



## Inside Pictures: a 360 degree understand of the international film industry

**Inside Pictures** is an intensive film leadership skills development programme which takes place over three modules, each a week long, in London and Los Angeles between June and December 2014. The programme is in its eleventh year. It is funded the MEDIA Programme and Creative Skillset and presented by the National Film and Television School.

Each year, the programme recruits up to 24 ambitious executives from across Europe who want to expand their business knowledge of the international film industry, extend their network of senior contacts and develop their leadership skills.

Participants are selected from across the industry, representing areas including legal, sales, marketing, home entertainment, finance, exhibition and production. Each year's cohort is a microcosm of the film industry. A key benefit of the programme is that participants form a peer group across all aspects of the film value chain, extending their network of contacts.

### **Key benefits from attending this programme:**

- Give a 360degree exposure to all aspects of the film industry;
- Build a greater level of knowledge and understanding of the business;
- Add value to participants and their company.

### **The opportunity...**

#### **...for Producers:**

**Bert Hamelinck**, Producer and Managing Director of Caviar Content and Alumni of 2011, says:

*"I was an experienced producer when I applied to Inside Pictures in but the programme was a big part of my reaching the next level in my career as it really gives access to areas of the film industry, both in Europe and the US. The quality and breadth of speakers was excellent and I am happy to say that I feel I learned just as much from my fellow participants on the programme. I am now working on a number of European co-productions where the experiences on the programme were very helpful. I would not hesitate to recommend Inside Pictures to experienced European film industry professionals looking to take that next step."*

**Jacob Jarek**, Producer at Profile Pictures and Alumni of 2013, says:

*"The course is thorough and professional. It gave me a new level of understanding both of the technical side of the global financing business and of the players that are out there - quite a few of who were my colleagues from the course. Furthermore, Inside Pictures challenged and pushed me on a personal level, making me aware of what my skills are as a producer and giving me the tools to improve sides of myself as well."*

**....for those working in Sales:**

**Charlotte van Weede**, Head of Sales, eOne Films International and IP Alumni of 2011, says:

*"I feel very privileged to have had the opportunity to take part in the Inside Pictures program. Over a period of three modules, I had the chance to interact with leading filmmakers and executives, covering every aspect of the film financing, production and distribution process. The level of speakers was very impressive allowing a clear insight in the mechanics of making films in Europe and the US. Equally, the diversity of the group of participants allowed for in-depth and lively discussions. This bird's eye view of the film industry has particularly broadened my understanding of the financing side of filmmaking and has allowed me to further my career and to build my network, particularly across the UK and Europe."*

**...for those working in Distribution / Acquisitions:**

**Jezz Vernon**, former Head of Distribution at Metrodome Distribution and Alumni 2010 says:

*"I could write a long thoughtful paragraph but actually I think it's easier to simply state that I am Managing Director of my company now, and I wouldn't be without Inside Pictures. We are going into production on 2 features in the next 6 months and in post on my first feature as EP, as well as running a distribution company (that's surviving – one of the very few). None of this would have happened without Inside Pictures."*

**John Ramchandani**, Managing Director of Hollywood Classics and Alumni of 2012, says:

*"My background is in film distribution; however IP is designed to throw each participant into the ring, each with individual strengths and backgrounds within the industry. Participants attend a detailed and well-organised programme of seminars and networking events, all of which are designed to broaden your understanding of the business. I now have strong contacts in production, finance, international sales and acquisitions, all of whom can be called on if needed – and vice versa. Inside Pictures manages to condense decades of professional experience into just 3 weeks!"*

**... for those working in Business Affairs:**

**Mark Byrne**, Head of Business Affairs at Element Pictures and Alumni of 2013, says:

*"As somebody involved in a company that straddles production, distribution, exhibition and VOD, I didn't think I would ever find a training programme that could cater for what I needed but Inside Pictures did. Not only was the calibre of speakers excellent but there was a great mix of participants both geographically and from different disciplines."*

