

PRESS RELEASE**Erich Pommer Institut (EPI) launches second edition of SERIES' WOMEN**

Potsdam, Germany, June 2nd, 2022

SERIES' WOMEN, the international career enhancement program for female producers of European drama series, is entering its second round. After a successful first edition in 2021, the English-language program will continue in 2022 with the support of Creative Europe - MEDIA. In 2021, 20 female producers from 13 European countries participated in SERIES' WOMEN and were accompanied by international industry professionals such as Anke Greifeneder, Ed Guiney and Anne Thomopoulos as mentors.

SERIES' WOMEN aims to provide female producers with the necessary skills to better position themselves and their projects in a highly competitive market and increase their visibility. The building of professional networks and direct access to renowned industry professionals are also elementary components. In addition to live online-workshops, this edition will also feature face-to-face workshops. During the self-study phase, the female producers will have access to EPI's innovative online courses, and participants can again expect curated mentoring and 1:1 pitching coaching. In a new module, experienced industry leaders will give participants an overview of the current state of the European series industry, focusing on topics such as financing, marketing and distribution. The program is rounded off by exclusive networking opportunities at two of Europe's most important series markets: *TV Drama Vision* in Gothenburg, Sweden, and *Series Mania Forum* in Lille, France.

Another new component of the program is a two-day training course on gender equality and diversity management, which is aimed at HR managers or the respective decision-makers in the companies of the female producers. The training provides them with tools to establish more diverse and gender equal hiring practices. With the introduction of this module, SERIES WOMEN aims to bring about systemic change in the respective companies and the entire audiovisual industry.

The program will run in five modules from November 2022 until March 2023. A free online info session will take place on June 21st, 2022, followed by the application deadline on September 19th, 2022.

Siebe Dumon, Head of Talent Development TV, Vlaams Audiovisueel Fonds (VAF):

“After already having worked with the Erich Pommer Institut on the first edition of their career enhancement program for female producers, SERIES' WOMEN, in 2021, we are happy to continue this collaboration for the next edition and help shape female producers' careers. The program has been very well received in our region and beyond and supports VAF's goals to develop a sustainable audiovisual industry and support the careers of female audiovisual professionals.”

Dina Rubanoviš, Head of International Training & Business-Strategy, EPI:

“After a successful launch in 2021, I am very excited about the second edition of SERIES' WOMEN, this year taking place with the funding of Creative Europe - MEDIA as well as the support from our many industry partners. Feedback on the first edition has shown the relevancy of these type of programs. They enable women to improve their professional skills, build international networks and consolidate their position in the industry in a protected setting. New program elements prepare the producers as well as the HR managers in their companies even better for an ever-changing industry and help promote gender parity and diversity on a European level.”

Find more information on the program, application and info session here: <https://en.epi.media/series-women/>

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