



COURSE FOR TELEVISION PEOPLE

HOW TO CREATE, DEVELOP, PITCH AND DELIVER INTERACTIVE IDEAS

*The future is here * Be the leader * De-mystify it all * Help your company grow*

** Don't be the one left behind**

- **Web * Mobile * Games* Podcasts* Blogs* User Generated Content *
Video and TV ***

For the first time in the industry we have a four-day hands-on course to help you or your staff adapt and develop skills to engage successfully in creating programmes and formats that work across several major platforms.

ONLY 10 PLACES AVAILABLE

What are the course aims?

It aims to familiarize you with the latest terminology and help you to understand the processes underlying 360 degree format and content commission, development, production and distribution.

What does the course cover?

- understanding interactive media
- practical hands-on training at developing ideas for television, web and mobile
- understanding budgets for interactive commissions
- timelines (and how they differ from television)
- looking at the realities of delivering multiplatform content
- compliance and legal issues

Who can attend?

Freelancers and staff. The course is aimed at researchers, assistant producers and junior producers. The course is open to individuals with none/minimal experience of interactive media who wish to progress their careers in developing creative content across platforms.

Give me some details about the course.

You will learn about the different platforms for distributing creative content and this will be demonstrated using case studies of excellent and successful existing cross-platform content across a range of genres.

You will work in groups and develop an idea and explore if and how it can be developed as a multiplatform commission.

You will learn about project managing creative content and the production roles of the team.

You will develop your ideas in context with how customers/audiences use interactive media.

There will be an overview session on navigation, shooting for the web, web language, visual and sound interfaces.

Practical exercises will include shooting and editing for the web and mobile. You will work with experts to design and develop your web ideas, podcasting material, sound/music and explore ideas for utilising UGC and gaming.

Why should I do this course?

- **It will help the company to exploit content and make money.**
- **Because creating and delivering content for interactive is now key to anyone working in the TV industry**
- **Because as a company you will lose out on commissions and revenue if you don't fully exploit your programme ideas**
- **How else and where else are you going to learn what 360, New Media or Interactive content is all about? If you're a freelance it will make you more employable in the future. If you are a company, you will be able to grow as a business.**

Will there be experts to support any technical issues?

Experts will be on hand in the different specialisms to support the development of your ideas. In addition, the course will provide some introductory elements of the technical aspects of interactive media without the participants having to learn HTML, Flash etc; so it is very much a creative course which utilises already existing skills of the participants

Will I have anything to show practically from the course?

At the end of the course you will be expected to have produced 'pilot' examples of your multi-platform ideas which will be assessed by content producers and commissioning editors.

Who are the trainers and speakers?

We have support in the form of expertise and advice on delivering the course from senior executives working in the digital and new media industries. The Course Leader is Jonathan Halls, New Media trainer, Talkshow Communication. Speakers include: Jim Harrison (Endemol), Adam Gee (C4), others TBC.

Okay. I'm really interested. When, where and how much?

Dates: Friday 25 - Monday 28 January 2008
Venue: The Script Factory, 66/67 Wells Street, London
Fees for 4 day course: Freelance £250 / Companies/Staff £550

How do I apply?

At this stage, let us know if you are interested in booking a place. If you are a company, let us know how many places you would like.

**Contact Marie Elias email marie@toptvacademy.co.uk
Tel 0207 267 3530**