**Spyro Markesinis**, VP Business and Legal Affairs, Momentum Pictures and IP Alumni of 2011, says:

*"As well as learning about the day to day parts of the industry you see less of in business affairs, the networking side (both within and outside your peer group) was very useful. Inside Pictures puts all participants out there, meeting the creative as well as business executives. That exposure is invaluable for people in business affairs: a department which can, sometimes and incorrectly, be seen as more of a 'back office' function."*

**...for those working Legal and Finance:**

**Laure Vaysse**, COO, Motion Picture Capital, Alumni 2012, says:

*"Inside Pictures is one of the best training programmes that can be offered to executives of the film industry. It provides a better understanding of the current issues facing our industry as well as a distinct and rare opportunity to meet well-respected specialists."*

*The quality of the sessions, the expertise of the speakers and diversity of the fellow participants create a great environment to reflect on our personal role within the industry and to try and maximise what we can bring to it now, and in the near future. Opportunities such as this are few and far between; building a network of contacts; getting upfront advice from senior executives; and, just as importantly finding answers to professional challenges faced or being faced on an individual level. As an Alumni, I have already benefited significantly from the embedded structure and organisation at Inside Pictures, and furthermore I am sure I will for many years to come."*

You can read more of our [participants' feedback](#) on our website.

**Applications will open on Thursday 6<sup>th</sup> February and can be made at [www.inside-pictures.com](http://www.inside-pictures.com). The application deadline is Sunday 16<sup>th</sup> March.**

**Some frequently asked questions about the course are:**

➤ **When and where does it take place?**

Module 1: 16<sup>th</sup> – 20<sup>th</sup> June (London)

Module 2: 15<sup>th</sup> – 19<sup>th</sup> September (Los Angeles)

Module 3: 17<sup>th</sup> – 21<sup>st</sup> November (London)

Module 4 (Project Presentations and Closing Event): 4<sup>th</sup> December (London)

➤ **How much does it cost and are there scholarships available?**

Full participant Fee (London and LA): Euro 6000

London Module Fee (London only): Euro 3000

**For anyone based outside the UK:** Inside Pictures contributes to travel and accommodation costs in London (contact us for exact amount: [info@inside-pictures.com](mailto:info@inside-pictures.com)).

**For all Full Participants:** Inside Pictures contributes Euro 900 to return economy flight to LA, and covers hotel costs.

**Scholarships are available** and are treated separately to the expenses contribution.

➤ **The US industry is not relevant / of interest to my business**

If the US component of the programme is not relevant to you at this time, you can apply for a London Module place, whereby you participate in all aspects of the

course, but attend only the European modules and events. If you would like to explore this option, we can put you in touch with previous London Module participants so you can evaluate which type of place would suit you best.

➤ ***I am already part of a successful business, why do I need training?***

If you are a senior executive or an individual running your own business, you will know that success in part depends on maintaining and growing the right contacts and networks and understanding the whole industry. Inside Pictures is tailored to senior level industry professionals, and our previous participants testify to the value of the programme.

Thomas Benski, MD and Producer of Pulse and Alumni of 2011, says:

*"I must say I was sceptical when I applied as I think it is very hard to find a programme that will be genuinely helpful once you have reached a certain stage of the industry. Well, I was very wrong. IP was a real revelation: the standard of the lecturers and participants has made this experience unique. The most unique aspect for me is the blend of disciplines. Despite all participants being from the same industry, if it was not for IP I would have never engaged with certain disciplines unless we were in a business transaction, by which time it's too late."*

➤ ***Can I apply again if I've already applied in the past?***

Yes! We very much encourage re-applications. Each year, we endeavour to make sure the group of 24 participants form a well-matched and rounded cohort. Applicants may not be the right fit one year, but this does not mean they have not met the selection criteria.

If you would like to speak with someone about this programme please email or call Carla MacKinnon on [carla@inside-pictures.com](mailto:carla@inside-pictures.com) or +44 7812806085.

For more information and to apply, visit: [www.inside-pictures.com](http://www.inside-pictures.com)