



Maia  
10 years of workshops

# Intensive training for emerging European producers

400 producers / 35 countries /  
30 partners and 10 years experience.  
High level trainers and best industry experts!

Our focus:

- New and innovative ways of making and marketing films.
- Setting the producers at the very centre of the process and providing them with the fundamental skills to steer their projects to their realisation.
- Simulations and labs to guide participants through script development, financing plans and packaging, coaching them through distribution and sales negotiations, defining marketing strategies...

**Maia proposes several workshops across the year in different countries. Its offer includes events tailored for industry and institutional partners within festivals and markets.**

promoted by

Genova > Liguria  
Film Commission

supported by



[info@maiaworkshops.org](mailto:info@maiaworkshops.org) / [www.maiaworkshops.org](http://www.maiaworkshops.org)

# MAIA MASTERCLASS

## 'Pitch and Package for Success'

Terme di Diocleziano - Roma  
19 – 20 October 2015

### 19 October – SALA RAI COM

10.00 - 13.00

**Welcome** - Nicola Borrelli MIBACT and Enrico Bufalini Cinecittà Luce and brief presentation of Maia Workshops Graziella Bildesheim

#### **Pitching Panel : How to prepare for an International Film Market, Hints and Tips from Special Experts**

*Jean Baptiste Babin - Backup Media Group, Els Vandevorst - N279 Entertainment, Antoine Simkine - Les films d'Antoine, Chiara Fortuna - MIBACT, Stefano Tealdi - Stefilm, Graziella Bildesheim - Maia Workshops*

15:00 - 19 :00

#### **For MIA accredited guests only**

Tables of experts open to discuss participants' projects.

### 20 October – SALA CONFERENZE

10.00 - 13.00

**Welcome** - Lucia Milazzotto - MIA and Graziella Bildesheim - Maia Workshops

#### **Packaging Panel: Marketing Strategies and Key Elements to Target your Audience**

*Cynthia de Souza - The Works International, Claire Launay - Arte France, Mathias Noschis - Alphapanda, Andreas Rothbauer - Picture Tree International, Graziella Bildesheim - Maia Workshops*

15:00 - 19:00

#### **For MIA accredited guests only**

Speed dating MAIA producers / MIA attendees.

