

WORKSHOP PROGRAM

MONDAY NOVEMBER 21

INTRODUCTIONS, ROUNDTABLE DISCUSSION, INFORMATION SESSION

10:00am – 11:30am

Jean & Peter Lougheed Building 313

The morning session will involve all IPL Faculty and key BNMI staff. We will go through a round of introductions, review all applications, review the agenda and finalize any outstanding questions about the Boot Camp.

Welcome: **Susan Kennard**, *Director and Executive Producer, BNMI*
Luke Azevedo, *Director of Operations, CEE*
Tahira Baulackey, *Special Events & Work Study Coordinator*
Ravi Shukla, *Technology Counsel, Lang Michener*
Michael Ed, *Principal, REI Inc.*
Marty Avery, *Chief Catalyst, What-if?*
Steve Billinger, *Senior Vice President-Broadcast, Cookie Jar*
Caitlin O'Donovan, *IPL Producer, Habitat New Media Lab*
Mark Greenspan, *Training Programmes Manager, Habitat New Media Lab*

TECH RUN-THROUGH

1:00pm – 3:00pm

Jean & Peter Lougheed Building 221

This will be an opportunity for the faculty to see how we will be using the Polycom technology to link up with the remote destinations. Faculty can also work on their presentations, and upload it to the FTP site.

MEET AND GREET

7:00pm – 9:30pm

The Rimrock Hotel Eden Restaurant



An exquisite fine dining experience awaits you at the Eden Restaurant in the Rimrock Resort Hotel. Their dedicated staff will take you through an evening of epicurean delights, set in a luxurious decor enhanced with magnificent views of Mount Rundle and the Bow Valley.

TUESDAY NOVEMBER 22

TECH-RUN THROUGH

8:00am – 8:30am

Jeanne & Peter Lougheed Building 221

Technical run-through with virtual locations in Winnipeg, Halifax, and Edmonton

INTRODUCTION AND EXPLANATION OF THE IPL

8:30am – 9:00am

Jean & Peter Lougheed Building 221

Caitlin O'Donovan, *IPL Producer, Habitat New Media Lab*

IPL Introduction

Susan Kennard, *Director and Executive Producer, BNMI*

Faculty Introduction

PRESENTATIONS

9:00am – 10:00am

Jean & Peter Lougheed Building 221

Ravi Shukla, *Technolog Counsel, Lang Michener*

Copyright and Near Copyright

In the aftermath of the earliest stages of the digital information revolution it is apparent that the implementation of these technologies will often greatly disrupt the pre-existing state of affairs. As the impact of innovative information technology is greatly amplified by the "network of networks" we now term the Internet, this awareness has in turn led many who seek to have input into the direction of future developments to seek to influence the characteristics of the key mechanisms via which that content distribution channel functions and evolves. Consequently, there are currently a number of "tug-of-war" type confrontation taking place in various arenas between groups of Internet actors with opposing agendas. In one such arena groups representing the entertainment industry are pitted against groups representing both content users and the technology companies whose products and services are being used by such users. They are involved in a spirited battle over the extent to which intellectual property laws and, in particular, national copyright laws will present a barrier to the disruption of existing business models. In outlining some of the recent developments in Canadian copyright law I will also discuss some initiatives which leverage copyright law in order to create a "some rights reserved" licensing regime.

Michael Ede, *Principal, REI Inc.*

Building Businesses

An overview of the fundamentals of building a business, raising money and developing a market entry plan.

QUESTIONS AND ANSWERS PERIOD

10:00am – 10:20am

Jean & Peter Lougheed Building 221

BREAK

10:20am – 10:30am

Jean & Peter Lougheed Building 221

PRESENTATIONS CONTINUED

10:30am – 11:05am

Jean & Peter Lougheed Building 221

Marty Avery, *Chief Catalyst, What-if?* Relationship Marketing

You've heard "It's not what you know it's who you know." This is only half true, but that half can make or break you. This presentation focuses on how to make what you know more successful by creating productive relationships with the people you need to know. We'll cover Who You Know, Who You Need to Know, and Best Practices for Getting Connected and Staying Connected with Ideal Financing Partners, Prospects and Influences.

Steve Billinger, *Snr.VP-Broadcast, Cookie Jar* Creating a Business Strategy and Plan

This presentation looks at the key concepts to planning and documenting a business strategy. Discussion will include the Elevator Pitch, Business Plan, Executive Summary, how to analyze your Market and Opportunities, how to define a Product or Business Concept, elements of a Financial Plan and Corporate Goals and Objectives

QUESTIONS AND ANSWERS

11:05am – 11:30am

Jean & Peter Lougheed Building 221

INTERACTIVE ART AND ENTERTAINMENT PROGRAM

11:30am-11:50am

Jean & Peter Lougheed Building 221

Mark Greenspan, *Training and Programmes Manager, Habitat New Media Lab*

Mark gives an overview of the IAEP, and presents examples of the prototypes produced at the Canadian Film Centre's Habitat New Media Lab.

