



ERICH POMMER
INSTITUT



TRAINING FOR THE MEDIA INDUSTRY

INTERNATIONAL
PROGRAM 2021

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INDIVIDUALISED CONCEPTS

We tailor the topics, didactics and timing of our advanced training courses to your company's particular requirements and your employees' prior knowledge.

EXPERIENCED EXPERTS

Experts from the industry impart practical knowledge and valuable background information.

COORDINATED SERVICE

We take care of event concept development, organization and implementation.

COST EFFECTIVENESS AND EFFICIENT USE OF TIME

The seminars come to your employees — this saves time and reduces cost. A fixed price agreed in advance provides the greatest degree of transparency and certainty for your cost estimating.



Storytelling – The Collaborative Model*

Clearing Rights for Film and TV*

Key Agreements for Film and TV*

European Co-Production*

The Art of Negotiation*

net.works – Successful Networking for Women**

Storytelling for TV Drama*

Agile Innovation Management*

NEW!

The Art of Pitching*

*Funded by



medienboard
BerlinBrandenburg

**In cooperation with



**DICTYO
NOMIE**
die kunst
des neuen
networking

Media Partner



ESSENTIAL LEGAL FRAMEWORK 2021

Workshops designed to meet the specific needs of the European audiovisual industry*

EUROPEAN CO-PRODUCTION LEGAL AND FINANCIAL ASPECTS

October 28 - 30 in Budapest (excl. travel days)

Producers today face a complex set of challenges when entering co-productions. The workshop provides hands-on tips to successfully navigate the ever-changing landscape of co-producing in Europe. Leading film and TV experts as well as acclaimed European producers present state-of-the-art case studies and offer exclusive insights into their work.

BENEFITS

- In-depth understanding of the financial and legal framework of European co-production
- Exclusive access to acclaimed producers and top industry experts in film and TV
- Interactive sessions with space for questions and exchange
- Excellent opportunities for networking and group collaboration

LEADING INNOVATION AND CHANGE IN FILM AND TV

November 18 - 20 in Berlin (excl. travel days)

The need for an openness towards innovation and change has been vital since the accelerated rise of digitalization; the pandemic has made it crucial. This workshop offers a profound understanding and practical knowledge on assessing as well as implementing change to ensure the sustainable development of the participants' businesses.

BENEFITS

- Understanding the new demands to leadership in times of change
- Strategies to sustain your business and maximize your company's revenues
- Hands-on techniques to implement and manage organizational changes successfully
- Interactive sessions and group work with international experts and other professionals

THE ART OF NEGOTIATING AGREEMENTS FOR FILM AND TV

December 09 - 11 in Berlin (excl. travel days)

Good agreements are essential for any successful production. This workshop aims at enabling film and television producers to handle an agreement like a good script: with passion and a deep understanding of its structures and mechanisms. Training combines interactive elements, expert lectures and practical exercises to understand agreements and train the art of negotiation.

BENEFITS

- Deep understanding of the complex world of communication
- Detailed overview of relevant negotiation partners and understanding their interests
- Hands-on tips and tricks on setting yourself up for successful negotiations
- Establish valuable business contacts with professionals from all over Europe

The workshops are currently planned as on-site events following adequate hygiene concepts. We continuously observe the new developments and reevaluate the situation accordingly.

* Bookable separately

Funders



Local Partner European Co-Production



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OTHER PROGRAMS

NEW: SERIES' WOMEN

SERIES' WOMEN is the first career enhancement programme for female producers in the European drama series industry.

It offers excellent training in visibility and leadership, fosters access to industry markets and supports the building of professional networks. The broad variety of the programme elements paves the way for a significant increase in industry exposure and business opportunities for the producers and their projects.

SERIES' WOMEN combines curated mentoring and coaching with state-of-the-art training opportunities and offers direct access to decision makers and top industry players as well as exclusive pitching and networking opportunities at Series Mania Forum 2021.

By supporting selected female producers directly and boosting individual careers, SERIES' WOMEN sets off to increase the visibility of female producers and female-driven projects and strives to tackle underrepresentation in the industry in the general.

The first edition of SERIES' WOMEN launched in March 2021 features 20 female producers from 13 European countries.

A second edition of SERIES' WOMEN is planned for 2022.

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GERMAN-LANGUAGE PROGRAMS

CERTIFICATE COURSE FILM PRODUCTION MANAGEMENT

Practical, in-service training in three modules

The flood of productions in both the entertainment and fiction sectors has led to a major shortage of skilled workers in the professions of production management. Topics include team management and accounting, financing and budgeting, and media law.

A cooperation between Film University Babelsberg KONRAD WOLF and the Erich Pommer Institut.

Funded by



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CERTIFICATE COURSE FIRST ASSISTANT DIRECTOR

Practical, in-service training in three modules

In three modules, participants can gain a broad and in-depth insight into one of the most central departments in the realization of a film project: the assistant director. This course is a measure to eliminate the shortage of skilled workers in the industry and offers the content building blocks of the urgently needed professions on the film set.

A cooperation between Film University Babelsberg KONRAD WOLF and the Erich Pommer Institut.

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GERMAN-LANGUAGE PROGRAMS



shift_culture - THE LEADERSHIP PROGRAM FOR WOMEN* IN THE CULTURAL SECTOR

shift_culture is a program for the advancement of women* in leadership and management positions in the cultural sector on the topics of transformational leadership, innovation and change management, communication, self-marketing and networks.

The program serves to strengthen leadership qualities and at the same time trains companies in modern gender equality management.

Sponsored by



shift|F - INNOVATION AND CHANGE MANAGEMENT FOR WOMEN* IN MEDIA COMPANIES

To successfully master the digital transformation in the German media industry, more mixed management teams are needed to initiate, shape and accompany innovation processes. However, women* are still underrepresented in leadership positions. shift|F is a leadership program for women* working in middle to senior management in media companies and provides sought-after expertise and tools in the areas of transformational leadership, innovation and change management.

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MASTER'S PROGRAM DIGITAL MEDIA LAW AND MANAGEMENT LL.M. | MBA

The digital transformation in the media industry opens up new business areas, disruption and revenue models in a complex legal environment. Through an mixture of theory and practice, specialists and managers are trained to work at the intersection of Creative – Legal – Business.

A cooperation of the Film University Babelsberg KONRAD WOLF, the University of Potsdam and the Erich Pommer Institut.



COMPACT SEMINARS

The Erich Pommer Institut offers a variety of compact seminars. Their unique element is the focus on legal and economic issues in the media industry with a high level of practical relevance and a large network of experts and industry professionals. The industry-oriented approach generates expertise and consulting competence to provide impetus for politics and businesses.

The Erich Pommer Institut (EPI) is one of the leading professional training providers in the German and European media landscape and an independent industry think tank.

With expertise in media law and economics, EPI accompanies the process of digital transformation in the media industry in a variety of formats and publications.

The EPI was founded in 1998 as an independent non-profit company in Potsdam-Babelsberg and is an affiliated Institut of the Film University Babelsberg KONRAD WOLF and the University of Potsdam.



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BLICKPUNKT: FILM

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TELL US WHAT YOU THINK!