

Fostering Market Visibility and Career Enhancement of Female Producers in the Drama Series Industry

WHAT

SERIES' WOMEN is the first career enhancement programme for female producers in the European drama series industry. Its holistic approach offers excellent training in leadership and visibility, fosters access to industry markets and supports the building of professional networks, allowing for a significant increase in industry exposure and business opportunities for the producers and their projects. The programme combines curated mentoring and coaching with state-of-the-art learning opportunities and offers direct access to decision makers and top industry players as well as exclusive networking opportunities at top-level industry makers. By supporting selected female producers directly, the programme sets off to increase the visibility of female producers and female-driven projects in the industry in general.

TARGET GROUP

Female creative producers from Europe with a proven track record in the industry. Producers participate with up to five current TV drama projects. Interested professionals must apply and will be selected by a committee.

PROGRAMME ELEMENTS

The compact programme consists of two online workshops as well as one self-learning phase and culminates in the participation as full delegates at *Series Mania Forum*, one of the most crucial industry markets. Additional networking opportunities at *Berlinale Series Market* and at *Series Mania Forum* round up the programme.

Module 1	Module 2	Module 3	Module 4
Creating Visibility 3 days online workshop early February 2021	Developing Visibility 25-40 hours of learning/coaching online self-learning phase February – March 2021	Sustaining Visibility 3 days online workshop early March 2021	Fostering Visibility 3 days at <i>Series Mania Forum</i> in Lille/France or online late March 2021
<ul style="list-style-type: none"> - Kick-off // <i>State of the industry</i> - <i>Understanding who you are</i> - <i>Building your profile</i> - <i>Communicating who you are: Self-marketing & presenting</i> 	<ul style="list-style-type: none"> - Access to EPI's online courses: <i>Pitching, Negotiation and Successful Networking for Women</i> - 2 x 1 hour of 1-2-1 pitching training from one of the designated pitching experts - Direct access to designated mentor for 1-2-1 project mentoring 	<ul style="list-style-type: none"> - <i>Managing business & creative partners</i> - <i>Sustaining a business in times of change</i> - <i>Managing Innovation & change</i> - Pitching (finalizing incl. feedback) 	<ul style="list-style-type: none"> - Access as a full delegate to the <i>Series Mania Forum</i> - Increased visibility via exclusive brochure, distributed to all delegates of <i>Series Mania Forum</i> (tbc) - Exclusive pitching opportunities to industry buyers and potential partners at <i>Series Mania Forum</i> (tbc)

- ➔ Meet-Up & networking at *Berlinale Series Market* 2021
- ➔ Meet-Up & networking at *Series Mania Forum* 2021