

### DFG Newcomers Day Session 1: The ABC (and XYZ) of Getting Ahead in Television

THURS 05 NOV / 09:30 / SITE 1

A quirky but informative seminar discussing all the ways for new and emerging documentary filmmakers to begin working in factual television. From pitching to (but not stalking) commissioning editors, to protecting ideas; from working with production companies, to New Talent slots - this seminar offers a comprehensive beginners guide to getting into television. Hosted by Andy Glynn with commissioning editor Aysha Rafaele from Channel 4's First Cut strand, the session will involve contributions from first time filmmakers, experienced directors and executive producers.

**Session Producer** Kerry McLeod (DFG)  
**Chair** Andy Glynn (DFG)  
**Speaker** Aysha Rafaele (Channel 4)



### How to Pitch 360 Degree Content

THURS 05 NOV / 10:30 / THE CHAPEL

This session will examine some of the key questions surrounding the 360 content pitch. Speakers will identify exactly what commissioning editors are looking for and what makes a standout idea. They will discuss how to secure the right co-production partner, how to get a brand involved in producing 360 branded content, how pitching a 360 content idea differs to a traditional TV format idea, as well as how much internal resource should be spent on pitching. And finally, a step-by-step guide for independent producers on how to pitch a 360 idea from the development stage right through to pitch delivery.

**Session Producer** Sarah Cole (etv media group)  
**Chair** Lyndsay Duthie (etv productions)  
**Speakers** Nick Cohen (BBC)  
James Penfold (etv productions)  
Matt Locke (Channel 4)  
Jane Mote (UKTV)



### Documentary Filmmaking: Making a Sustainable Living

THURS 05 NOV / 10:00 / HUBS C

One would have to be a slight bit deluded to go into documentary filmmaking for riches or fame, but is it possible to even make a sustainable living as a non-fiction filmmaker? A recent Oscar nominated documentarian was quoted as saying that she envied farmers, because "at least they are subsidised." Non-fiction films, often expensive, challenging, years-long in the making, are very financially taxing, particularly in our current economic climate. Filmmakers often have to take on other jobs, and find creative ways of funding. We talk to those in the trenches (up and coming directors, seasoned producers, filmmakers' advocates and editors-for-hire) about ways to make a decent living as a documentarian.

**Session Producer** Danielle DiGiacomo (IFP/Bugle B)  
**Chair** Danielle DiGiacomo (IFP/Bugle B)  
**Speakers** Andrea Meditch (Cactus Three)  
David Bond (Green Lions)  
Samantha Buck (Living the 6 LLC)  
Beadie Finzi (The Channel 4  
BRITDOC Foundation)  
Teddy Leifer (Rise Films)  
Julie Goldman (Cactus Three)

### DFG Newcomers Day Session 2: World in Focus: The International Pitch

THURS 05 NOV / 11:45 / SITE 1

This year, for the first time, the CBA-DFID Broadcast Media Scheme is offering a travel bursary of up to £8,000 to help one newcomer tell their story from the developing world. Six filmmakers will be challenged to pitch an idea for an innovative short documentary that makes the developing world interesting to UK audiences and offers new perspectives on overlooked or misunderstood stories. They'll be pitching to some of the top filmmakers and commissioners in the business for the chance to make their film and see it broadcast on the Community Channel.

**Session Producer** Kerry McLeod (DFG)  
**Chair** Andy Glynne (DFG)  
**Speaker** Sally-Ann Wilson (CBA)  
 With additional speakers



### Documentary Games: Playing with the Truth?

THURS 05 NOV / 12:15 / HUBS C

We already know games to be powerful storytelling and teaching tools, but can games be truly documentary in nature? What is a documentary game? How is this blended genre bringing filmmakers and game-makers together, and how does the truth present itself in a designed multimedia system comprising fact, story, and rules? A cross-disciplinary panel of experts discusses the theory and practice of documentary game-making, including financing, research, production and distribution. Additionally, the social impact and ethics of documentary games will be explored.

**Session Producer** Tony Walsh (Phantom Compass)  
**Chair** Adrian Hon (Six to Start)  
**Speakers** Matt Adams (Blast Theory)  
 Cindy Poremba (Independent)  
 Ashley York (Take Action Games)  
 Tony Walsh (Phantom Compass)

### Working Your Film

THURS 04 NOV / 12:45 / THE CHAPEL

If filmmakers want their films to have an impact in the world they need to develop the right change strategy, the appropriate web tools and set up an evaluation methodology. This panel brings together leading experts on all three – involved in many of the most talked about social justice documentary films of the year that have affected government policy, consumer choices, corporate behaviour, impacted education, driven fundraising etc. Increasingly foundation funders, NGO's and brand partners want to see how the impact of the film is going to be captured and reported. This practical panel shows how it's done, including a presentation on using the web to promote documentaries and their cause to maximum effect.

**Session Producer** Jess Search (The Channel 4  
 BRITDOC Foundation)  
**Chair** Jess Search (The Channel 4  
 BRITDOC Foundation)  
**Speakers** Robert West (Working Films)  
 David Bond (Green Lions)  
 James Franklin (Pixeco)



### DFG Newcomers Day Session 3: My Way: Taking the Indie Route

THURS 05 NOV / 14:00 / SITE 1

These days TV is just one of many avenues to explore when carving out your path in documentary. Four of the most inspirational documentary filmmakers and experts will pitch their top tips for taking the more scenic route, from understanding how to turn your Facebook profile into your best marketing tool, to learning when it's a good idea to extend your credit card limit (and when it's really not). The very best tips – as voted for by you, the audience – will be turned into the first ever Newcomer's Bible, created and distributed by Newcomers, for Newcomers. Join us.

