

NSI Market-Ready Producers – PEI Edition

ABOUT

Program created and delivered by National Screen Institute; presented by CreativePEI in association with FilmPEI; funded by SkillsPEI and Canada Media Fund

Learn producing skills and receive customized training to develop and pitch your project.

Through this five-week, part-time online training program you will develop essential producing skills and prepare a pitch package for a project you are currently developing.

Program dates: May 3 to June 4, 2021

Location: Online

Application deadline: Friday, March 26 (4 p.m. AST)

Cost: Funded by Creative PEI/Film PEI

This training is for you if you meet all of the following criteria:

- you're a PEI screen content creator committed to developing a career in producing.
- you have demonstrated experience in production, business affairs, legal, marketing, distribution or development.
- you possess the rights to a scripted project currently in development.
- you can commit the necessary time to attend the training sessions and complete the assignments.
- you want to gain practical, pitching and producing experience while building your professional network.

NSI Market-Ready Producers – PEI Edition was created to foster the growth of PEI producing professionals and increase the reach of PEI production across Canada and globally.

Throughout the program, you will hear from and be mentored by national industry professionals, advisors and business experts. You'll get feedback to further develop your project and expand your producing skills.

Five producers with strong projects will be selected. Since this is a virtual program, unsuccessful applicants will still be able to audit select sessions and gain valuable experience from the presenters.

This is a pilot program and the experience of PEI producers varies enormously, therefore the curriculum will be built around the skill gaps of the chosen producers.

Boot camp intensive (May 3 – June 4, 2021)

In total, you will attend up to 12 online mandatory sessions during the program ranging in length from one to three hours, Monday to Friday. Two to three sessions will be scheduled each week and will include interactive group discussions, round tables, peer reviews, presentations and masterclasses.

Topics may include business affairs/contracts; labour and employment law; fundamentals of running a workplace; principles of human resources and effective people management skills; financial planning and modelling; production finance and distribution (understanding tax credits, finance structures and cash flows); negotiation as well as case studies.

Additionally, each selected participant will work with a pitch consultant to prepare their pitch. The program will culminate in an online forum where participants will pitch their projects to a panel that may include producers, funders and broadcasters.

Questions

If you have questions or concerns regarding your application, or you need assistance completing the application, please reach out to program coordinator Shannon Shura who will do all she can to help (shannon.d.shura@gmail.com).

Important dates

- Applications open: Friday, March 5
- Application deadline: Friday, March 26, 2021 at 4 p.m. AST
- Successful participants notified by: April 1, 2021
- Boot camp intensive + pitch panel (online training sessions): May 3 – June 4, 2021

Eligible projects – scripted (all genres)

If you have a non-scripted project, call the program manager to assess how this training will help you develop your project.

FREQUENTLY ASKED QUESTIONS

How much time do I have to commit to the program?

In total, you will attend up to 12 online mandatory sessions during the program ranging in length from one to three hours, Monday to Friday. You will attend two to three sessions weekly from May 3 – June 4, 2021.

This is a part-time, comprehensive online program. The curriculum will be carefully designed and created with maximum flexibility for the chosen producers. The online boot camp training schedule will be determined once participants are interviewed and the curriculum is set.

Who can apply?

To be eligible you must:

- be aged 18 or over
- be a Canadian citizen or permanent resident living in Canada
- have one on-screen producing credit; or
- have demonstrated experience in production, business affairs, legal, marketing, distribution or development. Writers and directors who wish to develop their producing skills are eligible but must explain why they want to be a producer.
- apply with a scripted project with at least a completed synopsis.
- maintain creative and financial control over the project. This includes ownership of, or option on, all underlying rights (if any). CreativePEI reserves the right to disqualify any participant who does not fully own the rights in and to the project.

I'm a creative professional (ie: writer or director) but would like to expand my producing skills. Is this program right for me?

Yes. If you are a writer and/or director, you must:

- have demonstrated experience in production, business affairs, legal, marketing, distribution and/or development.
- explain why you want to become a producer.
- describe the skills you hope to learn.

Can a two-person team apply?

No. Only one person is eligible to apply as this program is custom-designed for screen-based professionals with an active project in development.

What projects are eligible?

You can apply with any scripted project (ie: feature film, short film and web or television series).

CreativePEI will not accept any project that contains excessive violence, sexual violence or sexual exploitation.

How are participants selected?

- An independent jury will review applications and select participants.
- Participants are selected based on a combination of factors including relevant industry experience, the project's creative and commercial viability, and a participant's readiness to take full advantage of the training and mentorship opportunities.
- All applications will be assessed for eligibility and completeness.
- Jury decisions are final.

What rights does CreativePEI/FilmPEI/NSI have on the project?

All copyright in the project remains with the applicants. CreativePEI reserves the sole right to disqualify any participant who does not fully own the rights in and to the project.

CreativePEI, FilmPEI and NSI require a tail credit on the feature or web series project, as well as a credit on all publicity and promotional materials developed with respect to the project.

What is the relationship between CreativePEI/ FilmPEI/ National Screen Institute and the successful applicant?

The relationship between the applicant and CreativePEI, FilmPEI, NSI shall not be deemed to constitute a partnership or joint venture. The applicant shall not have the right to incur any debts nor to make any commitment of or on behalf of any of these organizations.

Will there be feedback provided on my application package after I've submitted it?

No.

Can I participate in the boot camp even if my project is not chosen?

Yes. All unsuccessful applicants will be given access to select recorded sessions from the boot camp intensive so they may gain valuable information about producing.

CreativePEI, FilmPEI and NSI are committed to training participants from a diverse community of voices including Black, Indigenous, People of Colour, women, lesbian, gay, bisexual, transgender, queer or questioning and two-spirit (LGBTQ2S+) and people who are differently abled.