

# CINEKID PROFESSIONAL

## Variety

*"Cinekid...the largest children's fest of its kind in the world. Cinekid has increasingly become an industry gathering place for forging new paths in children's media..."*

*"...On the tech side, Cinekid has established new frontiers with a raft of seminars and experts in multimedia..."*

*"...Cinekid... increasingly becoming an industry watering hole where some of the major issues in the world of children's media are fleshed out..."*

## CINEKID FOR PROFESSIONALS PROGRAM

<b>Monday 17 October</b>	<ul style="list-style-type: none"> <li>Dag van de Nederlandse Jeugdfilm</li> </ul>	10 AM-5PM	Machinegebouw
	<ul style="list-style-type: none"> <li>Het Schrijfpaleis</li> </ul>	8PM-10.30PM	Bellevue Theater
<b>Tuesday 18 October</b>	<ul style="list-style-type: none"> <li>Cinekid Conference</li> </ul>	1PM-6PM	Machinegebouw
	<ul style="list-style-type: none"> <li>ScreeningClub</li> </ul>	9AM-9PM	Festival Venue 33
	<ul style="list-style-type: none"> <li>Opening Drinks CFP</li> </ul>	6PM	Toko
<b>Wednesday 19 October</b>	<ul style="list-style-type: none"> <li>Cinekid Conference</li> </ul>	9AM-5PM	MC Buiding
	<ul style="list-style-type: none"> <li>ScreeningClub</li> </ul>	9AM-9PM	Festival Venue 33
	<ul style="list-style-type: none"> <li>MediaLab Drinks CFP</li> </ul>	5.30PM	MediaLab
<b>Thursday 20 October</b>	<ul style="list-style-type: none"> <li>Junior Film Market</li> </ul>	9.30AM-5.30PM	Festival Venue 41
	<ul style="list-style-type: none"> <li>Junior Cross Media Market</li> </ul>	9.30AM-5.30PM	Kunstenhuis
	<ul style="list-style-type: none"> <li>Expert Meeting Supporting Young Children's Media</li> </ul>	9AM-5PM	IJfontein
	<ul style="list-style-type: none"> <li>Z@ppdag</li> </ul>	10.30AM-5PM	MC Building
	<ul style="list-style-type: none"> <li>Masterclass Julien Soret</li> </ul>	4.30PM-6PM	Ketelhuis 1
	<ul style="list-style-type: none"> <li>ScreeningClub</li> </ul>	9AM-9PM	Festival Venue 33
	<ul style="list-style-type: none"> <li>Happy hour drinks CFP</li> </ul>	5.30PM	Westergasterras
<b>Friday 21 October</b>	<ul style="list-style-type: none"> <li>Junior TV Market</li> </ul>	9.30AM-5.30PM	Festival Venue 41
	<ul style="list-style-type: none"> <li>Expert Meeting Supporting Young Children's Media</li> </ul>	9.45AM-1PM	IJfontein
	<ul style="list-style-type: none"> <li>ScreeningClub</li> </ul>	9AM-4PM	Festival Venue 33
	<ul style="list-style-type: none"> <li>Happy hour drinks CFP</li> </ul>	5.30PM	tbc

(subject to change)



### **Dag van de Nederlandse Jeugdfilm (Day of the Dutch Children's Film)**

A day to celebrate the success of the Dutch children's film. An industry that is flourishing, both in Holland and international. To celebrate this success industry professionals will look at what the leading factors are to this success and how we can maintain and even expand it in the future. Speakers will be a.o. Marc Griffers - marketing expert, a youth film producer, a distributor and an international film expert. The films of the 48 Hour Film Challenge - The Cinekid edition- will be presented. A new book about the success and phenomenon of the Dutch youth film will also be presented.

