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Pathways to Market Seminar

Program overview

Screenwest in partnership with Dame Changers is offering an opportunity for up to ten producers with female lead projects (*Key creatives and or lead cast*) to participate in the *Pathways to Market Seminar* run by Beatrice Neuman.

The workshop will focus on how to:

- Pitch and present your project to market
- Assess the market readiness of your project
- Identify a strategic pathway to securing market investment.

Date: Wednesday 24 April 2019

Location: Screenwest 30 Fielder street East Perth

The workshop will be split into three sessions with limited slots available for each session. Only select recipients will be able to complete all three stages of the workshop.

The three sessions include:

1. **The International Film Landscape: A Look at the other side of the Table** *Open to up to 30 participants*
2. **SWOT Analysis Workshop** *Open to up to 10 teams*
3. **One-On-One Meetings with Beatrice Neuman** *Only 4 slots available*

Producers are invited to bring their writer and director teams if chosen.

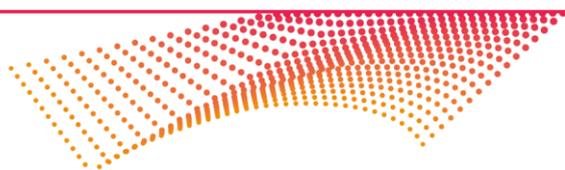
9.00 – 10.30 The International Film Landscape: A Look at the other side of the Table

An overview over the international film landscape. After an introduction to the state of affairs of the international market place, this presentation will very specifically concentrate on breaking down how different types/genres of films are viewed and perceived by sales and distribution executives. Beatrice will also talk about how to best present your project to different industry players.

11.00 – 13.00 SWOT Analysis Workshop

Introduction to SWOT Analysis for film. This workshop will start with a short intro to SWOT analysis, what is it and how to use it to advance your film project.

Participants will be sent a guide to SWOT analysis in advance and asked to prepare a SWOT analysis for their own project. Part of this sessions further learnings will be derived from working through some of the projects' SWOTs. The group will be involved in giving feedback and helping to develop each featured SWOT analysis. The aim is to introduce



this extremely useful tool, which can be adapted to analysing the status quo, weaknesses and challenges of the project and work towards addressing them.

13.30 – 17.30 One-On-One Meetings with Beatrice Neuman

The teams will be invited to pitch their project. Beatrice will consult and provide feedback on how to best pitch your project as well as strategize the next steps to financing and attracting market investment.

About Beatrice Neumann

Beatrice has had a successful over a decade-spanning career in film acquisitions for The Works and Content Media now Kew Media, working on films like Peter Greenaway's NIGHTWATCH, Andrea Arnold's FISHTANK, Louie Psihoyos' THE COVE and Luca Guadagnino's I AM LOVE, before starting her consultancy business in January 2015. Her clients since then include amongst others Edinburgh International Film Festival, IFFR Cinemart, Creative England, Film London, FFilm Cymru, Damechanger Australia and filmmakers from around the world.

Beatrice's freelance work as BeA Film involves consulting directly with filmmakers developing marketing and distribution strategies in the early stages of the project development including story and script consultancy. She also has run direct distribution campaigns in the UK.

Since 2016 she also works as the part-time Programme Manager for Inside Pictures, an intensive film business training and leadership skills development programme presented by the National Film & Television School with training modules in London and Los Angeles. She served as Inside Pictures' Director of Operations for a year in 2017/18.

In 2018 she became the co-producer of the Creative England Market Trader programme, which takes every year 10 producers to the European Film Market in Berlin and prepares them for it in workshops and 1-2-1 mentoring sessions. She has served as a mentor on the programme since its inception in 2015.

Beatrice teaches at Sheffield Hallam University as an Associate Lecturer and speaks regularly on international panels and advises and participates as a trainer and mentor on international training programmes including NFTS, FDA, Metro Film School, ACE, EAVE.

