



EEFA TRAINING NETWORK 2011

**A TRAINING PLATFORM
FOR EAST EUROPEAN FILM PROFESSIONALS**

GUIDELINES

Project's summary
Who can apply
Selection criteria
Application procedure
Selection procedure
Participation within the Training
Contact

EEFA TRAINING NETWORK

EEFA	<i>is a welcome partner to you and to your film project.</i>
TRAINING	<i>is a continuous learning giving you skills and competency.</i>
NETWORK	<i>is a film community you will belong to.</i>

1. Project's summary.

1.1. Objectives:

EEFA TRAINING NETWORK intends to be a platform for film professionals from the East European countries and EU neighboring countries, utilizing co-production projects as concrete means to gather talents and strengthen the wide regional film industry.

EEFA TRAINING NETWORK will create, develop and help capitalization of opportunities for international co-productions between the Eastern and European partner countries, as well as with the established film markets in the EU, trying to inter-relate the existing platforms or markets.

EEFA TRAINING NETWORK will facilitate information exchange and stimulate market intelligence by establishing a wide professional network that makes effective use of the information regarding necessary working conditions, legal framework, systems of financing, systems of distribution/exhibition within the audiovisual markets in the partner countries.

EEFA TRAINING NETWORK will enhance the competitiveness and international co-operation of the audio-visual sector of the East European partner countries in relationship with their European counterparts.

EEFA TRAINING NETWORK will foster opportunities for cultural diversity, product exchange and circulation of audiovisual products among the partner countries and within the EU by offering access to an industry-standard professional network available for all its members.

1.2. Working methods:

A hybrid model of project-based, online **and** residential training, plus access to some of the industry live events. A layout that covers all the essential topics and spans the course of an entire year.

The training combines

- an itinerary program consisting in input lectures sessions that links **four festivals** from the whole region of Eastern Europe and neighboring countries, and ends in parallel with a major International Film Festival (Berlinale);
- distant learning tools: follow-up assistance from experienced West European senior trainers and online community presence via the **EEFA online platform**.
- integrated development of European and East European co-production projects and preparation in the perspective of their circulation throughout Europe, guided by a set of **European experts** involved in active mentoring, discussion, consultancy and interchange with the participants;
- **feedback** from European trainers to the participantsø assignments, consultation and comparative evaluation of working and frame conditions in the partner countries;

1.3.Target groups

The target group consists of film professionals being citizens/residents of/in the partner countries (Azerbaijan, Bulgaria, Croatia, Estonia, Georgia, Latvia, Moldova, Romania, Russia, Serbia, Slovenia, Turkey, Ukraine) plus Poland, Czech Republic, Hungary and Slovakia.

For details see sections **øWho can applyø** and **øSelection criteriaø**.

1.4.Learning targets and professional benefits;

- Participants will know the elements needed for a viable film project and will have improved their skills in how to draft a professional film-script, how to produce a film, how to deal with the main legal issues, how to analyze target audiences and market potential of a film project.

- Participants will have improved their understanding of the film sector in their country as well as of the other partner countries in order to understand the basic requirements to enter into co-production.
- Participants will have gained concrete parameters as to how to develop their career further in film and/or audiovisual field, as well as how to improve their daily practice.
- Participants will start to develop and enlarge their professional network.
- Participants will have a better understanding of the functioning and dynamics of the European and Eastern film markets.

1.5. Training format and methodology.

The training is spanned on the duration of a year, and consists of four phases:

- an *on-line preparation* phase during which all participants align themselves on key principles regarding the topics they work upon, have interactive feedback in the form of questions and answers, and work on assignments.

Participants will receive on-line a set of core concepts and a list of assignments before the workshops, in order to attend the training with an equal level of understanding and preparation for the live workshops.

- a *live phase of spotlight meetings* of the four basic film business crafts (screenwriters, producers, legal representatives, distribution representatives) in the form of residential workshops where initial assignments are evaluated and improved.

In the workshop, know-how input will be given through lectures, case studies and screenings for all participants. In the plenary and in group sessions led by the trainers, participants will discuss and analyze specific topics or case studies.

Session no. 1: “ Script Development for Documentaries”

- Parallel to the event: ZagrebDox
- where : Zagreb (Croatia)
- when: 3rd -7th of March 2011

Session no. 2: “ Development for Fiction projects”

- framework event : Festival of European Co-productions
- where : Sofia (Bulgaria)
- when: 18th -21st of May 2011

Session no. 3: “ Production Workshop”

- framework event : Molodist International Film Festival
- where : Kyiv (Ukraine)
- when: 27th -30th of October 2011

Session no. 4 : “ Legal and Distribution Workshop”

- framework event : Baltic Nights Film Festival (POFF)
- where : Tallin (Estonia)
- when : 30th of November - 4th of December 2011

After every workshop, a person appointed by the coordinator will draft a report on the outcomes and findings of the training, which will be revised and edited by the trainers under the supervision of the Head of Studies.

