



ANNEX FESTIVAL

INTERNATIONAL MIFA CAMPUS

In partnership with **NETFLIX**



ANNECY INTERNATIONAL ANIMATION FILM MARKET (MIFA)

exports its skills and experience through a programme to support professionals in the animation sector:
THE INTERNATIONAL MIFA CAMPUS.

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Presentation

The aim of this programme (Production) is to better understand how production works: chronology, business skills and the ecosystem. It is designed to give an initial boost, stimulate the territory, and bring together local players. Therefore, the workshop is aimed at all film professionals from the territory concerned.

As modules, the workshop alternates presentations, case studies, and one-on-one sessions to have a better understanding of a producer's profession, become acquainted with the territory's practices, gauge needs, and identify possible solutions.

- Workshop length: 4 days
- Maximum number of participants: 8
- 1 call for application issued on the territory

Programme

INTERNATIONAL MIFA CAMPUS – PRODUCTION

DAY 1

INAUGURAL SESSION

- Introduction by the delegation and a reminder of the working environment
- Panel presentation
- Presentation of the participants
- Presentation of the workshop's programme and the goals to be achieved

MASTERCLASS ACQUISITIONS

- Work environment overview of a platform or television channel in Europe
- Know their expectations for producers
- Tips and tricks on how to approach them

ONE-ON-ONE MEETING WITH EXPERTS

Discussion time between participants and experts:

- Project presentations
- Status report
- Define goals

DAY 2

CASE STUDY OF A LOCAL CO-PRODUCTION

Aims:

- Where do you find resources?
- How do you find local, regional, or national funding?

Comparison with a European model.

MEETING WITH LOCAL INDUSTRY PLAYERS

Visit studios to discover the participants' working environment, conditions, their teams and equipment.

Programme

INTERNATIONAL MIFA CAMPUS – PRODUCTION

DAY 3

ONE-ON-ONE MEETING WITH EXPERTS

Discussion time between participants and experts:

- Progress report (headway, considerations, and challenges faced)
- Approaches to consider

MASTERCLASS AND CASE STUDY FRENCH AND EUROPEAN PRODUCTION

Aims:

- How do you develop and fund your projects?
- What is the difference between a production company and a studio?
- How do you build local and international networks?

DAY 4

MASTERCLASS FESTIVALS AND MARKETS

A focus on festivals and markets:

- How to prepare for a professional market and better understand how it works, organise meetings and build a network

MEETING WITH STUDENTS AND YOUNG PROFESSIONALS

Meet with the local talent pool (students, groups, and associations):

- To identify profiles and talents that could fuel future projects
- To imagine collaborations to build the beginning of an ecosystem

CONCLUSION

A review of the work carried out during the workshop, and goals to set for the future.

Budget

INTERNATIONAL MIFA CAMPUS STATUS

- Logistics and follow up of the organisation by the Mifa team
- Selection of participants
- Workshop programming coordination
- Creation and access to work documents
- Network access
> Choice of experts
- Use of the Anancy brand

€2,500

TO BE PAID TO CITIA

EXPERTS' FEES

To be established
according to the type
of workshop

The above rates do not include visibility during the Mifa, please contact the Mifa team to organise your event.

ANNÉCY
FESTIVAL
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