

# Business Development for Success

## Leading Innovation and Change in Film and TV

December 4 – 8, 2019 in Berlin

## PROGRAMME SCHEDULE

Wednesday, December 4 \_\_\_\_\_ DAY OF ARRIVAL

19:00 \_\_ **Welcome reception at the hotel**

19:45 \_\_ **Dinner at CANA**

Thursday, December 5 \_\_\_\_\_ DAY ONE

9:00 \_\_ **Welcome and Introductions**

**Dina Rubanoviš**, Erich Pommer Institut

9:30 \_\_ **The Digital Shift in Film and TV: Learning and Un-Learning in Times of Disruption**

Innovation and change require as much to learn and apply new methods and strategies as to un-learn old ones. In the opening keynote of the workshop, Erwin M. Schmidt will share his thoughts on the process of innovation and change and insights from his personal learning and un-learning journey.

**Erwin M. Schmidt**, Cinemathon International

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### **HUMAN-CENTRED INNOVATION AND AGILE INNOVATION MANAGEMENT: Introduction, Methods and Work Modes (Design Thinking and Scrum)**

Design Thinking has become an industry standard to develop human-centred innovation and to tackle complex challenges. Learn to create something that is really needed. The whole session will be a hands-on mix of teamwork, inputs and reflection sessions.

- ✓ Experience all six phases of the Design Thinking process
- ✓ Dive deeper into the Design Thinking mindset and work modes
- ✓ Work in small multidisciplinary teams and try out different methods for human-centred innovation
- ✓ Get an overview on combining Design Thinking and other agile methods
- ✓ Learn about Scrum as a process and method for agile development and agile project management

**Flavia Bleuel**, HPI Academy & **Nele Fischer**, Freelance Futurist

10:00 \_\_ **Human-Centred Innovation / Agile Innovation Management: PART 1** (incl. coffee breaks)

13:00 \_\_ **Lunch break**

14:00 \_\_ **Human-Centred Innovation / Agile Innovation Management: PART 2** (incl. coffee breaks)

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18:30 \_\_ **End of day one**

19:00 \_\_ **Meeting in hotel lobby for joint walk**

19:30 \_\_ **Dinner at OBERMAIER**

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Friday, December 6 \_\_\_\_\_ DAY TWO

9:30 \_\_ **Business Case Study I: TICKETING GROUP**

New ways of reaching the right audience has been a widely discussed topic between filmmakers, distributors and cinemas alike. Through their innovative approach, Ticketing Group have developed smart tech solutions that offer support in this matter. Robert van Hunsel will share his industry knowledge and give an insight into the journey of the development of these solutions and how this affected Ticketing Group & Impact Cinema as businesses.

**Robert van Hunsel**, Ticketing Group

Moderated by **Erwin M. Schmidt**, Cinemathon International

11:00 \_\_ **Coffee break**

11:30 \_\_ **MANAGING CHANGE / PART 1: You are more than just your slate!**

A session to take a step back from the day to day. This session will help you define what your business is doing now, and how well it fits with what you need it to do for you going forward. We'll consider the following questions:

- ✓ What are your long-term aspirations for yourself and your business?
- ✓ What does your business model look like now?
- ✓ What are your key business drivers?
- ✓ What is your USP – how do you make sure you stick out from the crowd?

**Gill Thewlis**, Aperté

13:00 \_\_ **Lunch break**

14:00 \_\_ **MANAGING CHANGE / PART 1: You are more than just your slate! (continued)**

**Gill Thewlis**, Aperté

16:00 \_\_ **Coffee break**

16:30 \_\_ **MANAGING CHANGE / PART 2: Going boldly into the future**

Building on the Innovation session on day 1 we'll explore the way the world of drama production is changing – and how you want to respond to those changes. We'll look at:

- ✓ What does business model innovation look like?
- ✓ What do you do with all your ideas?
- ✓ Strategic approaches to harnessing your best ideas and developing your business in the future
- ✓ What does this mean for your current business model?

**Gill Thewlis**, Aperté

18:30 \_\_ **End of day two**

19:00 \_\_ **Meeting in hotel lobby for joint walk**

19:30 \_\_ **Dinner at DOLCETTO**

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Saturday, December 7 \_\_\_\_\_ DAY THREE

9:30 \_\_ **Business Case Study II: PLATTFORM PRODUKTION**

The award-winning makers of THE SQUARE (Winner *Palme D'Or*, Festival de Cannes 2017) will share exclusive insights into the workings of an innovative independent production company. Ludwig Källén will draw back the curtain on Plattform Produktion's existing and future business strategies as well as talk about their innovative approach to production and distribution in the age of digitalization.

**Ludwig Källén**, Plattform Produktion

11:00 \_\_ **Coffee break**

11:30 \_\_ **MANAGING CHANGE / PART 3: Defining the Change**

Drawing on day two, we will move into the future and we'll:

- ✓ Create your future focused business model and discuss how you measure your success
- ✓ Define how your underpinning financial model works and set some SMART targets for the future
- ✓ Look at various approaches to structuring and presenting a business plan and financing that plan

**Gill Thewlis**, Aperté

13:00 \_\_ **Lunch break**

14:00 \_\_ **MANAGING CHANGE / PART 3: Defining the Change (continued)**

**Gill Thewlis**, Aperté

16:00 \_\_ **Coffee break**

16:30 \_\_ **MANAGING CHANGE / PART 4: Leading the Change**

We'll create a timeline for you to move your business from now to the future. We'll think about:

- ✓ What will you need in terms of assets and resources to make the change happen?
- ✓ What will you need to do – what actions will you need to take?
- ✓ What could get in the way or possibly go wrong, and how may you deal with these eventualities?
- ✓ Process of change, how change impacts people and methods of managing a team through change

**Gill Thewlis**, Aperté

18:00 \_\_ **Debriefing and evaluations**

18:30 \_\_ **End of workshop**

19:00 \_\_ **Meeting in hotel lobby for joint walk**

19:30 \_\_ **Dinner at BRAUHAUS GEORGBRAEU**

Sunday, December 8 \_\_\_\_\_ DAY OF DEPARTURE