

THE INTERNATIONAL FILM BUSINESS

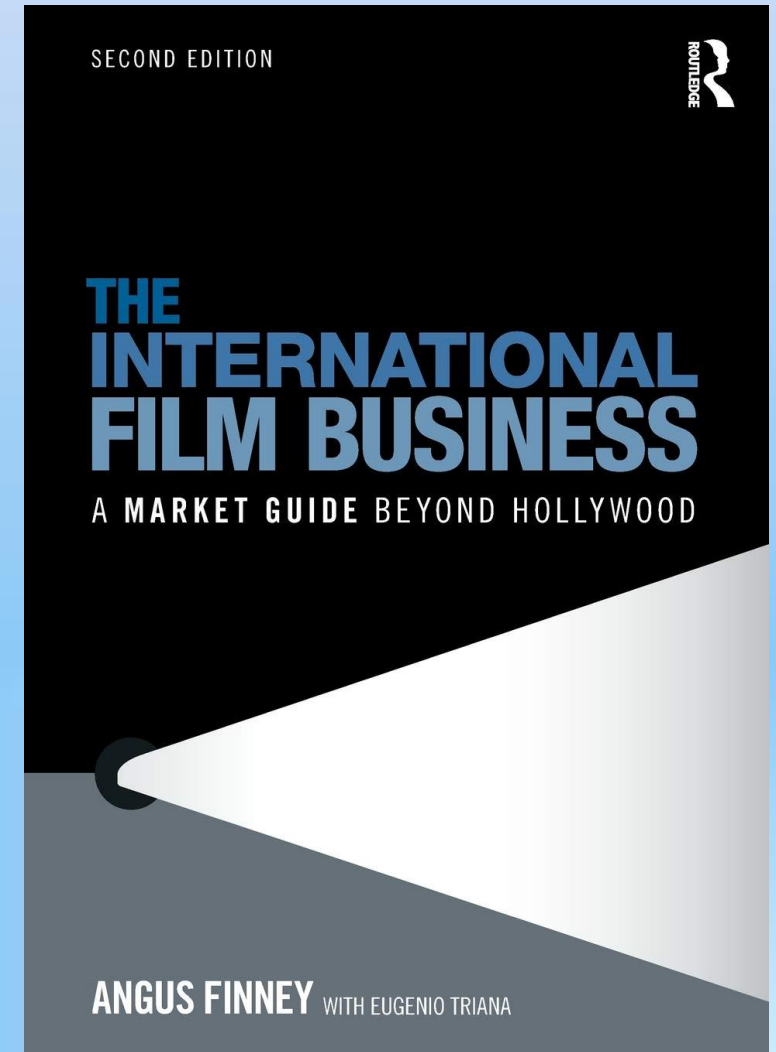
Marketing & Distribution
28th September - 1st October 2020

THE OPPORTUNITY:

THE INTERNATIONAL FILM BUSINESS with Angus Finney

International film expert – Executive Producer, Lecturer and Author Angus Finney delivers for the first time an exclusive opportunity to learn and discuss with him the core subjects of his renowned programme and best-selling book **‘The International Film Business’**. The sessions will reflect the fast evolving changes in the Entertainment Value Chain, to in turn promote solutions and opportunities for those participating in these sessions.

In the last of a series of three modules **all independent from each other**, (Film Finance Mod 1, Development and Production Mod.2, Marketing and Distribution Mod.3). In the 3rd module Angus will be introducing to participants the key aspects of marketing and distribution in 8 x 2hrs interactive sessions.



“His in-depth knowledge of the international film business is highly respected. Any course designed, directed and delivered by Angus is a course well worth taking.”

Phil Hunt,
Co-owner and founder of Head Gear Films, Bankside Films, Bohemia Media

“At last a book for the professional practitioners of filmmaking but accessible to the interested layman. The business of film, past, present and future, are researched in meticulous detail, helpful case studies and valuable personal observations. Most important, the book is full of insights into the digital age of distribution and production with a road map for the future development of the film business. If you are going to buy one book on the international business of film, this is it!”

Sandy Lieberman
Former President of Production at 20th Century Fox

“His writing, teaching and knowledge of the international film business is of an excellent level.”

Jeremy Thomas
Founder of Recorded Picture Company

“This book successfully accomplishes what many others on the same topic have failed to do. It not only captures the excitement of the international film industry, but it also delves deeply into its structure and practices. The author uses to full advantage his first-hand knowledge of the film business to develop a comprehensive analysis that will have enduring value for both film insiders and readers that are fascinated by this industry.”

