

ENTERTAINMENT MASTER CLASS
The Format Academy for Entertainment Television

THE TRAINING PROGRAMME

In this unique training programme, a select circle of talent will learn the craft and business of formatting from leading figures in international entertainment television - from idea to screen and beyond.

The ENTERTAINMENT MASTER CLASS provides a format academy for talented professionals from across the industry. Over the course of a one-year training programme, a select group of talent from around the world will learn from key players in the business and experts in the field about entertainment television. Renowned creators, producers, managers, distributors and lawyers offer lectures, presentations and one-on-one sessions that give invaluable insights into how the business runs, directing the participants through the process of developing, pitching, casting, piloting, producing, scheduling, marketing, distributing and protecting a format.

Key topics will include:

- How to foster creative thinking throughout an organization
- How to manage a creative enterprise
- How to build development teams
- How to trigger creativity
- How to brainstorm
- How to devise a game show
- How to design a game
- How to devise a reality show
- How to storyline factual entertainment in the edit
- How to devise a comedy show
- How to storyline a sitcom script
- How to devise a big event show
- How to make a prototype pilot
- How to prepare a pitch
- How to pitch
- How to budget
- How to cast
- How to produce
- How to schedule
- How to market
- How to prepare the format bible
- How to distribute the format across all media platforms
- How to distribute the format to television markets worldwide
- How to negotiate deals
- How to understand contracts
- How to protect the format
- How to clear the rights
- How to manage conflicts
- How to resolve disputes

The training programme will give answers to these topics within and across all programme format genres. The ENTERTAINMENT MASTER CLASS will present show case screenings of hot new formats from around the world. We will explore the tool kit required in the development and production of formats, the inside story of hit formats in conversation with the creators and producers, and the business strategies of the major players in the market place. Within the training programme, we will guide the participants through the legal issues in all fields of the format business, from rights clearance to the negotiation of contracts and the pursuit of infringement actions.

The training programme is divided into five modules, each five days long. The five modules are:

- Module 1: Sitcom, Sketch Comedy and Panel Comedy Show Formats
- Module 2: Game Show Formats
- Module 3: Entertainment, Variety and Event Show Formats
- Module 4: Factual Entertainment and Reality Show Formats
- Module 5: Format Distribution, Exploitation and New Media

To give participants sustainable knowledge and continuity of experience, the trainers will submit didactic material online during the periods between the modules.

Participants will have the unique opportunity to be mentored by experienced format creators, producers, commissioners and distributors. The mentors will give the participants guidance on their work throughout the training programme.

DURATION, DATES AND VENUES

The programme runs for a period of one year and includes 25 days of instruction. Classes will be held in English, and will take place in five modules, each five days long, held in five different countries. The first ENTERTAINMENT MASTER CLASS started in May 2008.

The modules always run over a weekend (generally from Wednesday to Sunday) so as to restrict absence from work to a minimum. The scheduling also takes account of major industry dates - such as MIPTV and MIPCOM - in order to avoid clashes with periods of particularly heavy work.

Dates and Venues:

Module 1: Sitcom, Sketch Comedy and Panel Comedy Show Formats
2nd to 8th May 2008, Lucerne, Switzerland

Module 2: Game Show Formats
8th to 14th June 2008, Banff, Canada

Module 3: Entertainment, Variety and Event Show Formats
2nd to 8th September 2008, Berlin, Germany

Module 4: Factual Entertainment and Reality Show Formats
1st to 7th December 2008, Copenhagen, Denmark

Module 5: Format Distribution, Exploitation and New Media
13th to 19th February 2009, Cambridge, UK



ENTERTAINMENT MASTER CLASS

The Format Academy for Entertainment Television

CONDITIONS OF ADMISSION

In order to be admitted to the ENTERTAINMENT MASTER CLASS training programme, candidates must be able to demonstrate professional experience in the entertainment industry, high commitment and strong motivation, and a good understanding of the English language.

Applications must be submitted to the head office of the ENTERTAINMENT MASTER CLASS. You are encouraged to apply as soon as possible so that we can process your application.

The application deadline for Classes 2009 / 2010 is: **15th December 2008.**

For more information and application, please go to: www.entertainment-masterclass.tv

Before being considered for participation, the applications of potential candidates will be reviewed by the Selection Committee, made up of Advisory Board Members and representatives of the ENTERTAINMENT MASTER CLASS. Each year, a maximum of 40 participants will be admitted to the programme.

PARTICIPATION FEE

The participation fee for the full programme including didactic materials, hotel accommodation and full board is Euro 15,000.



ENTERTAINMENT MASTER CLASS

The Format Academy for Entertainment Television

HEAD OFFICE

Erich Pommer Institut gGmbH

Försterweg 2 | D-14482 Potsdam, Germany

T: +49 (0)331-72128-82 | F: +49 (0)331-72128-81

mail@entertainment-masterclass.tv | www.entertainment-masterclass.tv

CEO

Roland Willaert | willaert@entertainment-masterclass.tv

Directors Erich Pommer Institut

Prof. Klaus Keil | keil@entertainment-masterclass.tv

Prof. Dr. Oliver Castendyk | castendyk@epi-medieninstitut.de

Director of Studies

Christoph Fey | fey@entertainment-masterclass.tv

Head of Programme and Secretary to the Advisory Board

John Gough | gough@entertainment-masterclass.tv

Head of Business Affairs

Andrea Peters | peters@entertainment-masterclass.tv

Programme Manager

Clara Brockmann | brockmann@entertainment-masterclass.tv

Programme Assistant

Jennifer Jones | jones@entertainment-masterclass.tv

Partners of the ENTERTAINMENT MASTER CLASS are



Supported by



A Company of



ENTERTAINMENT MASTER CLASS • www.entertainment-masterclass.tv • mail@entertainment-masterclass.tv • + 49 (0) 331 7212890 • F +49 (0) 331 7212881

Erich Pommer Institut gGmbH • Försterweg 2 • D-14482 Potsdam, Germany
Managing Director: Prof. Klaus Keil • HRB 12 194 • AG Potsdam • Steuernummer 046/125/00342
BHF-BANK • BLZ 100202 00 • Kontonummer 270 025 051 • BIC BHFHDE33 • IBAN DE98 5002 0200 0270 0250 51