

IS YOUR NET
WORKING?



Image: Peter Church

Join us to develop your projects, your network,
and yourself!

MAIA PROGRAMME 2012

- Workshop 1: **Creative Aspects**
Kraków, Poland | 16-20 April | Application deadline 2 March
- Workshop 2: **Legal & Financial Issues**
Lazio region, Italy | 24-28 September | Application deadline 10 August
- Workshop 3: **Marketing & Distribution**
Liguria region, Italy | 12-16 November | Application deadline 28 September

**EARLY
BIRD FEE!
APPLY BEFORE
27 JANUARY 2012
FOR ALL THREE
WORKSHOPS**

maiaworkshops.org

promoted by



supported by



>> What is Maia?

Maia Workshops is an advanced training programme for emerging European producers, providing them with the fundamental creative and managerial skills needed to steer a fiction, documentary or cross-media project through the different phases of development, production and distribution. A particular attention is dedicated to new and innovative ways of making and marketing european films with low budgets across borders and platforms.

>> How does it work?

Maia is structured in three independent five-day residential workshops. Each one offers a tight combination of case-studies, theoretical lessons and practical exercises, specific work on participants' projects and one-to-one meetings with tutors and trainers. And of course, great networking opportunities.

>> Who should apply?

The Maia workshops are targeted to new European audiovisual producers and recent graduates, as well as scriptwriters, directors, production managers and other industry professionals interested in acquiring producers' skills. Maia also accepts a limited number of participants from non-EU states.



>> Which one do I choose?

You can attend one, two or all three workshops, with or without a project in development, depending on your specific needs. Each workshop is open to 20 participants and the working language throughout the programme is English.

>> What does it cost?

Each workshop costs € 800, and the fee includes tuition, accommodation and all meals. If you apply for the complete programme before **27 January 2012** you only pay € 2.000 for all three workshops. A limited number of scholarships are available with priority given to participants from new EU member states.

Training content

Workshop 1: Creative Aspects

project & talent scouting // script analysis, characters & dramatic structure // story editing, working with writers // pitching & packaging // storytelling for new formats // managing creativity, the business of development...

Workshop 2: Legal & Financial issues

co-producing in Europe // financing strategies // the changing world of copyright // low and microbudget filmmaking // contracts & negotiation techniques // crossmedia trends // project and company management...

Workshop 3: Marketing & Distribution

online distribution & new business models // survival guide to markets and festivals // crowdfunding and crowdsourcing // dealing with sales agents // social media and viral campaigns // release strategies...

>> Contact us

Telephone: +39 010 86 81 459 Email: info@maiaworkshops.org

Further information & registration form available at www.maiaworkshops.org