



ANNEX FESTIVAL

INTERNATIONAL MIFA CAMPUS

In partnership with **NETFLIX**



ANNECY INTERNATIONAL ANIMATION FILM MARKET (MIFA)

exports its skills and experience through a programme to support professional talents:

THE INTERNATIONAL MIFA CAMPUS - TALENTS.

1

Presentation

The aims of this programme are twofold:

- **To develop each project and provide the necessary coherence to affront the market.**
- **To prepare for the pitching exercise to promote their project to a professional audience seeking original content.**

The project leaders taking part in this workshop will be fortunate to be coached by experts with complementary profiles.

Territories that initiate an International Mifa Campus – Talents programme have the chance to go further at Annecy via the Partners Pitches, which are a component of the official Mifa programme.

A Partners Pitch session provides the opportunity for the workshop participants to benefit from more visibility with future partners and industry professionals.

Presentation

- 1 call for projects introduced on the territory
- 5 selected projects maximum
- Workshop length: 4 days
- Pitch preparation
- Delivery of a pre-recorded video (optional)
- Visibility at Annecy during the Partners Pitches (optional)

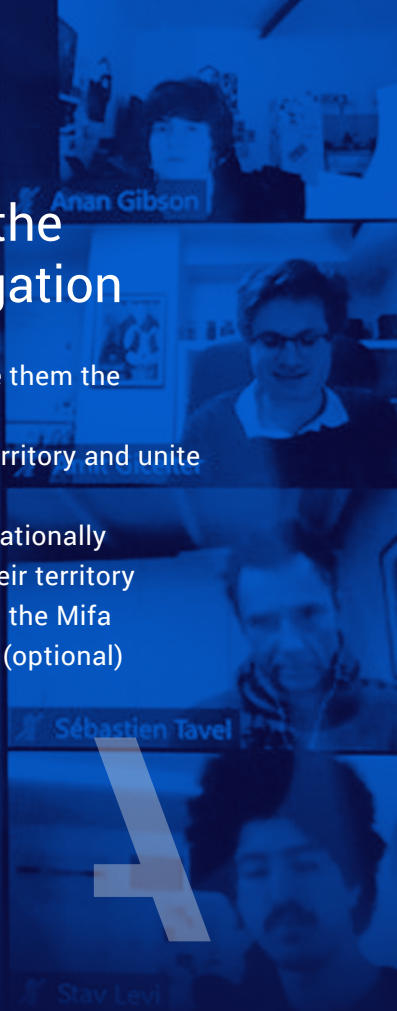
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Project leaders' goals

- Benefit from the support and expertise of animation professionals
- Develop their project's storyline, structure it, and give it the consistency necessary to affront the market
- Develop their skills to pitch it to the audience and gain self-confidence

Advantages for the organising delegation

- Discover new talents and give them the chance to learn new skills
- Generate emulation in their territory and unite the local industry
- Present sound projects internationally and promote creation from their territory
- Develop their presence during the Mifa with a Partners Pitch session (optional)



Programme

INTERNATIONAL MIFA CAMPUS – TALENTS

DAY 1

MORNING

OPENING SESSION

- Welcome speech
The delegation's introduction
- The workshop presentation and the expectations of:
 - The programme
 - The project leaders
- Presentation of the experts
- Presentation of the project leaders

GROUP SESSION

- Pitch exercise:
 - Pitch each project (without visuals)
 - Collective feedback

AFTERNOON

GROUP SESSION

- "How to Pitch" Masterclass + Q&A
- Mifa short film screenings
- Conclusion and aims for the following day

DAY 2

MORNING

GROUP SESSION

- Pitch each project (with visuals):
 - Collective feedback
- Masterclass / Case study (content specified by the expert) + Q&A

AFTERNOON

1ON1 SESSION

- Individual meetings between project leaders and experts:
 - Determine the story arc
 - Identify the logline
 - Identify the interactions between the characters

GROUP SESSION

- Conclusion and aims for the following day

Programme

INTERNATIONAL MIFA CAMPUS – TALENTS

DAY 3

MORNING

GROUP SESSION

- Masterclass / Case study (content specified by the expert) + Q&A

1ON1 SESSION

- Individual meetings between project leaders and experts:
 - Technical and artistic choices
 - Format and target audience choices
 - Calendar and budget monitoring

AFTERNOON

GROUP SESSION

- Pitch each project:
 - Collective feedback on the pitch's narration and form (oral and physical)

GROUP SESSION

- Conclusion and aims for the following day

DAY 4

MORNING

GROUP SESSION

- Pitch each project under real conditions
- Final feedback and comments

AFTERNOON

CLOSING SESSION

- Introductory word
- Pitch sessions
- Feedback from the experts
- Graduation ceremony
- Conclusion

Budget

INTERNATIONAL MIFA CAMPUS STATUS – TALENTS

- Logistics and the organisation's follow up carried out by the Mifa team
- Projects selection
- Workshop programming coordination
- Creation and provision of the working documents
- Network provision
> Choice of experts
- The Anancy brand available for use

€2,500 VAT not incl.
To be paid to CITIA

EXPERTS' FEES

€250 VAT NOT INCL. /
DAY / EXPERT
To be paid directly
to the experts

OPTIONAL

Post-workshop follow-up sessions
to prepare the Partner Pitch session
during the Mifa

To be determined
depending on the
number of experts and
sessions undertaken

The prices above do not include visibility during the Mifa,
please contact the Mifa team to organise your Partner Pitch.

ANNÉCY
FESTIVAL
INTERNATIONAL MIFA CAMPUS

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