(Dutch spoken, on invitation only)

### **Het Schrijfpaleis (The Writer's Palace)**

Based on the idea of the BBC Writer's Room Het Schrijfpaleis (The Writers Palace) offers scriptwriters the opportunity to have their script read out loud by a top cast of actors. The aim is to present their work to colleague writers, producers, directors and broadcasters and at the same time take their benefit to see what works and what doesn't. Two or three scripts focused on children's films and television programmes will be read and acted out. Het Schrijfpaleis is hosted by scriptwriter and actress Moniek Kramer and is directed by different, renowned Dutch directors.

(Dutch spoken, Bellevue Theatre - Amsterdam centre)

### **Screeningclub**

The ScreeningClub is a digital screening facility where about 240 brand new children's media productions from all over the world (with English subtitles) can be screened by professionals. The productions include a.o. practically the entire festival programme, new Dutch productions and best of Fests from around the world. Participants include TV buyers, sales agents, programmers and distributors.

(On invitation/pre-accreditation only)

### **Junior Co-production Markets**

Three co-production markets focused on stimulating co-production: the Junior Film Market, Junior TV Market and Junior Cross Media Market. Per market 10 - 15 projects are presented to potential financiers. Projects need to be of high quality, have a good 10% financing in place and potential to cross national borders. The projects are introduced in advance to a group of key decision makers who will meet with the producers of the projects in pre-set one on one meetings. Investors include TV buyers, sales agents, co-producers, distributors, funds and brand partners.

(On invitation only)

### **Z@ppdag**

A day fully focused on Dutch children's television. In the morning trend watcher Carl Rohde will give an analysis on the different ways a children's brain works and how this is translated into their behavior. In the afternoon there will be a live pitch, the Z@pp Pitch. An open pitch contest for the new best kids TV show around the theme: *'What are we missing at Z@pp?'* Five of the pre-selected concepts will be pitched live in front of a professional jury. The winning pitch will be awarded with €25.000,- to produce a pilot. Organized in partnership with Z@pp, the Dutch public broadcaster focused on children and youth.

(Dutch spoken, on invitation only)



### Masterclass Julien Soret

Paris based animator Julien Soret visits Cinekid to share his experiences with the production process behind *The Lorax*, the eagerly awaited adaptation of the Dr. Seuss classic starring the voices of Danny DeVito, Zac Efron, Ed Helms, Taylor Swift, Rob Riggle and Betty White. It will release in the US on March 2nd, 2012, which is also the birthday of the book's author (released *The Netherlands* in April 2012). The 3D-CGI feature Dr. Seuss' *The Lorax* is an adaptation of Dr. Seuss' classic tale of a forest creature who shares the enduring power of hope. The animated adventure follows the journey of a boy as he searches for the one thing that will enable him to win the affection of the girl of his dreams. To find it he must discover the story of the Lorax, the grumpy yet charming creature who fights to protect his world. In his masterclass Mr Soret will guide the audience step by step through the animation process from storyboard to compositing with some footage from the blockbuster hit, *Despicable Me*. He will reflect on the position of the animation department in the production pipeline and will also dive into key frame animation and the art of moving the characters. There will be time for a Q&A so prepare your questions in advance for this top animator. (English spoken, €25 / €15 for students. Free with accreditation, be sure to pick up your free ticket at the cashier)

### Cinekid Conference

#### LIVING IN MEDIA: ENGAGING THE NEW GENERATION

Don't miss out on your yearly update – the latest news, best practices, new technologies and debates in Children's Media by high profile speakers.

- **One and a half day** of everything you want to know about children's content, best practices and beyond.
- The latest information on **Transmedia Storytelling**; how can you better position your intellectual property to take advantage of these innovations.
- Insight into **New Ways of Financing**; offering practical steps on how to find more innovative financial partners and discuss international co-production strategies throughout Europe.
- Discover the **Latest Research** in children's media: facts on the production and circulation of kids films, animations and TV series around Europe. And did you know that animated characters promote more effective retention in children's brains?
- **Mobile Applications**; European developers and experts look both at building and marketing apps, best practices, while also exploring content trends and HTML 5.
- Effective **Showcases** of different productions that are finalized and have proven track records or are on the verge of finalizing and found co-production partners. You will be informed on best practices with an additional focus on **Storytelling** within these projects.

