October 29	Thursday, October 30
10:00	New screens: an introduction to new types of programs. [1/2] Esther Wouda / Gloworm Film <ul style="list-style-type: none"> ▶ Introduction to new screens ▶ Current challenges and the state of the art ▶ Examples of productions (successes and failures) 	Interfaces: the issues and new trends Christopher Sandberg / Company P <ul style="list-style-type: none"> ▶ Companion screen, mobile device, connected TV, API ▶ State of the art and best practices 	Testing and improving productions before launch Djamil Kemal / Goshaba <ul style="list-style-type: none"> ▶ Lean Start-ups, A/B testing, focus groups... methods to create contents suited to the audience and increase chances of success
11:00	Coffee break	Coffee break	Coffee break
11:15	New screens: an introduction to new types of programs. [2/2] Esther Wouda / Gloworm Film <ul style="list-style-type: none"> ▶ Introduction to new screens ▶ Current challenges and the state of the art ▶ Examples of productions (successes and failures) 	Specific challenges for connected screens Christopher Sandberg / Company P <ul style="list-style-type: none"> ▶ What types of program to produce for connected screens? ▶ Should content be made exclusive? ▶ How to create added value? ▶ What are the technologies involved? ▶ Are connected TVs becoming standard in Europe? 	Social networks, gamification, marketing: what lessons can be learned from video game production? Djamil Kemal / Goshaba <ul style="list-style-type: none"> ▶ How to manage a community and add a social dimension to writing? ▶ How to include a gaming aspect to productions? ▶ How to optimize the launch of a program?
12:30	Lunch	Lunch	Lunch
2:00	Specific challenges for multi-screen fiction Margaret Dunlap / Screenwriter <ul style="list-style-type: none"> ▶ Interactivity and multi-screens: impacts on writing and design ▶ Case study 	What lessons can be learned from video game production? Djamil Kemal / Goshaba <ul style="list-style-type: none"> ▶ Business models for video games ▶ Can game engines be used for other types of contents? ▶ Can fiction and documentary programs be extended through gaming (social games, serious games)? ▶ Mixing social networks, games and content production 	How to fund contents? [1/2] Pauline Augrain / CNC <ul style="list-style-type: none"> ▶ How to fund prototype production? ▶ Episode sales, subscription, freemium, sponsoring: which business models is the best suited?
3:30	Production methods from theory to practice. Where to start? Peter de Maegd / Potemkino Production <ul style="list-style-type: none"> ▶ Organizing a team and working with third parties ▶ What software to use? An overview of the best practices 	Specific challenges for TV shows and documentaries on multiple screens Isabel Fernandez <ul style="list-style-type: none"> ▶ Interactivity and multi-screens: impacts on writing and design ▶ Case study 	How to fund contents? [2/2] Stéphane Bittoun / My Major Company <ul style="list-style-type: none"> ▶ How to fund prototype production? ▶ Episode sales, subscription, freemium, sponsoring: which business models is the best suited?
5:00	Coffee break	Coffee break	Coffee break
5:15	Analysis of the trainees' projects Esther Wouda & Margaret Dunlap	Analysis of the trainees' projects Djamil Kemal & Peter de Maegd	Analysis of the trainees' projects Djamil Kemal & Pauline Augrain
6:00	Class ends	Class ends	Class ends & Debriefing
7:30	Welcome dinner	Free evening	Closing dinner & Networking