

The London-Mumbai Production Tournament

Course Description

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1. Executive Summary

1.1 Overview

The London-Mumbai Production Tournament (the “Tournament”) is a custom-designed two-and-a-half day residential workshop. It is designed to provide film producers from the UK and India with the skills and contacts they need to initiate and participate in co-financing and co-productions between these two countries.

1.2 Purpose

In particular, the object of the course is to:

- provide a forum for producers to learn about doing business in each others' country;
- promote collaboration and understanding of UK and Indian techniques in development, film financing, co-production, distribution and exploitation, and
- encourage networking and linking among producers, advisers and sponsors of the Tournament.

1.3 Participants

The workshop will include 8 Indian producers and 8 UK producers, assisted by 8 advisers (4 each from the UK and India). Producers must have an established track-record in independent production, although expertise in co-production is by no means a requirement.

Film London is the key funder, initiator and sponsor of the Tournament. Olsberg|SPI (“SPI”) is responsible for the design and delivery of the Tournament.

1.4 Timing and Duration

The Tournament is to take place at the JW Marriott Hotel in Mumbai, from Sunday 18th to Tuesday 20th November 2007.

The Tournament is part of a week-long series of events organised by Film London and to which all participants are invited. These events are designed to share knowledge and understanding between the film sectors of India and the UK.

1.5 Content and Structure

The Tournament will eschew the traditional 'seminar' format and other conventional training methods in favour of a series of discussion-based sessions, as well as contests, challenges, quizzes and role-plays in which producers are teamed to explore and solve co-production problems. Workshops are structured around key issues and themes and draw from the experiences of the participants for illustration. In addition, the Tournament includes a series of meal and drinks events designed to provide participants with informal networking opportunities.

2. Tournament Description

2.1 Overview and Purpose of the Tournament

The Tournament is an innovative and ambitious residential workshop designed to develop the co-production skills and capabilities of a number of Indian and UK producers. It is a 2 ½ day event intended to provide Tournament producers with the knowledge and contacts they need to develop and participate in future co-productions between the two countries.

The Tournament has been designed to capitalise on nascent but growing opportunities for collaboration on film between India and the UK. This will be done by fostering a genuine mutual understanding of the situations in each country, and by encouraging the development of working relationships between Indian and UK producers.

What will make this event different will be the focus on demystifying the mechanisms and clarifying the processes of co-productions through interactive, participatory teamwork and individual contests. During the Tournament, all the key practical issues of co-productions will be covered, with an emphasis on UK/India co-productions.

2.2 Participants

The Tournament will involve:

- 8 independent producers from the UK and 8 from India;
- 8 advisers - 4 each from the UK and India – to assist and work with the producers in various ways throughout the event;
- a small number of UK and Indian observers from sponsors and funders; and
- representatives from Film London and SPI.

2.3.1 Producers

Producers will be selected following an application process during which they will have submitted the required information to Film London.

The UK and the Indian producers will have a track record in film production and will be selected on the basis of their interest in doing co-productions between India and UK, but are not necessarily expected to already be co-production experts. Producers with projects having UK/Indian co-production potential will be prioritised.

2.3.2 Advisers

The Tournament advisers will be UK and Indian professionals who act as mentors and tutors to the producers during the workshop. Advisers are available to support the work of the participants throughout the Tournament, bringing their individual expertise and overview of the film industry to both breakout and plenary sessions.

The 8 advisers will be individuals with substantial expertise in:

- production and co-production

- the legal aspects of film co-production structures
- film-finance
- international sales and distribution, and
- broadcasting.

2.2.3 *Film London*

Film London is the UK capital's film and media agency. Its remit is to sustain, promote and develop London as a major international film-making and film cultural capital. This includes all the screen industries based in London - film, television, video, commercials and new interactive media.

Film London is the key funder, initiator and sponsor of the Tournament.

2.2.4 *SPI*

SPI is a London-based strategic advisory firm specialising in the creative industries with a particular expertise in international film, television and interactive media.

SPI is responsible for the design and delivery of the Tournament.

2.4 Timing and Duration

The Tournament will take place at the JW Marriott, a residential conference hotel in Mumbai, between the evening of Sunday 18th and Tuesday 20th November. Delegates from the UK will also stay at the hotel during the course of the Tournament.

The Tournament is an intensive experience. The course timetable, which includes networking opportunities throughout each day, ensures that all participants are immersed in the Tournament and emerge from it having maximised each moment of the two and a half day event.

2.5 Expenses

No fee is charged to producers for participating in the Tournament. All tuition and most meals are covered for all participants.

2.6 Content

Rather than consisting of traditional seminars and other more conventional training methods, the Tournament will comprise a combination of plenary discussions and breakout groups, as well as a series of contests, quizzes and role-playing activities. Over the course of the Tournament, producers will be gathered into teams of varying sizes and formation. Organised networking events are an important element of the design.

Advisers and producers alike will receive, prior to the Tournament, a briefing pack containing data on co-production conditions in each country.

2.6.1 Five key elements

The Tournament comprises five key elements. These are:

1. Introduction to the Tournament and its participants;
2. Benefits and Pitfalls of UK/Indian Co-productions;
3. Special Topic Exploration;
4. Role-Play Challenge;
5. Co-production Quiz.

The purpose and content of these elements are outlined below.

1. **Introduction to the Tournament (Plenary):** This session explains the Tournament, its components and how it is expected to run and introduces all the participants..
2. **Benefits and Pitfalls of UK/Indian Co-productions (Plenary):** A discussion of typical advantages, problems, obstacles and difficulties which producers may well experience doing co-productions (or co-financings) in each country. This will be illustrated by case studies drawn from the advisers' own experiences.
3. **Special Topic Exploration (Group preparation and plenary):** SPI will have researched key topics relevant to India/UK co-productions. These will be explored and discussed in breakout groups (producers and advisers) who will report their conclusions to all participants in plenary session. For example, topics could include the different legal systems; comparable post production and studio facilities, and script development techniques.
4. **Role-play Challenge – a Hypothetical UK/Indian co-production (Group preparation and plenary):** This is the 'engine' of the Tournament in which teams of producers (with the help of advisers) must prepare to negotiate an imaginary co-production from the perspectives of producer, equity financier, sales agent or distributor. Teams are then selected to play these roles in a series of “live” negotiations, covering a set of deal points they will have prepared to argue in advance.
5. **Co-production Quiz (Plenary):** Finally, the participants and advisers will be paired into teams – again mixing UK and Indians, to answer, in “pub quiz” style, a set of questions that refer to issues that have arisen over the 2 days of the Tournament.

2.7 Structure/Timetable

The Tournament is planned to run as follows:

- Sunday 18th November (evening)
 - Networking reception and dinner
- Monday 19th November
 - Introduction to the Tournament
 - Benefits and Pitfalls of UK and Indian Co-productions

- Special topic exploration – group meetings
- Special topic exploration – feedback
- Free time

- Tuesday 20th November
 - Role-play Challenge – group preparation
 - Role-play Challenge – live negotiations
 - Role-play Challenge – feedback
 - Co-production Quiz
 - Closing dinner