

PRIMEPACKAGING at a glance

Packaging – Rewriting – International – Market - Exchange

PRIMEPACKAGING provides comprehensive support and consulting in various fields: script development, market research, financing, distribution, world sales, and games/interactive media. The main idea is to introduce the expertise of market professionals as soon as possible into the crucial phase of project development. PRIMEPACKAGING collaborates with experts from the industry and funding body professionals active on regional, national and international levels.

How does it work?

The successful development of the individual projects is the main focus of the three centres. Interdisciplinary exchange in workshops and individual coaching sessions with the experts provide opportunities to work intensively on each project. The program combines workshop elements with lecture units and individual sessions. Training and consulting in script development, market research, financing, distribution/world sales, and games/interactive media is provided by leading international experts from the film industry.

Target group

All independent European producers or teams of producer and author together with a concrete project in the stage of firstdraft are eligible to apply.

The Centre

Up to fifteen projects will be selected for participation in the program. It is divided into three training centres. At the first centre, participants will meet individually with experts to analyse the project's potential and set up a project development plan. During the second and third centres, the implementation of the project development plan will be supervised and possibly revised. Strategies for project presentations on the market will be developed. Participants can resubmit their final projects to the participating funding bodies and possibly increase the level of subsidy.

Each centre starts with PROJECT PRESENTATIONS to introduce the participants and the stage of their work to one another and to the experts. After the general presentations, each participant is scheduled for GROUP EXPERT SESSIONS. Ten experts from various fields discuss the participant's project and develop an action plan for its optimisation.

Additionally, every centre offers INDIVIDUAL EXPERT SESSIONS and LECTURES, focusing on certain topics including "script consulting", "games/interactive media", "market research". The Experts also individually consult the participants at one-to-one meetings. The second training centre concentrates on "financing", and the third centre offers additional lectures and sessions on "distribution and world sales".

Long term benefit

All GROUP EXPERT SESSIONS and INDIVIDUAL EXPERT SESSIONS will be documented for each participant as personal reference for the continuing work on the projects. At the third centre, PRIMEPACKAGING provides a final evaluation. A public presentation of the projects will close the programme cycle 2009.

Dates and Venues

- **Application Deadline** June, 5th 2009 www.prime-house.de/downloads
- 1st Centre - Berlin, July 8th - 12th
- 2nd Centre - Vienna, October 14th – 18th
- 3rd Centre - Warsaw, December 11th -13th