- *the active attendance of industry professionals events in each of the four sessions*
- *the final presentation of the most developed and sustainable projects at a major International Film Festival.*
- framework event: Berlin International Film Festival (Berlinale 2012)
- where: Berlin (Germania)
- when: February, 2012

At the end of the entire training period, a final, in-depth report that covers all the major findings and outcomes is drafted, and put on-line to be referenced by the members of the EEFA Training Network platform, so everyone in the network can benefit of all the previous experiences.

2. Who can apply ?

EEFA Project 2011 is open only for the film professionals who are residents of the 14 partner countries (see 1.3 on page 3) plus Poland, Czech Republic, Hungary and Slovakia.

The trainees for EEFA Training Network will apply in project teams (producer, writer/director, legal expert, promotion expert) that share the same long feature film project (fiction or documentary, more than 70 minutes) being currently in development phase.

3. Which are the selection criteria ?

The applications will be evaluated taking into considerations both the quality of the submitted projects and the professional profiles of the members of the team.

- **Indicative selection criteria for the submitted film project**
 - quality of the script;
 - international market potential;
- **Indicative criteria for the members of the film project**

Selection criteria for producers: either to have produced a minimum of two hours of audiovisual programs (any format and genre, no matter whether through their own or a third entity) or to have a sound business and managerial experience in any other field. They need to be currently working in their country on project where they have teamed up with the writer/director.

Selection criteria for writers or directors: to have written and/or directed at least two hours of audiovisual program (any format and genre). They need to be currently working in their country on project where they have teamed up with the producer.

Selection criteria for legal experts: at least three years of professional activity, preferably with experience linked to the film sector and intellectual property law. They need to be currently working in their country on project where they have teamed up with the producer.

Selection criteria for promotion expert: at least three years of professional activity in film marketing/promotion. They need to be currently working in their country on project where they have teamed up with the producer.

For all, a good knowledge of English language is compulsory as English will be the working language of the training program: all lectures from the tutors and all input (written or verbal) of the trainees will be provided using **only** this language.

4. Application procedure.

4.1. What to be sent.

The application package will be drafted only in English and will contain:

1. Application form (properly filled in and signed);

2. CVs for each member of the team: producer, writer/director, legal, distribution representative. Each CV has to be updated with relevant information regarding the experience in cinematography industry or related fields and has to contain a photo in pdf or jpg format.

3. Long feature film project (fiction or documentary, more than 70 minutes) folder, which will include:

- synopsis (one page);
- treatment (maximum 10 pages);
- draft budget and financing plan (in euros; one page each);
- draft distribution plan (one page).

4. A motivation letter signed by the Producer, containing a brief description of the production company and which has to provide arguments sustaining the interest of the team in participating within EEFA Training Network 2010.

4.2. Where to send.

EEFA Training Network will provide all technical support for an easy and secure application procedure.

All documents will be sent via email at submissions@eefa-eu.org

A confirmation e-mail will be sent to applicants, to confirm that all documents have been received and entry is valid.

4.3. Deadline.

Your application will only be considered if all requirements are met and all of your documents have been received in English and in the formats mentioned under the address submissions@eefa-eu.org within the deadline **February 13th, 2011!**

4.4. Selection procedure.

After the closing date of the application sessions, a team of well-established international film experts will assess all the applications received and will select the Projects and teams which will participate in EEFA Training Network 2011.

All applicants will be notified about the results of the selection procedure by e-mail, no later than **February 20th**.

5. The participation of the selected candidates within the Training.

After the notification, the selected participants will have to provide a written commitment on regard their participation within all phases of the project as described at section **“Training format and methodology”**.

Each member of a selected team will have to attend one of the four training sessions, according to the profession and responsibilities assigned within the film project. In addition, the Producers of the projects which will be selected for the final Berlinale 2012 presentation will have to attend the final presentation.

- **Please note: scholarships and financial obligations of the participants.**

EEFA Training Network 2011 requests a participation fee of 170 E from selected participants.

EEFA will grant, however, **four scholarships**, based on the criteria of project performance.

- **Please note: visas.**

Each selected trainee will be responsible to get for himself the visas for the countries where EEFA 2011 sessions take place, according to each national legislation actually in force. To this purpose, EEFA will provide all the selected candidates with an invitation letter confirming the selection and stating the events and periods which have to be attended.

- **Please note: credits.**

The note “Developed with the support of EEFA Training Network” and the correspondent logo should be included in the official presentation materials of the films projects participating within the 2011 EEFA Training Network program.

6. Contact.

EEFA TRAINING NETWORK will be answering your questions and will provide you with all information need during this project.

The East European Film Alliance is supported in 2011 by Media MUNDUS by Romanian National Centre for Cinematography, by the FilmNewEurope website and the MAQS Law Firm.

Making your project possible is our aim, goal and target.

Please contact:

Coordinator

CATALIN LEESCU

Email: cat@filmsector.org

Mobile: +40 753 125 237

Project Manager

RUXANDRA CERNAT

Email: ruxandra@filmsector.org

Project Assistant

C.OANA A. VENAT-DUMITRIU

Email: oana-san@filmsector.org

Mobile: +40 753 125 247

Tel/fax: +40 21 320 6072