



**Content London  
Television Producer Business Development Trip  
December 3<sup>rd</sup> – 6<sup>th</sup>, 2019**

**Overview**

The Newfoundland & Labrador Film Development Corporation (NLFDC) will hire a consultant for a business development mission to London, England from December 3<sup>rd</sup> -6<sup>th</sup>, 2019 that takes place during Content London. Six television producers from each of the four Atlantic Provinces (two NL, two NS, one PEI and one NB) will be selected to further enhance the promotion of coproduction, joint-financing, and distribution development opportunities between television industry producers in the Atlantic Provinces and those internationally. The mission will enhance the group's knowledge of working with producers on an international scale.

A consultant will be hired to provide match-making service on the ground to arrange appropriate meetings for delegates with national and international companies attending Content London. The consultant will work with participants in arranging and scheduling meetings with identified targets resulting from pre-market consultant work. The consultant will maintain schedules for each participant. The participants will also have the opportunity to network with hundreds of other international producers and take part in the wide-ranging information programs at Content London.

Since its first event in 2014, Content London has quickly grown to establish itself as one of the most important TV drama events in the industry calendar. Content London features an unrivalled conference programme with over 200 speakers across more than 50 sessions. From commissioners, producers, financiers, technologists, agents, writers, and other key players in the value chain, Content London aims to deliver the most compelling line-up to ensure delegates stay on

top of trends that shape the television industry and bring the international community together in one place at one time.

### **Advance Preparation**

To help ensure producers are prepared for the trip, the NFLDC will engage the services of a consultant for on the ground consulting services while at Content London. Applicants will be notified of the consultant once they are selected in late August. Selected candidates will be contacted by the consultant shortly thereafter to begin initial discovery sessions via conference call in advance of the mission.

### **Innovation PEI Marketing Assistance Program**

To assist filmmakers with the costs associated with this trip, participants may contact Innovation PEI to discuss their Marketing Assistance Program.

### **Travel and Accommodations**

Filmmakers will be responsible for booking their own travel and accommodations for this trip. The delegation must be on the ground, for meetings in London, England by the morning of December 3<sup>rd</sup>, 2019.

The NFLDC will provide a discount code for Air Canada. Details to follow.

### **Content London Registration**

It is **mandatory** to purchase registration for the International Drama Summit during Content London. Details can be found at:  
<https://www.c21media.net/event/c21-international-drama-summit-2019/>.

### **Targeted Meetings**

The Consultant will arrange a minimum of 4-6 targeted meetings for producers based on their individual needs. Where appropriate, group sessions may also be arranged. Currently, the majority of meetings are planned to take place from December 3<sup>rd</sup> – 6<sup>th</sup>.

### **Application Process**

In order to apply companies must complete the attached application form and provide supporting material by **5pm, August 12th, 2019**. Below you will find the criteria for applications:

- Must have at least two producer credits on completed productions of the following nature:
  - Television one-off production with a minimum broadcast length of 30 minutes
  - Television series production
  - Feature film that a) received financing from a Federal and/or Provincial funding agency (NL, NS, PEI, NB) b) had a budget of \$1.25 million or greater
  - Digital media production that a) received funding from Canada Media Fund, Bell Fund, Independent Production Fund and, or Provincial funding agency (NL, NS, PEI, NB) or b) had significant marketplace exposure and/or reputable market partners
- Participated in at least one international market or festival event (can include provincially led business development trips/trade missions)
- Must have at least one project in development

*\*If you feel you may not meet the criteria and are still interested in attending the mission, please contact Renee Laprise at [director@filmpei.com](mailto:director@filmpei.com).*

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**APPLICATION FORM**

**Applicant Name:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website(s):** \_\_\_\_\_

Please check the following producer criteria that applies to your company:

- Must have at least two producer credits on completed productions of the following nature:
  - Television one-off production with a minimum broadcast length of 30 minutes
  - Television series production
  - Feature film that a) received financing from a Federal and/or Provincial funding agency (NL, NS, PEI) b) had a budget of \$1.25 million or greater
  - Digital media production that a) received funding from Canada Media Fund, Bell Fund, Independent Production Fund and, or Provincial funding agency (NL, NS, PEI) or b) had significant marketplace exposure and/or reputable market partners
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Please Identify: \_\_\_\_\_

**Mandatory Documents:**

The following documents must be submitted **electronically as individual files** in order for your application to be considered:

- Completed application form
- Cover letter with a summary of your project's status to date

- Personal resume including relevant film, television & new media production credits (two page maximum)
- Company and personal biography (one page each maximum)
- One-page synopsis of your feature film, television or new media project
- Project screenplay treatment and/or series bible.
- Statement of all relevant attachments including co-producers, writers, director (one page maximum)

### **Non-Mandatory Additional Package Elements if Available**

Applicants are invited to include any of the following additional package elements if available:

- Completed screenplay
- Proposed principal cast
- Bios of any *currently attached* key creative positions
- Marketing and distribution plan and any existing marketing materials
- Budget top sheets or proposed budget and finance scenario (one page maximum)
- Statement of all additional attachments including pre-sales, development funding, confirmed cast (one page maximum)

The undersigned certifies that all information provided herein and attached is accurate and complete. The undersigned acknowledges that the NLFDC may share application packages with ACOA, the Program Jury and with relevant Business Development consultants and instructors for the purposes of curriculum preparation. The undersigned understands that participation in the program includes attending all preparation sessions with the NLFDC and/or the trade mission consultants and supplying the NLFDC with all required reporting in a timely manner upon completion of the project.

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Signature      Date

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Print Name

**SUBMISSION DEADLINE Monday, August 12th, 2019**

FilmPEI will contact selected applicants directly to confirm participation in this program.

**PLEASE FORWARD YOUR COMPLETED APPLICATION PACKAGE TO:**

[director@filmpei.com](mailto:director@filmpei.com)

**Renee Laprise, Executive Director, FilmPEI**