



Press Release: 16 January 2012

**Commissioning The Future Lab**  
**21-25 March 2012**  
**Manchester, UK**

## How to spot a good multiplatform or convergent media project?

Crossover Labs, Sheffield Doc/Fest and Documentary Campus announce the first **Commissioning The Future Lab** to be held in Manchester, UK from 21-25 March. Open to 24 European and UK broadcasters and funders from TV, film and online departments, Commissioning The Future is a unique, five-day intensive training event specifically designed to provide fund managers, commissioners and broadcasters with the confidence and skills to commission and executive produce across multiple platforms. The lab, to be run by Heather Croall (Director Sheffield Doc/Fest), Mark Akin (Producer Crossover Labs) and Donata von Perfall (Director Documentary Campus) will provide clarity in an over-complicated media environment by using simple building blocks, methods and tools to provide a profound understanding of what works online, and how to maximise audiences by understanding how they behave.

Heather Croall says, "Multi-platform and convergent content is the model broadcast commissioners need to be working to in order to engage and retain new audiences. We're very excited to now be offering this intensive, tailored training event which will give commissioners, as well as their online colleagues, the tools to develop effective and streamlined multi-platform programming."

Follow-up labs are planned for April and May. Details to be announced.

**What: Commissioning the Future Lab**  
**When: Five days: Weds 21 to Sun 25 March 2012**  
**Where: Manchester, UK**  
**How to apply: Email [ctf@sidf.co.uk](mailto:ctf@sidf.co.uk)**  
**Closing date: 16 February 2012**

**Cost: 1,000 Euros plus UK VAT**

**Price includes: Training, food and accommodation**

**This programme is made possible with the support of the MEDIA Programme of the European Union**



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**Notes to editors:**

**About Crossover**

Crossover is an international programme that brings together responsive individuals from all sectors of film, TV, interactive and new media sectors to find ways to produce compelling convergent and transmedia projects.

**About Doc/Fest**

Sheffield Doc/Fest is the UK's premiere documentary and digital media festival. It is the place to see world and UK premieres of the best creative documentaries from the cinema, television and online arenas, and to hear from and meet filmmakers at Q&A sessions. Highlights of the film programme are honoured with an award programme including the Sheffield Special Jury, Innovation, Green, Youth Jury, Inspiration, Student Doc and Audience Awards.

**About Documentary Campus**

Documentary Campus is one of the most renowned professional training initiatives in Europe dedicated to international co-productions of high-quality documentaries for a large audience.

Documentary Campus offers professionals and up-and-coming young talents in the documentary field the necessary experience and know-how to work in international terrain. Through workshops, seminars, industry events and a ten-month masterclass Documentary Campus shows the way, explaining in the most fundamental and practical terms the international standards and essential rules of the documentary film game. Over the past ten years Documentary Campus has hosted 50 events in Europe, trained 6,500 international delegates and has organised ten Masterschools.