### Conference Schedule

#### Tuesday 18 October

- 12.40 Doors open
- 13.00 Welcome (Sannette Naeyé)
- 13.05 Opening by Matteo Zachetti, Deputy Head of the DG Information Society and Media Unit "MediaProgramme and Media Literacy" of the European Commission.
- 13.20 Introduction Lisa Wade & Marc Goodchild.
- 13.30 Marc Goodchild. Special host, introduction
- 13.50 Jacqueline Harding on *The Media Mind of the Child*
- 14.10 Susan Newman-Baudais on *Films for Children in Europe*
- 14.30 Panel *Children's Film in Europe* with Susan Newman, Matteo Zachetti, Xiaojuan Zhou (Delphis Films)
- 14.50 Coffee/tea break



- 15.20 Richard Bradley on *Horrible Histories*
- 15.40 Esther Lim on Transforming Stories Into Transmedia Experiences
- 16.00 Jan Willem Huisman: Showcase projects IJsfontein
- 16.20 Hugh Welchman on *The Flying Machine*
- 16.40 Q&A session with Esther Lim, Jan Willem Huisman and Hugh Welchman
- 17.00 Rebecca Denton on new TV series *The Amazing World of Gumball*
- 17.30 Conclusion, tomorrow's agenda (approx 15-20 minutes)
- 18.00 Opening drinks Cinekid for Professionals

### Wednesday 19 October

- 9.00 Doors open
- 9.15 Welcome back, overview of the upcoming program
- 9.30 Christy Dena on Acclimatizing to Transmedia
- 10.00 Asta Wellejus on New Ways of Financing
- 10.30 Hugh Welchman on International Co-producing
- 10.45 Coffee/tea break
- 11.15 Panel on Financing and Business Models with Asta Wellejus, Hugh Welchman and Richard Bradley
- 11.35 Neela Sakaria: Unlikely Visionaries: What kids think the future of children's media and technology should look like
- 12.00 Michael Levine: Digital Media for Kids: Vast Wasteland or New Springboard for Development
- 12.35 Lunch
- 13.35 Chris Connell on Challenges and Opportunities for Developers and Publishers
- 13.55 Peter Nederlof on HTML5, the Web Reloaded
- 14.15 Q&A Mobile Media for Children with Chris Connell, Peter Nederlof and Michael H. Levine
- 14.35 Coffee/tea break
- 15.05 Julien Soret: Animation process on *The Lorax*
- 15.50 Illustrator Sieb Posthuma and producer Marleen Slot, Showcase Project *Rintje*
- 16.05 Panel Transmedia: Is it THE Answer to Engage the New generation?
- 16.35 Conclusions
- 17.00 End of Conference

### **Speakers Cinekid Conference**

#### **Richard Bradley:** Founder and MD Lion Television (UK)

Richard is a founder of Lion Television, one of the industry's most successful production companies with offices in London, Glasgow, New York and a joint venture in China. Richard is the Executive Producer of Bafta award winning *Horrible Histories*, the hit comedy history series for CBBC. Richard specializes in both popular and ambitious history, science, arts and factual projects, for broadcasters throughout Europe, Asia and North America. Lion Television has a worldwide reputation for innovative and accessible television, winning many awards including four Emmys, Baftas and the Prix Jeunesse 2010. Prior to founding Lion, Richard was an Emmy award-winning director and producer at the BBC for 12 years.

#### **Chris Connell:** Commercial Director Conjure (UK)

Commercial Director at Conjure where he drives both client and internal projects with creativity and flair. Rapidly gaining an understanding of both the mobile and youth market, he oversaw production of top downloaded game Tampopo and later the Ripley's Believe it or Not! iSword app. Chris was pivotal in researching and delivering children's oriented publishing apps, such as the Black Light iPhone app and the interactive children's book *The Lost Journal*, which went on to be a top 10 children's app, competing with the likes of Marvel Comics and Toy Story.



