

## THE NORMAN JEWISON FILM PROGRAM: PRODUCERS' LAB OVERVIEW

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### WHAT IS IT?

The Producers' Lab is a 5 ½-month, full-time program for up to five (5) producers a year, and provides the opportunity to:

- Build your confidence in the business aspects of producing, including increasing your understanding of different business models
- Strengthen your creative, storytelling, management, and collaborative skills
- Establish strong relationships through collaboration with writers, editors, directors, and other key creatives
- Increase your effectiveness at developing and packaging projects and a slate for the marketplace
- Define what your unique offerings are as a creative within the screen industry
- Deliver on a festival-ready short film, working with directors from the Directors' Lab, and editors from the Editors' Lab

Ultimately, the experience in the Producers' Lab gives you insights and knowledge on many considerations and practices, a host of new relationships and enhanced skills, a professionally produced short film, and an expanded project slate, along with an understanding of the next steps needed to advance your career and goals.

### HOW IT WORKS

The Producers' Lab experience is a combination of individually focused mentorship, Lab-specific and cross-discipline workshops and sessions targeting the artistic, collaborative, practical, and business aspects of producing and content creation.

Each producer in the Lab will have different trajectories and goals coming into and upon leaving the program, so we take a targeted approach to mentorship and project/slate development, consulting with you along the way.

This program is designed to engage a multitude of working professionals on short-term contracts as workshop leaders, consultants and mentors, to best reflect the needs of each cohort. We do not operate with a full-time/permanent faculty.

To ensure we have the flexibility to adapt and change for each cohort, we do not have a set curriculum. Elements of the program, including mentors, guests, and workshops, will change annually according to the needs of the current cohort, and the projects in question, while continuing to reflect the core components outlined below.

The program is full-time, with the expectation that this is a priority for you. We schedule a lot of activities, as well as pockets of time for you to apply feedback and advance your work, to take time to digest the learning, and to regroup/reassess as needed.

In general, the program is Monday to Friday during business hours, with exceptions made for guest availability, and for production and post activities as necessary. We cluster in-person program days wherever possible, with other days being set up for virtual/remote participation as appropriate.

The Producers' Lab is designed to be highly collaborative with the other Labs (Writers, Directors, Editors), and wherever possible, with the talent in other CFC core programs. This Lab is for producers who are ready to collaborate with other artists, and to support original voices and fresh stories as a way of expanding your professional skills, your work, and your process.

Producers retain all original IP to the projects and work under their control that they bring into the program to develop. The CFC does not take any ownership of underlying IP, but we do own the completed produced exercises, short films, and showcases, because all insurance, agreements, and ongoing liabilities are with the CFC.

## 1. DEVELOPING VOICE & CREATIVE VISION

Producers learn how to best engage creatively, and support artistic vision, from development through production/post, while balancing creative and practical considerations. Exploring different practices and techniques is meant to inspire you and provide a range of experiences and tools for you to draw upon when examining and evolving your work and process, through:

- Case studies with other producers and creators, which help to break down a variety of approaches, styles, and work
- Hands-on workshops, which give you the opportunity to exercise your narrative storytelling and team management skills, give and receive notes, and get the most out of your creative relationships
- Individual coaching to increase your ability to better communicate and execute at all stages of the creative process, and support your exploration of what makes you and your projects distinct

## 2. BUILDING COMMUNITY & STRONG CREATIVE PARTNERSHIPS

Producers expand your understanding of how best to respect and engage with writers, directors, actors, editors, and other key collaborators, in order to unite a team around one creative vision, through practical interactions (development, production, etc.), workshops, and mentorship.

The opportunity to work through artistic differences, develop and navigate effective communication styles, and discover your best leadership approach all serve to deliver on this component.

As you work together with other creatives in a variety of ways on several exercises and projects, you will build relationships, expand your networks, and ideally forge long-lasting partnerships.

## 3. UNDERSTANDING THE BUSINESS OF PRODUCING & THE MARKETPLACE

Producers meet regularly with a range of industry professionals from all facets of our business, both traditional and non-traditional, gaining valuable insights on key considerations for content creation across many platforms.

Experts and mentors share knowledge and counsel on best practices, evolving business models, and changes in the entertainment and media industries, as you put this learning into practice, while receiving feedback and coaching on your packages and strategic plans.

These workshops, sessions, and meetings are meant to help bridge the gap between your goals, creative vision, and the business, while also expanding your professional network.

## 4. PROJECT ACCELERATION & PACKAGING

Producers come into the program with a primary narrative film and/or series project, and a project slate that reflects your vision.

Throughout the Lab, you will work to identify and articulate the distinctive elements of these projects, while advancing your primary project/script, the pitch, and the package. You will hone the ability to manage the development process, identify and articulate the distinctive elements of specific projects on your slate, and determine how best to showcase their viability and marketability within the competitive international marketplace.

The packaging process allows you to bring together these requisite skills, and demonstrate your understanding of the business, the marketplace, and your projects, with the counsel of industry experts.

You will also work across Labs to develop and produce a fully realized, festival-ready short film in the program, which has the potential for festival run and future sales/broadcast opportunities.

## **ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT**

The CFC is committed to providing accessible practices that are in compliance with the Accessibility for Ontarians with Disabilities Act (AODA). If you require accommodation at any stage of the application process, or have any questions regarding appropriate accommodations, please contact Deborah Fallows, Executive Lead, People & Culture at [dfallows@cfccreates.com](mailto:dfallows@cfccreates.com).

## **CONTACT**

For questions, please email [programs@cfccreates.com](mailto:programs@cfccreates.com).