Joseph Lampel
Professor of Strategy, Cass Business School, City University London

FUNDING sessions will cover:

FILM FINANCE

- Entertainment Value Chain
- International Sales
- Film Finance: Sources, Plans, Modelling and Recoupment
- Co-Production and co-financing
- Risk Management
- Business Plans and Entrepreneurship Models
- Pitching and Negotiation
- The King's Speech financing and recoupment case study

DEVELOPMENT AND PRODUCTION

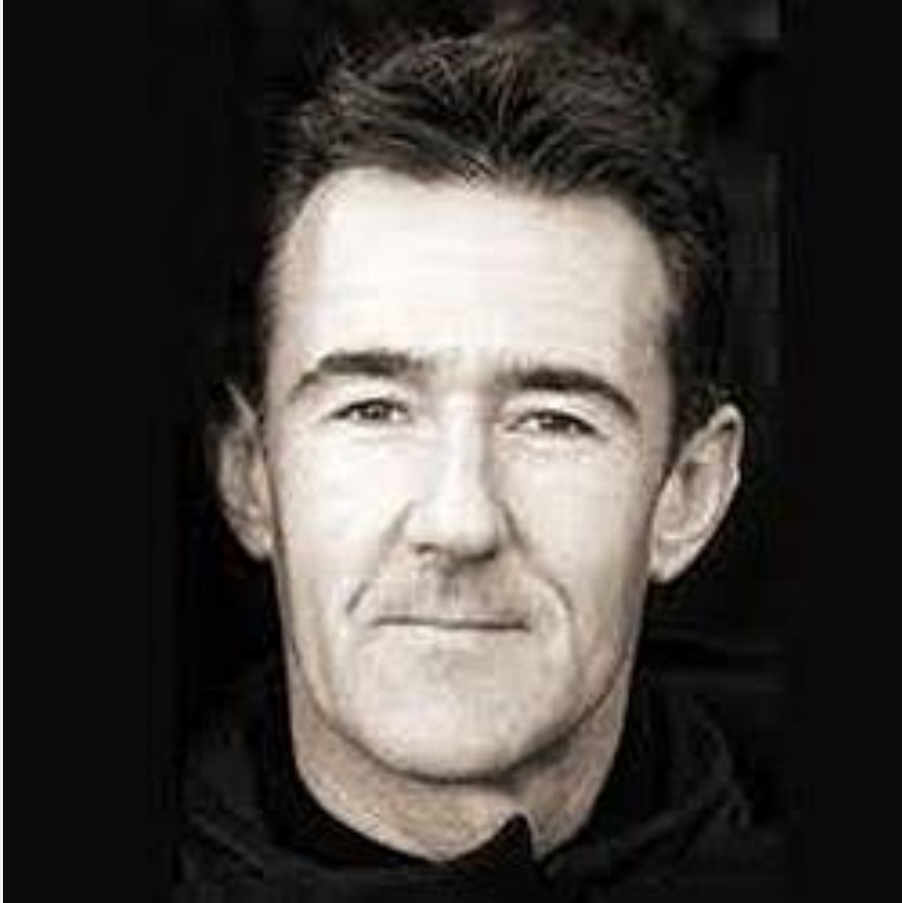
- Entertainment Value Chain
- Development
- Story Worlds and Genre
- Producing and Production
- Producer Skills
- Creative Management
- Cognitive Bias
- Future Challenges and Career Consideration

MARKETING & DISTRIBUTION

- 1. Entertainment Value Chain
- 2. Marketing
- 3. Festivals and Markets
- 4. Distribution
- 5. Platforms and Streaming
- 6. Exhibition - future of cinemas



Angus Finney



Angus Finney is an **experienced film business specialist, author, and an executive producer.**

His current work includes producing with **Yash Raj Films**, India's largest private film studio; consulting for China's leading IP agency **Cloudwood**; mentoring production companies for **Creative England** and working for the **Crown Prosecution Service** as an expert witness in a £12m film finance fraud trial. Finney was the manager of Europe's only Film Production Finance Market for 10 years, and is the former managing director of **Renaissance Films** in the 2000s.

He teaches at **Judge Business School, Cambridge University**, where he is a Fellow. He is currently a visiting professor to the **Beijing Film Academy**, and a Course Director at the **Danish National Film School**.

DETAILS & REGISTRATION

- Sessions to be delivered via ZOOM over 4 days, from 28th September - 1st October 2020:
 - Morning sessions from **11:00am to 1:00pm BST**
Afternoon sessions from **2:30pm to 4:30pm BST**
- The programme is targeted to experienced independent film producers and film professionals working in finance, sales, distribution, online.

HOW TO REGISTER

- Please find further details in our online [Registration Form](#)
- Fee: for 8 x 2hrs Sessions including Q&A:
(NOTE: Fees per session of 4 days)
 - £275 + VAT (EARLY BIRD Fee valid until September 14th)
 - £350 + VAT (STANDARD Fee)

Details of any VAT applicable will be included on the invoice.

[Terms & Conditions](#)