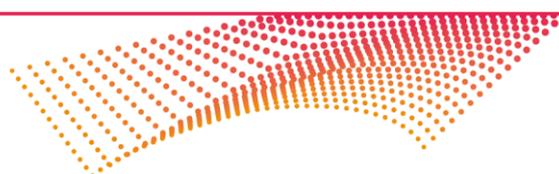
Other projects include Distribution Rewired, a 2-day event on emerging distribution models and methods in collaboration with the Edinburgh International Film Festival and Screentank, a female filmmaker training scheme in collaboration with Dame changer in Australia.

Eligibility

An application must first meet the following eligibility criteria in order to be competitively assessed for funding through this program.

The applicant must:

1. Meet the general eligibility requirements set out in the [Screenwest's Terms of Trade](#).



2. Be a Western Australian resident (see Screenwest Terms of Trade for the full definition)
3. Have displayed a substantial commitment to producing as evidenced in their track record.
4. Must have a feature film project at any stage of development.
5. Must have a feature film project with either a female lead or a female key creative (producer, director, writer) attached.

How to apply

Applicants will need to submit:

1. A Current CV: One for each key creative if applying as a team. (one page only; a bio will only be accepted in addition to a CV)
2. A logline, one paragraph synopsis and one pager of the feature film in development.
3. A rationale (no more than a page) as to why this opportunity is important to the development of this project at this time.

Assessment criteria

1. Current track record of the applicant and team;
2. The likelihood that this opportunity will elevate the applicant and/or teams proposed project
3. The overall likelihood of this project being fully realised
4. The applicant and teams current stage of their careers and the benefits they will gain from this experience.

Screenwest will take into consideration whether the applicant has a number of concurrent outstanding projects in development or production that may impact on the quality and timely delivery of further projects as part of its assessment of the application.

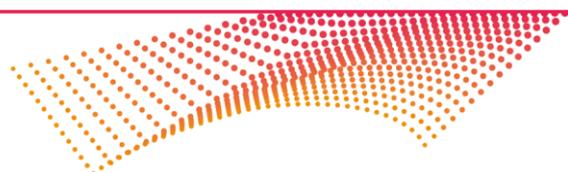
Screenwest seeks to reflect the diversity of Western Australia's community on screen and behind the camera, through projects funded and practitioners supported. The funding panel will take into consideration diversity elements of a submission during the assessment process.

Closing date

All application materials must be submitted by 5:00pm WST on Monday, 8th April 2019.

Applicants should allow plenty of time to submit an application in case of unanticipated problems as late applications will not be accepted.

All closing dates are listed on the Screenwest website and are published in the Screenwest e-newsletter. You can register for the newsletter [here](#).



Submitting an application

Applications can be emailed to funding@screenwest.com.au Applicants should forward all required application materials in a single email. Application materials are not to be emailed directly to individual staff members.

For emails larger than 8MB, send via Screenwest's Hightail Account by following this link:
<https://spaces.hightail.com/uplink/screenwest>

Hard copy applications

Post applications to:

Development & Production Assistant - Scripted
Screenwest
PO Box 3275
EAST PERTH WA 6892

Hand deliver applications to:

Development & Production Assistant - Scripted
Screenwest
30 Fielder Street
EAST PERTH WA 6004

Screenwest recommends that mailed applications are sent via registered post. No responsibility is taken for unregistered mail.

Application receipt confirmation

An application receipt will be forwarded to the applicant within two working days to confirm that Screenwest has received the application. **It is the applicant's responsibility to contact Screenwest if an application receipt has not been received within this timeframe.** Application material(s) will not be returned by Screenwest.

Program contact

Eva Di Blasio, Talent Development Manager

Screenwest

T: (08) 6169 2107

E: eva.diblasio@screenwest.com.au

Applicants should note that just prior to a closing date consultations can be in high demand. Consequently, it is best to telephone or email the program contact for an appointment or general advice well before the advertised closing date.

