



## **Telefilm Canada/BNMI Interactive Project Lab**

**December 10, 2009 - December 13, 2009**

### **DRAFT Schedule**

#### **December 10**

##### **PROJECT TEAM SET UP**

**2:00 pm – 3:30 pm**

All 10 project teams will use this time to familiarize themselves with the location for the following day's "Circuit Breaker – Introduction" session and lay out marketing materials as required.

##### **WELCOME AND OBJECTIVES OF THE LAB**

**3:30 pm – 3:40 pm**

**Susan Kennard**, *Director and Executive Producer, The Banff New Media Institute, The Banff Centre*

##### **KNOW WHO YOU KNOW, KNOW WHO YOU ARE**

**3:40 pm – 4:05 pm**

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

This introductory session will cover the importance of networks and how to leverage them. In order to activate your networks you need to have a clear understanding of what your project is about and what you need to make it a success. Your ability to talk succinctly and passionately about the team, the project and its objectives is the most powerful tool you have for attracting investment, partnership and support.

##### **UNDERSTANDING INTELLECTUAL PROPERTY RIGHTS AND LICENSING ISSUES**

**4:05 pm – 4:30 pm**

**Ravi Shukla**, *Technology Counsel, Lang Michener*

The presentation will include a brief discussion of the principal features of four key categories of intellectual property rights: copyrights, trade-marks, patents, and trade secrets/confidential information, as well as some of the key licensing related considerations which arise from the ownership of such rights. In particular, aspects of the recent Supreme Court of Canada decisions in the Robertson vs. Thomson Corporation case which have important ramifications on cross platform licensing models for works protected by Canadian copyright laws will be addressed.

## **STORY, CHARACTER, AND INTERACTIVITY- CROSS MEDIA ENTERTAINMENT**

**4:30 pm – 4:55 pm**

**Evan Jones**, *Owner/Producer, Stitch Media Inc.*

This presentation will feature some examples of what makes compelling content and some tricks of the trade on how to achieve it. Audience Fragmentation and Cross-Media Entertainment are becoming the new reality for creators of any content. How can companies join ideas together into an emergent project that engages audience?

## **DINNER**

**5:00 pm – 6:00 pm**

## **IPL BEST PRACTICES!**

**6:00 pm – 6:30 pm**

Discussion on lessons learned from the past IPL workshops, best practices for getting the most out of the sessions. Practical approaches – i.e. what can be achieved over the next 3 days.

## **All Mentors**

## **THE ZEN OF BUILDING A BUSINESS**

**6:30 pm – 7:15 pm**

**Michael Ede**, *Principal, REI Inc.*

This presentation reflects on the challenges of building a successful business. How do you define success? Are you looking for fame, money and happiness? Do you want to change the world? How can you use the business planning process to help you translate your thoughts into effective action?

## **THE ART OF THE DEAL: PITCHING AND HOW TO DO IT**

**7:15 pm – 8:00 pm**

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

**Susan Kennard**, *Director and Executive Producer, Banff New Media Institute*

Your pitch represents both your project and you as a producer to your potential audience, so it's important that it be dynamic, smart and complete. Make sure you know what you want to achieve with your pitch and that will shape what it needs to include:

- The essential elements of your project – i.e. why should we care?
- What kind of support are you looking for – i.e. what do you want from us?

The mentors of the IPL are veterans in this space and will share their experience with you.

## **MEET & GREET IN THE PUB**

**8:00 pm – 10:00 pm**

Sit back, relax, share a glass of wine, grab a snack and get to know the mentors and your peers.

## **December 11**

### **CURCUIT BREAKER I – The Introduction**

**9:00 am – 10:45 am**

All 15 IPL participant teams will have the opportunity to present their projects for the first time and speak candidly with the Mentors about the meaningfulness of their project and what their priorities are for the next stage of development.

15 tables will be set up. The Mentors will circulate from table to table touching base with each group. Teams are encouraged to focus on the project they submitted to the IPL program, while making background material about their professional and creative work to date available as well.

*\*Tip: You should aim for 5-7 minutes to communicate the essential information about your project and the kind of strategic development support you would like to receive during the bootcamp.*

## **BREAK**

**10:45 am – 11:00 am**

## **HOW READY FOR INVESTMENT ARE YOU? Part I**

**11:00 am – 12:00 pm**

**Don Pare**, *Chair & CEO of WiseNav*

In this presentation, Don will give an overview of what investors are looking for and the kinds of investment opportunities available to small digital media start ups. He will offer tips for how and when to present your companies and what pitfalls to be on the lookout for.

## **LUNCH**

**12:00 pm – 1:00 pm**

## **HOW READY FOR INVESTMENT ARE YOU? Part II**

**1:00 pm – 3:00 pm**

**Don Pare**, *Chair & CEO of WiseNav*

During this workshop session, teams will complete the investment analysis plan prepared by Don Pare and present it to the Mentors for feedback and recommendations.

