

# MARKET TRADER

## GUIDELINES FOR APPLICANTS

### Introduction

Creative England's Film Enterprise Fund works with film-related companies based in England. It provides made-to-measure packages of business support and investment to help entrepreneurs unlock new opportunities, develop creative strategies, re-energise their business models and attract increased levels of corporate finance.

To complement this bespoke offer we are delivering **Market Trader**, an intensive, development programme for 12 professionals from different parts of the film value chain to gain a better understanding of international markets.

International markets are a great opportunity for film professionals to make contacts, present their projects and negotiate deals. However, without the right skills and understanding, attending these festivals and markets doesn't always yield the best results and can sometimes be counter-productive.

The purpose of this programme is to equip participants with the knowledge and support they need to understand the market better, to plan and target their approach and come away from international markets with the best possible results. Bringing together producers, distributors and sales agents at the earlier part of their career will also increase awareness of each other's roles and help build stronger networks for the future.

### What does Market Trader offer?

Market Trader will be delivered through a combination of intensive workshops, mentoring, market attendance & networking with a specific focus on EFM/Berlinale 2016. The programme will consider and contrast differing needs and perspectives from all parts of the film value chain – makers, buyers, sellers – and hone skills in pitching, negotiating & closing deals.

Participants will receive guidance and training to:

- Improve their knowledge of international markets, how they differ, who attends what and why;
- Gain a clearer perspective on the context of UK film within domestic/international markets and a better sense of how and why this matters;
- Identify the most suitable market(s) for their own individual projects and film slates;
- Develop tools and strategies for successful market engagement;
- Improve their skills, knowledge and confidence in packaging, pitching, negotiating, selling, understanding and closing deals;
- Achieve effective follow-through and maximise the benefits of international relationships and opportunities.

## **When, where and how will Market Trader happen?**

Market Trader will take place between December 2015 and March 2016. It consists of five main elements: a 3 day pre-market workshop with leading industry figures from the worlds of production, sales and distribution, a 1 day market preparation session, a 3 day guided market visit, a 1 day market review session and a potential follow up market visit for producing participants. Mentor support is available for the first four of these five stages.

We will expect participants to be able to commit in full to the following dates:

|                                 |  |
|---------------------------------|--|
| <b>3 Day Workshop:</b>          | 14 - 16 December 2015 (London, Venue TBC)  |
| <b>Market Prep Day:</b>         | 12 January 2016 (HOME, Manchester)   |
| <b>3 Day Market Attendance:</b> | 13 - 16 February 2016 (European Film Market, Berlin)                                     |
| <b>Market Review Session:</b>   | 10 March 2016 (Location TBC)   |
| <b>Follow Up Market:</b>        | Dates TBC depending on market of preference but must take place before 31 December 2016. |

## **Who can apply?**

Applications are invited from producers and junior executives working in sales and distribution

Participating producers will ideally have produced a minimum of 1 feature film that will have achieved some international sales. They should also have at least 1 other feature film project at a stage where meaningful discussions can be had at international markets. We ask you to outline this project as part of the application process and additional notes for guidance on completing your SWOT analysis are available on our website.

Sales and distribution executives should have between 1-3 years experience working in their chosen field.

## **How much does it cost?**

The total fee for a participant place is £1,000 for producers and £750 for sales and distribution executives. The costs of Market Trader are heavily subsidised by both Creative Skillset and Creative England's Film Enterprise Fund.

The £1,000 participant fee for producers covers: all workshops, activities, course materials, along with some meals and refreshments. Two nights accommodation will be provided for non-London based producers during the 3 day workshop and all producers will receive a market badge and accommodation for the EFM/Berlinale visit. Creative England will also be able to make a maximum contribution of £450 towards a second market visit, tailored to individual producer and project need.

The £750 participant fee for sales and distribution executives covers: all workshops, activities, course materials along with some meals and refreshments. Two nights accommodation will be provided for non-London based executives during the 3 day workshop. It is our expectation that market attendance costs for EFM/Berlinale will be met by the companies that these participants represent.

All participants are expected to arrange and pay for their own travel (including transportation to Berlin) but we have some travel and childcare bursaries available depending on the needs and location of individual participants.

### **Deadlines**

The deadline for applications to Market Trader is **10am on Friday 20th November 2015**. Applications received after this time will not be considered.

If you have any queries about your eligibility please contact us prior to making an application (contact details are given at the end of these guidelines).

### **Making an application**

We operate an online application process and cannot accept applications by disc, fax, email or by post except by prior arrangement.

Stage 1: Applicants are asked to complete and submit an application form online via the Creative England website at <http://www.creativeengland.co.uk/film/film-business-support>

Stage 2: You will be sent an email confirming receipt of your application. You will also receive a tracking number that you should use in all subsequent correspondence.

If you have not received such email confirmation within two working days of your submission, then please contact us by emailing [filmenterprise@creativeengland.co.uk](mailto:filmenterprise@creativeengland.co.uk).

We regret that we are unable to progress ineligible or incomplete applications.

### **Assessment, Decision-Making & Conditions**

Applications will be assessed by representatives from Creative England along with the Market Trader programme producers.

All applicants will be informed in writing by **Wednesday 25<sup>th</sup> November 2015** whether or not their application has been successful.

Successful applicants will be expected to commit to the programme in full and be in a position to pay the course fee by **Monday 7<sup>th</sup> December 2015**. If you have any concerns about this please call Haley Mellor on 0161 713 3719 to discuss your specific circumstances.

It is a condition of support that participants co-operate with Creative England and its partners in any PR and press activity relating to their participation in Market Trader.

Participants may also be asked to contribute to future seminars or workshops to share their experiences and knowledge with other filmmakers.

### **Appeals and Complaints**

The decision of Creative England is final in all matters concerning assessment and selection.

While all applications are thoroughly and fairly assessed, opinions as to the quality or merit of individual applications are inevitably subjective and we realise that applicants may be disappointed as a result.

Applicants who wish to make an appeal against a decision can only do so if they have good cause to believe that the correct procedures, as published in these guidelines, have not been adhered to or applied in such a way as to prejudice the outcome of an application.

A copy of the Lottery complaints procedure can be obtained from Creative England on request.

### **Freedom of Information**

The Freedom of Information Act 2000 gives members of the public the right to request certain information held by Creative England. This may include information held in relation to applications to our funding programmes. If you choose to apply to Creative England, you should be aware that the information you supply, either in whole or in part, may be disclosed under the Act.

### **Contacting Us**

Please contact us if you have any further queries about Market Trader.

In the first instance please email [filmenterprise@creativeengland.co.uk](mailto:filmenterprise@creativeengland.co.uk) stating Market Trader in your subject header.