**Christy Dena:** Director of Universe Creation 101 (AUS)

Christy Dena is a crossmedia specialist who works as a narrative and game design consultant, educator and researcher. She is Director of Universe Creation 101, where she works as an experience designer and writer on transmedia projects and consults on the expansion of films, TV shows, games and performances. Recent credits include Cisco's The Hunt; Tim Kring, The company P; Nokia's Emmy-nominated Conspiracy for Good and ABC's Bluebird AR. Christy is an active member of the International Game Developers Association Alternate Reality Game Special Interest Group (IGDA ARG SIG) and co-founded [www.ARGology.org](http://www.ARGology.org).

**Rebecca Denton:** senior producer of Turner Broadcasting System (UK)

Rebecca is a creative with over 15 years experience in advertising, radio & television. She developed and produced Rockfeedback TV for Channel 4 and MTV Europe, wrote for Bafta nominated Skatoony – and this year developed and produced the transmedia/digital content for The Amazing World of Gumball. She is currently producing Ben 10 Ultimate Challenge, 120 episodes in 12 languages - featuring over 420 children from across 30 countries. Rebecca works in original series and development at Turner Europe.

**Co-Moderator: Marc Goodchild:** Bafta awarded digital (TV) specialist (UK)

Marc Goodchild is a multi-award winning producer of linear and interactive content. He created the first factual interactive TV program Walking With Beasts that won him a Bafta award. For numerous years he worked for BBC as Head of Interactive and On-demand for BBC Children's, responsible for CBeebies and CBBC content across all interactive media. Marc was also responsible for the delivery and launch of two child-friendly versions of the BBC iPlayer. He specializes in digital production, cross-platform TV formats and product delivery across TV, web, mobile and IPTV applications and is now working as an independent consultant.

**Jacqueline Harding:** MD Tomorrow's Child (UK)

Jacqueline set up Tomorrow's Child, a specialized film production and media research company, following a successful career as BBC education editor, government consultant; head teacher; and author of best selling books for children and adults. Internationally known as a leading child development expert, she has extensive experience of advising how to match content to the needs of the developing child. Tomorrow's Child works with clients from across Europe to ensure that their media proposition for children is developmentally correct, engages the young developing brain in the newest way possible and offers an active experience. She's also Director of Parentchannel.tv. And she has been awarded FAB award for Best Ambassador for BBC Worldwide.

**Jan Willem Huisman:** IJsfontein (NL)

Jan Willem Huisman founded multi-award winning Dutch company IJsfontein in 1997. With its first game Master of the Elements (1997) IJsfontein immediately stood out by winning a Bafta award. Since then IJsfontein specialised in game development, webtools, interactive installations and cross medial concepts. IJsfontein's motto for all interactive projects is 'play, learn, discover'. In 2008 Huisman was awarded the Jan Kassies Oeuvre prize of the Dutch Cultural Broadcasting Fund (now: Media Fund). In recent years IJsfontein gathered much international attention with projects like Postbank's Blue World, Albert Heijn's Hamsterwereld and The Applecure's GameStudio for broadcaster NPS (Cinekid Award, SpinAward).

**Michael H. Levine:** Executive Director Joan Ganz Cooney Centre (USA)

Michael Levine is the founding director of the Joan Ganz Cooney Center at Sesame Workshop, an action research and innovation hub devoted to harnessing the potential of digital media to advance young children's learning and healthy development. Prior to joining the Center, Dr. Levine served as Vice President of New Media and Executive Director of Education for Asia Society, managing the global nonprofit's interactive media and educational initiatives. Previously, Dr. Levine oversaw Carnegie Corporation of New York's groundbreaking work in



early childhood development, educational media and primary grades reform, and was a senior advisor to the New York City Schools Chancellor. Dr. Levine often serves as an adviser to government and public media organizations and serves on numerous nonprofit boards and advisory councils, including for the US Department of Agriculture's Healthy Apps Challenge, and Talaris Institute.

