

SCREEN LEADERS



CREATE | INNOVATE | LEAD

Leadership and Strategic Company Development
Programme for the Screen Industries

CREATIVE LEADERSHIP

Developing a leadership strategy, leadership culture and business strategy is a substantial investment, but one that will yield real results for your company.

These benefits include the ability to implement planning, adapt to change, foster innovation and make informed, strategic decisions that support the future growth of your company.

To develop a business in this way demands a leader who looks beyond the day-to-day operations to hold a global view.

Screen Leaders provides you with the opportunity to take a step back and invest in your own development as well as your company's development. Our team will work with you and your company, to plan strategically, influence change, collaborate and communicate effectively.

We will equip you with the tools needed to implement your new strategy for your company.

Screen Leaders is a leadership and strategic company development course, supported by the MEDIA Programme of the European Union. It is specifically designed for European professionals working in the creative industries: film, television, animation, digital media, distribution, exhibition and facility companies.

In a nutshell, Screen Leaders is second to none in enhancing business techniques in this sector, and that sets it apart.

Christophe Vidal,
Directeur, Natixis Coficine Bank

WHAT SCREEN LEADERS OFFERS YOUR COMPANY?

- Strategic Leadership
- Improved leadership culture
- Company Growth and development
- Strategic Planning (drafting of a five-year business plan)
- Application of business acumen to creative processes
- Skills to implement your strategic plan
- Fostering of innovation
- Effective adaptation to change
- Leadership coaching
- Improved operational structure
- Financial Planning
- Development Process
- Cross industry network i.e. film, television, animation, digital media, VFX, facilities, sales, distribution and exhibition
- Custom designed market sessions (banking, co-production opportunities, developments in the marketplace, new business models, company case studies, packaging projects etc.)
- Talent Management

The importance of a course like Screen Leaders is that it provides you with the valuable opportunity to step back from working in projects to working on the business. It is essential that any company, regardless of the industry, develops a comprehensive strategy and Screen Leaders delivers this and gives the directors tools to implement this strategy. It has played an important role in the development of Brown Bag Films and I hugely encourage content companies to participate in this extraordinary learning experience

Cathal Gaffney,
CEO Brown Bag Films

HOW IS THE TRAINING DELIVERED?

Our first step will be to learn more about your company.

During our initial consultation process, we work with you and your company to identify your objectives in taking part in the program and custom design the content as a response to these needs. This custom-designed content is a unique aspect of Screen Leaders.

The core, constant elements of Screen Leaders will include the following:

- Leadership training and coaching
- Strategic Planning training and mentorship
- Executive Leaderships coaching
- Financial Planning
- Industry market sessions with industry leaders exploring current and new market developments

Plenary sessions will be informed by the needs of participating companies. These sessions will relate to developments in the current marketplace from topics such as: finance, new business models, banking, branded entertainment, packaging EU projects for the US marketplace, distribution landscape, company case studies etc.

The guest speakers attending are all top-tier professionals from Europe and the US.

WHAT IS THE COURSE STRUCTURE?

Screen Leaders takes place over three modules over a total of eleven days.

MODULE 1

four-day residential workshop in Ireland.

MODULE 2

two-day workshop on Strategic Planning, which will take place in Ireland and another EU country (participating companies can choose the most convenient location for this module)

MODULE 3

four-day residential workshop in another EU country.

Between modules 2 and 3, our Strategic Planning Course Director and our Leadership coach will meet with you to discuss the initial draft of your companies Five Year Plan and your implementation process. This meeting will take place in Ireland and (for companies based in Europe) Berlin.

Screen Leaders provides participants with an extraordinary opportunity: the opportunity to focus on how to make their businesses grow and prosper. The program is both rigorous and supportive. I wish my US clients had access to it!

Patricia V. Mayer,
Partner, Mitchell Silberberg & Knupp

WHAT COMPANIES WOULD BENEFIT FROM SCREEN LEADERS?

To benefit most from this programme, you should have a minimum of five years working at a senior level in a company.

The nature of your company's business may include, but is not limited to the following: Film, Television, Animation, Digital Media, Sales, Exhibition, Distribution, Production/ Post Production, Film Festivals, Facility Companies.

HOW MANY CAN ATTEND FROM YOUR COMPANY?

Each company's participation will be limited to two representatives at senior level of management. During Module 2 (Strategic Planning), we encourage participation from other members of your company's team, although all costs associated with their attendance must be borne by your company.

HOW MANY COMPANIES WILL BE PARTICIPATING?

To ensure an optimal learning environment, participation will be limited to 15 companies (two key practitioners from each company i.e. CEO/Owner/ COO/CFO/Lead Producer)

HOW MUCH DOES IT COST?

Screen Leaders EU costs €5,000 per participating company, to include two representatives. Included in the price are accommodation and all meals. Travel costs are excluded.

Scholarships are available for the 12 new EU member states (Romania, Slovenia, Hungary, Czech Republic, Estonia, Poland, Bulgaria, Latvia, Lithuania, Slovakia, Cyprus and Malta.

HOW DO I GET MORE INFORMATION?

For more information on Screen Leaders, to apply for the course and to get further information, please contact:

Helen McMahon
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www.screentrainingireland.ie



Participating in Screenleaders was the first time we as a company brought proper planning into our business. We now run the business from a plan with all development feeding the company plan. Screenleaders is a mini MBA for the business of TV and Film.

Larry Bass,
CEO of Screentime ShinAwiL

The Screen Leaders course offers a unique opportunity for companies across Europe to learn about leadership, and gain invaluable insights by hearing about the experiences of other comparable organisations.

Simon Shaps,
Chairman, Back2Back,
Mercury Media International

The Screen Leaders programme is a rare occasion to zoom out from the daily practicalities and develop your business. Two important factors benefit the success: you do it together with somebody else from your organisation plus you are supported by an interesting mix of skilled people: both the speakers and not least, the others attending the programme.

Marit Kapla,
Artistic Director, Gothenburg Film Festival

Creativity requires business leadership to thrive and Screen Leaders provides the complete survival tool kit

Joe MacAree,
JMA Consulting

This year will see Blacknorth invest in core IP products while maintaining a strong service arm. Screen Leaders was instrumental in helping Blacknorth reach this commercial and creative equilibrium.

Evelyn McGrath, Kris Kelly,
Directors, Blacknorth

The course is great and very well organised. I always met high profile business people again with whom I have been working for many years in various projects and the panels are highly interesting for both the panelists and the participants

Wolfgang Brehm,
Co-founder, Brehm & Moers

After ten years in the business, we needed not only to find new projects but also set up a long term strategy and define our general goals. And that is where Screen Leaders is most valuable - in helping producers to realize their plan. Most of the training programmes in Europe are project based, but Screen Leaders is very different. The goal is to develop your company and move forward with your business. I would recommend Screen Leaders to all companies - established or start-ups - as it is truly unique and valuable experience.

Vratislav Šlajer,
Producer, Managing Director
Bionaut Films / FilmBrigade
Czech Republic

www.screentrainingireland.ie