LUNCH

11:50am – 1:00pm

Donald Cameron Hall, Main Dining Room

PRESENTATIONS CONTINUED

1:00pm – 1:40pm

Jean & Peter Lougheed Building 221

Marty Avery, *Chief Catalyst, What-if?*

Nothing happens without sales. Given two minutes, what will you say to attract investors and customers to you? Once you have their eyes and ears, what will you say and do to gain their business? This presentation covers key concepts for attracting the right money and people to your project or business. Learn the foundational Mind Set and Approach to create the winning pitch. Structure and Content, Delivery Style, Closing and Follow up will be covered.

QUESTIONS AND ANSWERS PERIOD

2:00pm – 2:20pm

Jean & Peter Lougheed Building 221

BREAK

2:20pm – 2:30pm

PARTICIPANT PREPARATION

2:30pm – 3:00pm

Jean & Peter Lougheed Building 221

Caitlin O'Donovan, *IPL Producer, Habitat New Media Lab*
IPL Website and Virtual Resource Network

Getting prepared for mentorship day

DEBRIEF WITH FACULTY

3:00pm – 4:00pm

Jean & Peter Lougheed Building 221

WEDNESDAY NOVEMBER 23

TECH RUN-THROUGH

8:00am – 8:30am

Jean & Peter Lougheed Building 221

MENTORSHIP DAY – HALIFAX

8:30am – 11:00am

Jean & Peter Lougheed Building 221

Iain Galloway, *Producer and Technical Director*

Mark Sandiford, *Executive Producer*

Roundtable Mentorship Discussion with Spirit World

- 10 minute pitch about the project
- Feedback from faculty
- S.W.O.T analysis of project
- Break (10 mins)
- Discussion
- Questions and Answers

LUNCH

11:00am – 12:30pm

Jean & Peter Lougheed Building 221

MENTORSHIP DAY - HALIFAX CONTINUED

12:30pm – 3:00pm

Jean & Peter Lougheed Building 221

Jeff Baur

Dan Comier

Michaela McIntosh

Roundtable Mentor Discussion with Vinjin

- 10 minute pitch about the project
- Feedback from faculty
- S.W.O.T analysis of project
- Break (10 mins)
- Discussion
- Questions and Answers

DEBRIEF WITH FACULTY

3:00pm – 4:00pm

Jean & Peter Lougheed Building 221

THURSDAY NOVEMBER 24

TECH RUN-THROUGH

9:30am – 10:00am

Jean & Peter Lougheed Building 221

MENTORSHIP DAY – WINNIPEG

10:00am – 12:30pm

Jean & Peter Lougheed Building 221

Shereen Jerrett, *Content Creator*

Karla Burr, *Technical/Design Co-ordination*

Liz Jarvis, *Executive Producer*

Roundtable Mentorship Discussion with Twin Oakes

- 10 minute pitch about the project
- Feedback from faculty
- S.W.O.T analysis of project
- Break (10 mins)
- Discussion
- Questions and Answers

LUNCH

12:30pm – 1:30pm

Donald Cameron Hall, Main Dining Room

MENTORSHIP DAY - WINNIPEG CONTINUED

1:30pm – 4:00pm

Jean & Peter Lougheed Building 221

Al Rosenberg, *Producer*

Randy Randell, *Game Designer*

Jose Rueda

Roundtable Mentor Discussion with Prizm

- 10 minute pitch about the project
- Feedback from faculty
- S.W.O.T analysis of project
- Break (10 mins)
- Discussion
- Questions and Answers

DEBRIEF WITH FACULTY

4:00pm – 5:00pm

Jean & Peter Lougheed Building 221

FRIDAY NOVEMBER 25

MENTORSHIP DAY – BANFF

10:00am – 12:30pm

Jean & Peter Lougheed Building 221

Joyce Sotski, *President*

Roundtable Mentor Discussion with The Power, the Courage

- 10 minute pitch about the project
- Feedback from faculty
- S.W.O.T analysis of project
- Break (10 mins)
- Discussion
- Questions and Answers

LUNCH

12:30pm – 1:30pm

Donald Cameron Hall, Main Dining Room

DEBRIEF WITH FACULTY

1:30pm – 2:30pm

Jean & Peter Lougheed Building 221

EXHIBITION TOUR: NEW URK

3:00pm – 4:00pm

Glyde Hall, Walter Phillips Gallery

Artist Presentation: Jimmie Durham



Maquette of Particle Wave Theory #2
2005
stone, acrylic, model boat

A Walter Phillips Gallery exhibition. Curated by Candice Hopkins and Robert Blackson, this exhibition combines elements of painting, assemblage, sculpture, and works in stone. An artist, writer, and activist, Durham is Washington born, Berlin-based, and of Cherokee heritage. He appreciates the role of the artist as one who rearranges objects that exist in society - implying a direct relationship between social and artistic processes.