**Esther Lim: Digital Strategist, The Estuary LLC (USA)**

Esther Lim is a well-respected Digital Marketing Leader, transmedia producer, social media strategist and game analyst. She has over fifteen years of combined interactive agency and consulting experience creating digital, social media and transmedia storytelling programs for Fortune 500 brands. In addition to creating her own transmedia narratives her expertise includes gaming industry market monitoring, trending and analysis, social media marketing and analytics, community development and outreach, transmedia narrative, game mechanics and many more. Esther also writes for Girls in Tech on the creation of immersive experiences, interactive narrative, social integration of games, digital content and emerging technology and has been quoted by Forbes in articles on women in gaming.

**Peter Nederlof: Web Development Specialist Ex Machina Games (NL)**

Peter Nederlof is a web development specialist at Ex Machina Games in Amsterdam, and has been creating, writing and talking about websites and web applications professionally since early 2000. He is also specialized in the latest development HTML5 and children's content. Before his current position, Peter worked at LBi Lost Boys, where he contributed to various award winning websites for clients including the Anne Frank Foundation and the Dutch Railways Association.

**Susan Newman-Baudais: Film Industry Analyst at the European Audiovisual Observatory (FR)**

Susan Newman-Baudais is a Film Industry Analyst at the European Audiovisual Observatory, specialising in questions related to public funding and in market statistics and analysis. She manages the KORDA database on public funding for the film and audiovisual sector. Susan joined the Observatory from the Eurimages Co-production Fund of the Council of Europe and has extensive experience in the UK television sector, as a producer and director for on-air promotions at ITV broadcaster Granada and subsequently Channel 4 Television, and as a presentation editor at Channel 4. She has also worked as a producer for special effects in London and in the post-production sector in France.

**Sieb Posthuma: Illustrator, author and theatre designer (NL)**

Sieb Posthuma has done the illustrations for more than one hundred books and picture books. Next to illustrating newspapers and magazines Posthuma also designed postage stamps for TNT Post and worked as a theatre designer. His work has been published in countries as the United States, Brazil, China, Denmark, Germany, Italy, Japan and Spain, and is frequently exhibited. *High in a Blossoming Linden Tree, a Podgy Rooster sat ... (Boven In Een Groene Linde Zat Een Moddervette Haan)* was awarded the *Golden Paintbrush* in 2009; the most prestigious award for illustrators in the Netherlands, and just one of the many awards he received. The first animation series is currently being made on the basis of his stories and illustrations of Rintje the dog.

**Neela Sakaria: Senior Vice President Latitude (USA)**

For more than ten years, Neela has advised global media companies on content strategy, digital distribution and business development in a rapidly evolving technology and communications climate. Neela has worked with clients like Nickelodeon, PBS Sprout, and Disney, helping them to understand and develop opportunities in mobile, games, and cross-platform storytelling. She has held positions at Discovery Channel, American Public Television, Iconoculture, and MTV Networks.



**Marleen Slot:** Viking Film (NL)

Marleen Slot worked at Lemming Film, where she produced a number of feature films including *Tony 10* (Mischa Kamp, to be released in February 2012), *Patatje Oorlog* (Nicole van Kilsdonk, opening film Cinekid 2011), *My Joy* (Sergei Loznitsa, main competition Cannes 2011) and *Vivan las antipodas!* (Victor Kossakovsky, opening film Venice Film Festival 2011). She was also involved as a producer in stop-motion animation series *Rintje*. In 2011 Marleen launched production company Viking Film, specialising in high-quality films for national and international markets, creating artistic genre films, children's and family films and animation films in particular. Marleen Slot was president of NFTVM (Association of New Film and Television Makers, 2008-2010). She's presently a boardmember of ACE (Ateliers du Cinéma Européen). As producer of the *Rintje* animation series, illustrator Sieb Posthuma has asked Marleen to present *Rintje Online* on his behalf.

