

## INDUSTRY PARTNERS



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POLISH FILM INSTITUTE



Filmförderungsanstalt - German Federal Film Board



medienboard.



**PRIMEPACKAGING** is a dynamic training programme: training sessions are tailored to the needs of the single projects, emphasizing different aspects of project development such as script, financial plan, marketing strategy or game developments. 10 projects are selected each year for participation.

**Training Centers in different European Venues:** The programme consists of 3 Workshops where participants and experts meet for several days for intense training sessions and fruitful exchange of ideas. The centers are held over a period of six months.

**Group and Single Expert Sessions:** Every center provides interdisciplinary group expert sessions, where experts from various fields jointly evaluate and develop the participant's project in round table meetings. Additionally, single expert sessions are offered to discuss certain aspects in-depth, such as the rewrite of a script or the development of a game.

PRIMEPACKAGING experts provide insider market knowledge from the field of:

- script consulting
- market research
- finance / funding
- distribution
- world sales
- games / interactive media

## Contact

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# PRIME PACKAGING

Packaging Rewriting International Market Exchange

Professional Training  
for Independent European  
Film Producers

implemented by



# Create your PRIMEPACKAGE



## PRIMEPACKAGING offers

- **Professional assistance** in the risky stage of development.
- **Independent evaluations** in order to check and complete the arguments of your development plan.
- **Collaboration with professional industry experts** who are active on regional, national and international levels as well.
- **Counselling and training in key areas** provided by experienced professionals.
- **Professional training and coaching** focused on your particular project through workshops, lectures and individual coaching sessions.
- **Comprehensive project potencial analysis** from the fields of script analysis, market research, finance/funding, distribution, world sales, games/interactive media.
- **Networking opportunities** with potential co-producers and other partners on a European level.
- **Assistance and sustainable support** in terms of marketing and public relation.
- **Long term access to the PRIMEHOUSE internet database** in order to update your projectdata and stay in touch with our industry partners.

## PRIMEPACKAGING at a glance

### Target Group

Experienced independent, European film and TV producers or teams together with their Authors, whose companies have existed for at least 3 years. Start-Up Companies could be accepted by extraordinary voting.

### Selection

Experts from the fields of script consultancy, market research, financing, distribution, world sales and games development/interactive media proceed to evaluate your project.

As a first step PRIMEPACKAGING provides with the assessments of script analysis, market research and a project summary (allowance 800 €).

### Participation

Selected projects will attend PRIMEPACKAGING training programme which consists on 3 interacting centres (allowance 7.500 €) :

1. Centre - Analysis of market potential and compiling a masterplan for the packaging
2. Centre - Project re-evaluation
3. Centre - Market presentation and intermediation

### Dates and Venues

1. Centre - Berlin, July 8th - 12th,
2. Centre - Vienna, October 14th - 18th,
3. Centre - Warsaw, December 11th -13th,

### Registration Deadline

June 5th 2009, details and application forms are available at: [www.prime-house.de](http://www.prime-house.de)