## **BREAK**

**3:00 pm – 3:15 pm**

## **GAMES AND INTERACTIVE ENTERTAINMENT OPPORTUNITIES – THE FUTURE YOU SHOULD HAVE YOUR EYE ON**

**3:15 pm – 4:00 pm**

**Dante Anderson**, *Vice President of Product Development at Kuma Reality Games*

It takes a certain 'art' to build an engaging universe that both resonates with your audiences' desires and compliments your program's narrative. Game missions, music, news, entertainment, community and interactivity are just a number of tools that will allow your audience to interact on different levels. Find out how to develop and distribute the most compelling and immersive programming to all screens, while connecting with viewers.

## **LEGAL STRATEGY CLINIC**

**4:00 pm – 5:00 pm**

**Ravi Shukla**, *Technology Counsel, Lang Michener*

During this session Ravi will go into detail about legal strategies and alternative methods of negotiation for SMEs who are dealing with limited resources.

## **CROSS PLATFORM CONTENT AND TECHNOLOGY**

**5:00 pm – 6:30 pm**

**Evan Jones**, *Owner/Producer, Stitch Media Inc.*

**Banff Centre technical staff**

Rich media narratives; scaling content for platforms, technical advantages and limitations.

## **DINNER**

**6:30 pm – 7:30 pm**

## **BUILDING YOUR CASE: THE ESSENTIALS OF BUSINESS PLANNING AND PRODUCT DEVELOPMENT**

**7:30 pm – 8:30 pm**

**Dante Anderson**, *Vice President of Product Development at Kuma Reality Games*

**Michael Ede**, *Principal, REI Inc.*

During this session the mentors will present a variety of business plan models with an evaluation of the pros and cons of each as it applies to the IPL companies and how to get your product to market.

## **FEEDBACK AND DISCUSSION**

**8:30 pm – 9:00 pm**

All mentors

## **December 12**

### **ONE-ON-ONE MENTORSHIP SESSIONS**

**9:00 am – 10:20 pm**

Each project team will receive 40 minutes with the mentors to discuss the various aspects of their projects, namely:

- Business Plan/Model/Positioning Statement
- Design and Technical Platforms
- All Things Legal
- Funding/Creative Strategy/Audience/Distribution
- The Challenge of Building On-Line Community
- Market Preparedness

During the time that participants are not meeting with a mentor, they will take that time to refine their business plan and final pitch presentation (maximum of 5 pages). Final revisions must be emailed to Jean Macpherson no later than 11:00 pm December 12.

### **BREAK**

**10:20 am – 10:30 am**

### **ONE-ON-ONE MENTORSHIP SESSIONS**

**10:30 am – 12:30 pm**

Each project team will receive 40 minutes with the mentors to discuss the various aspects of their projects, namely:

- Business Plan/Model/Positioning Statement
- Design and Technical Platforms
- All Things Legal
- Funding/Creative Strategy/Audience/Distribution
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- Market Preparedness

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### **LUNCH**

**12:30 pm – 1:30 pm**

### **ONE-ON-ONE MENTORSHIP SESSIONS**

**1:30 pm – 5:30 pm**

Each project team will receive 40 minutes with the mentors to discuss the various aspects of their projects, namely:

- Business Plan/Model/Positioning Statement
- Design and Technical Platforms
- All Things Legal
- Funding/Creative Strategy/Audience/Distribution
- The Challenge of Building On-Line Community
- Market Preparedness

During the time that participants are not meeting with a mentor, they will take that time to refine their business plan and final pitch presentation (maximum of 5 pages). Final revisions must be emailed to Jean Macpherson no later than 11:00 pm December 12.

### **DINNER**

**5:30 pm – 6:30 pm**

### **ONE-ON-ONE MENTORSHIP SESSIONS**

**6:30 pm – 9:10 pm**

Each project team will receive 40 minutes with the mentors to discuss the various aspects of their projects, namely:

- Business Plan/Model/Positioning Statement
- Design and Technical Platforms
- All Things Legal
- Funding/Creative Strategy/Audience/Distribution
- The Challenge of Building On-Line Community
- Market Preparedness

During the time that participants are not meeting with a mentor, they will take that time to refine their business plan and final pitch presentation (maximum of 5 pages). Final revisions must be emailed to Jean Macpherson no later than 11:00 pm December 12.

## **December 13**

### **FEEDBACK ON THE PREVIOUS DAY**

**9:00 am – 9:30 am**

### **MENTORS REVIEW FINAL BUSINESS PLANS**

**9:30 am – 12:00 pm**

### **COMPANIES WORK ON PRESENTATIONS**

**9:30 am – 12:00 pm**

**LUNCH**

**12:00 pm – 12:45 pm**

**CIRCUIT BREAKER II – THE PITCH!**

**12:45 pm – 5:45 pm**

Project teams pitch their projects to the Mentors and group and receive feedback on their pitch and revised project plan. Each team receives 7 minutes for their pitch with 13 minutes for feedback.

**FEED BACK AND WRAP-UP**

**5:45 pm – 6:00 pm**

**CLOSING RECEPTION**

**6:00 pm – 7:00 pm**

It's over! Thank you all for a job well done.