**Julien Soret:** Lead animator at MacGuff (FR)

Julien Soret is Lead Animator at MacGuff in Paris, France. He worked as Supervising Animator on animation hit *Despicable Me* and is currently Head Animator on *Dr. Seuss' The Lorax*, which will be released March 2<sup>nd</sup> in the US. Soret obtained his master's degree in Art at Strasbourg University and specialized in 3D animation. He was an animator on several feature films, among others lead animator on *Nine* and *Fly Me to the Moon* and animation supervisor on *La véritable histoire de chat botte*.

**Moderator: Lisa Wade:** Children's Television Host (NL)

Lisa is a Dutch children's VIP since she presents *The Applecore*, a knowledge based and satirical children's program that runs for more than twenty years. Last season she presented *13 in Wartime*, the first Dutch television series for children about the Second World War. It won the Beeld en Geluid Award, and was nominated for a Prix de Jeunesse, Cinekid Kinderkast and an Emmy award. She was asked by the Dutch government to present an educational program for schoolchildren teaching them the importance of politics in *The House of Children*. Each year she enjoys working for Cinekid bringing children to discover good quality film, television and new media.

**Hugh Welchman:** Founder and MD Breakthru Films (Poland)

Hugh is a renowned multi-talent and film producer. He won the Cinefoundation for his first film *Crowstone* and produced two short films for *Monty Python*. Creating BreakThru Films with Alan Dewhurst in 2002, he has produced a feature-length documentary and short films, winning top festival prizes. Hugh is Associate Producer on *Free Jimmy*, a CGI animated film and winner of the Annecy Cristal. Hugh was producer on *Peter & The Wolf* and was on stage at the Academy Awards 2008 to collect the Oscar for Best Animated Short. At the moment Hugh is producing BreakThru Films Poland's transmedia project *The Flying Machine*, which so far consists of: two 3D feature films, one starring Hollywood's Heather Graham and Superstar pianist Lang Lang; 26 short films (16 in 3D), a browser based video game, and an iPhone/iPad game.

**Asta Wellejus:** MD 'Die Asta Experience' (DK)

Asta Wellejus is an experienced cross-media producer and developer. Being headhunted by Lars von Trier in 1997 to develop new ways of combining film, theatre, roleplaying and games, Asta co-founded Zentropa Interaction in 1999, producing interactive formats (films, games, AR games, alternate launch, exhibitions, roleplays etc) until 2007, when she founded 'Die Asta Experience' to focus on new media and audience participation. She specializes in story architecture, expanding narratives across platforms and creating and leading cross-disciplinary teams to solve complex projects.



### Fee's for Cinekid for Professionals

#### Accreditation: 50 Euro

- Festival passe-partout (you still need to collect your tickets at the cashier)
- Access to the Medialab
- Access to CfP drinks / happy hours
- Industry manual
- 50 euro discount on the conference fee

#### Conference Fee: 275 Euro

- Full access to the conference
- Lunch included on Wednesday
- Access to CfP drinks on Tuesday and Wednesday
- Industry manual

Students can order tickets as of the 12th of October online for 25 Euro. (limited amount available)

**Co-production Markets + ScreeningClub + special events: on invitation only**

### Team of Cinekid for Professionals

Head of Cinekid For Professionals: Fleur Winters

Producer Guest Department: Mirte Engelhard

Producer Junior Cross Media & Junior TV Market: Allison Cody

Producer Junior Film Market & ScreeningClub: Nanette Danckaerts

Coordinator ScreeningClub: Fred de Haas

Coordinator conference: Cathelijne Berghouwer

Researcher conference: Ronald Rovers

Producer Expert Meeting / Het Schrijfpaleis: Jenny Booms

Consultant: Marleen Slot

Guest Desk: Amber Nefkens

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### OUR PARTNERS:



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