

THE FORMAT ACADEMY

The ENTERTAINMENT MASTER CLASS is a not-for-profit organization dedicated to education for executives in the entertainment television industry. It offers a unique executive education programme created by the industry for the industry. Participants will have the opportunity to learn from industry leaders, seek advice and guidance, share ideas, and build rewarding networks and professional alliances in this vibrant global community.

ADVISORY BOARD

The ENTERTAINMENT MASTER CLASS advisory board is comprised of internationally recognised industry leaders who share our vision and serve as advisors to the members of the ENTERTAINMENT MASTER CLASS faculty and administration.

PROGRAMME OVERVIEW

Over the course of this one-year programme, broken down into 4 modules, a select group of talented professionals from across the industry and around the world will learn from industry leaders and distinguished experts about the art and business of entertainment television. Renowned creators, producers, managers, distributors and lawyers offer lectures, presentations, workshops and coaching sessions that give invaluable insights into all areas of the business, directing the participants from idea to screen and beyond.

The programme is designed to inspire creative and strategic thinking. The curriculum is built around the professional experience of practitioners. Topics include: creative development, creative collaboration, pitching skills, casting decisions, production management, broadcast scheduling, talent representation, brand marketing, format distribution, legal compliance, rights management, format protection, business strategy, participative leadership, organisational design and company culture

Following the change in the broadcast industry, our curriculum expands to provide participants with the creative and economic skills base for the emerging opportunities of multiplatform production in a truly convergent, interactive and social media environment.

The programme and all the courses in it are held in English. Designed for busy professionals, this part-time programme can be completed in one year, depending on the schedule you choose. It includes 20 days of instruction and is divided into 4 separate modules, each 5 days long.

Module 1:	Games and Game Shows	7 th – 13 th May 2010, Berlin/Germany
Module 2:	Reality, Documentary & Factual Entertainment	13 th – 19 th June 2010, Banff/Canada
Module 3:	Sitcom and Comedy	17 th – 23 rd Sept 2010, Lucerne/Switzerland
Module 4:	Entertainment Management	15 th – 21 st October 2010, South Africa (tbc)

In order to give participants sustainable knowledge and continuity of experience, participants will have access to didactic material and online resources during the periods between the modules.

Mentorship is an integral part of the programme. Dedicated mentors fulfil an essential role in giving the participants advice on their work throughout the programme.

CLASS PROFILE

The ENTERTAINMENT MASTER CLASS programme is designed to train both independent producers and network executives – “sellers” as well as “buyers”. It is our aim to recruit a select group of participants that reflects the cultural and professional diversity of the international entertainment industry. The graduates of the 2009 ENTERTAINMENT MASTER CLASS programme came from 17 different countries and had an average age of 36 with an average work experience of 10 years.

REGISTER NOW AND JOIN THE NEXT CLASS

To ensure your participation in the next ENTERTAINMENT MASTER CLASS programme, you are encouraged to register as soon as possible so that we can process your application. You may submit your application by post, fax or email to our head office. Applications must include a completed application form and a CV, summarising the candidate’s professional achievements.

Each application will be presented to a selection committee, comprised of members of the ENTERTAINMENT MASTER CLASS advisory board and faculty. Selection is based on a candidate’s professional achievements and career objectives. The selection committee will be looking for candidates who have demonstrated a commitment to a career in the entertainment industry, have a proven track record and the support of their peers, and are able to set and achieve their own goals. Each year, up to 30 candidates will be selected to participate in the ENTERTAINMENT MASTER CLASS programme. Admissions are awarded quarterly on an ongoing basis.

PROGRAMME PARTICIPATION FEE

The participation fee for the 2010 ENTERTAINMENT MASTER CLASS programme, including didactic material, hotel accommodation and full board, is EUR 13,500.

COMPANY PACKAGES

We offer a limited amount of company packages for the 2010 ENTERTAINMENT MASTER CLASS programme. Companies who buy one company package acquire the right to designate one participant at a time, selected by the company from among its company staff members, to participate in each of the modules. The price of one company package for the full programme, including didactic material, hotel accommodation and full board, is EUR 13,500.

CONTACT US

For more information on the ENTERTAINMENT MASTER CLASS, our programme and the application process, please visit our homepage www.entertainment-masterclass.tv, or contact us at our head office:

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Partners of the ENTERTAINMENT MASTER CLASS are



Founded by



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