**Session Producer** Kerry McLeod (DFG)  
**Chair** Kerry McLeod (DFG)  
**Speaker** Ingrid Kopp (Shooting People NYC)  
With additional speakers



### Commissioning Panel: Specialist Factual

THURS 05 NOV / 14:15 / HUBS C

Specialist factual departments are traditionally responsible for many of the jewels in the crown for broadcasters. But with increasing dependency on extreme medical stories and celebrity presenters how can Specialist factual commissioning break new trends and set the agenda? Find out what the different channels are looking for and how canny co-productions can make all the difference.

**Session Producers** Emma Read (Sky 1 HD, Sky 1, 2 and 3)  
Helen Scott (Clear Focus Productions)  
**Speakers** Dan Korn (Discovery Networks UK)  
Ralph Lee (Channel 4)  
Martin Davidson (BBC)

### Games Workshop: Learning To Play

THURS 05 NOV / 14:45 / CHANNING HALL

Games are the fastest growing form of entertainment in the world, taking eyeballs away from film and TV alike. The power of play is such that as well as making billions for publishers, and millions for developers, it's being used by governments, doctors, activists and artists to explore ideas and develop new ways of communicating with audiences. More and more documentary makers are recognising the power of games, but how do you get started? This session, hosted by game designers experienced in making games as entertainment, as art, and as education, will provide you with the basic tools you need to start harnessing the power of play for your own projects. This is a fun, pragmatic, non-technical session ideal for people with no previous experience of game-making. This session is open to the public. First come, first served.

**Session Producers** Margaret Robertson (Lookspring)  
Matt Adams (Blast Theory)

### Co-Producing with Brits: Heaven or Hell?

THURS 05 NOV / 15:00 / THE CHAPEL

Producers, and even some broadcasters in Europe, often say they don't like working with us Brits. They think we are happy to take cash for our films but when they ask the same we don't come through. Are British feature documentary directors missing out on the European documentary co-production scene? Why are so few European docs seen by UK audiences? As life gets tougher and funds scarcer, UK filmmakers may have to do more than periodically get their feet wet. Will they don their swimming costumes and plunge into the European pool?

**Session Producer** Anna Teeman (End Street Productions)  
**Chair** Esther van Messel (First Hand Films)  
**Speakers** Simon Dickson (Channel 4)  
Hans Robert Eisenhauer (ZDF/ARTE)  
Nick Fraser (BBC Storyville)  
Tom Koch (PBS Distribution)

**DFG Newcomers Day Session 4:  
Current TV Pitch**

THURS 05 NOV / 16:15 / SITE 1

Current TV is offering producers the first chance to pitch for the channel's new, half-hour investigative journalism slots at Sheffield Doc/Fest 2009. Six lucky individuals will get chance to pitch live to a panel of Current TV executives and other industry representatives. The commissioners will be open about their deliberations on stage, and the best pitch will receive a commission from Current.

**Session Producer** Kerry McLeod (DFG)  
**Chair** Andy Glynne (DFG)  
**Speakers** Lina Prestwood (Current TV)  
 Charlotte Dale (Current TV)  
 Aysha Rafaele (Channel 4)



**Commissioning Panel:  
Digital Channels**

THURS 05 NOV / 16:30 / HUBS C

With thousands of hours of factual programmes commissioned by British digital channels every year this is a market producers would be mad to ignore. But with such a diverse range of channels and output where should you start? Our panel of leading commissioners, each with millions to spend on new programmes reveal their strategies and wishlists for the year ahead.

**Session Producers** Emma Read (Skyl HD, Skyl, 2 and 3)  
 Helen Scott (Clear Focus Productions)  
**Speakers** Samantha Anstiss (BBC)  
 Tabitha Jackson (More4)  
 Celia Taylor (Skyl, BSKyB)

**Public Service Media Online:  
New Players, New Audiences,  
New Opportunities**

THURS 05 NOV / 17:00 / THE CHAPEL

With the media ecology changing rapidly, everyone agrees that new approaches must be found to make public service media relevant. 4iP is supporting innovative new online public service media projects as are The Guardian, BBC and The Wellcome Trust. Galleries, museums and archives are also involved in commissioning or delivering public service media. All are actively changing the way they engage audiences with the products and services they create or commission. How can documentary and factual producers play a role and get involved? What interventions in the interactive digital media market need to be made?

**Session Producers** David Moore (Standout Films)  
 Paula Le Dieu (BFI)  
**Chair** Steve Hewlett (Doc/Fest)  
**Speakers** Nick Cohen (BBC)  
 Tom Loosemoore (4iP)  
 Tom Happold (Guardian News & Media)  
 Tom Ziessen (Wellcome Trust)



**Internet as the First Platform:  
A Global Crossplatform Project  
(Invitation Only)**

THURS 05 NOV / 17:30 / CHANNING HALL

**Session Producer** Iikka Vehkalahti (YLE)

**The Sandpit**

THURS 05 NOV / 18:30 / HUBS B

Hide&Seek make social games and playful experiences. They founded the UK's first festival of pervasive games in London in 2007, and have been working, thinking and playing together since. They run The Sandpit, a thriving network of artists, game-designers and players, and produce events with venues around the UK. They work with brands, broadcasters and agencies to help them understand participation and community. And design, build and run a lot of cool stuff, at any scale.

**Session Producer** Rosie Strang (Hide&Seek)  
**The Hide&Seek Team** Holly Gramazio (The Sandpit)  
 Alex Fleetwood (Hide&Seek)  
 Simon Elliston (Hide&Seek)  
 Andy Field (Hide&Seek)  
 Annette Mees (Hide&Seek)  
 Caitlin Shepherd (Hide&Seek)  
 Toby Osmond (Hide&Seek)

