

BAFTA TV FORUM

# GENERATION NEXT SALFORD

FRIDAY 16 MAY 2014, 09.30–19.00

On the 7th at The Landing, 7th Floor, Blue Tower MediaCityUK, M50 2ST, Salford

In partnership with [Creative England](#) and [Creative Skillset](#)

With support from [The Galashan Trust](#), [BAFTA's Academy Circle](#) and [The Landing MediaCityUK](#)

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09.30–10.00	DELEGATE REGISTRATIONS
10.00–10.50	ANATOMY OF A TV HIT: <i>FRESH MEAT</i> INSIDE 28 HARTNELL AVENUE
10.50–11.15	TEA/COFFEE BREAK IN THE PANTRY
11.30–12.30	PRODUCTION MANAGEMENT UNCOVERED
12.30–13.30	LUNCH IN THE PANTRY
13.30–14.30	CONTINUING DRAMA BEHIND THE SCENES WORKING ON SET
14.40–15.40	CAREER STRATEGY HOW TO GET AHEAD IN TV!
15.40–16.10	TEA/COFFEE BREAK IN THE PANTRY
16.15–17.15	ARE YOU FOLLOWING? HOW TO BUILD AN AUDIENCE BEYOND TV
17.15–18.00	TALK TV
18.00–19.00	NETWORKING DRINKS IN THE PANTRY

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BRITISH ACADEMY  
OF FILM AND TELEVISION ARTS

In partnership with



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Over the course of the day, Generation Next Salford will cover three key areas:

## BEHIND THE SCENES

Hear from creative and technical talent, sharing their craft and insight.

## CAREER SKILLS

How to prepare for life in production and broadcasting.

## BREAKING AND ENTERING

Advice from decision makers to give you the inside track on how to get ahead in the TV industry.

By the end of Generation Next Salford you'll have the contacts and confidence that will help put you in prime position to make your TV career really take off. We'll give you access to the best minds in the industry and help you leverage your skills and talent to get ahead.

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10.00–10.50

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## ANATOMY OF A TV HIT: *FRESH MEAT* – INSIDE 28 HARTNELL AVENUE

BAFTA-nominated series three of *Fresh Meat* has just completed the critically viewed best series yet of the undergrad sitcom, sustaining a clever balance of comedy and drama to create classic bittersweet TV moments. This session will be a compelling and entertaining case study of *Fresh Meat*, looking at its development from series one to three, providing the inside track on the show. What's a typical day on set, how long does it take to shoot a scene, how does the team collaborate, much do the actors *ad lib*? Looking at the writing and producing, it will provide an introduction to some basics on character, story and style development and understanding how to keep a continuing series fresh and engaging. Known for developing new talent on and off screen, we'll also look at how these processes work as well as explore what's next for the show.

### Chair

**Rebecca Papworth**  
BBC Comedy Executive

### Panel

**Judy Coughlan**  
Executive Producer, *Fresh Meat*,  
Objective Productions

**Tony Roche**  
Writer and Story Editor, *Fresh Meat*

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## PRODUCTION MANAGEMENT UNCOVERED

Are you organized and good at multi-tasking? Forward thinking and open minded? Ever thought about production management but not really sure what it means? This session will open up the world of this essential role in a production team. It's not just about health and safety and budgets but about communicating well and staying calm under pressure. After a brief overview of the day to day tasks involved, you'll be presented with your very own scenarios to problem solve, to see if you've got what it takes to become a PM.

### Chair

#### **Colin McKeown**

Producer, LA Productions

### Panel

#### **Nadia Jaynes**

Line Producer

(*Johnny and Inel, Bedlam, Exile, Red Riding* trilogy)

#### **Tim O'Conner**

Production Manager and Line Producer

(*The Valleys, Coach Trip, RV Rampage*)

#### **Sue Pitt**

Production Executive, BBC Religion & Ethics

13.30–14.30

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## CONTINUING DRAMA: BEHIND THE SCENES WORKING ON SET

The North West is home to a number of hugely successful and iconic continuing dramas, namely *Emmerdale*, *Coronation Street* and *Hollyoaks*. What's it like working as part of these teams? This session will offer the insight track on the crew perspective, from the more technical roles available to the more creative. What are the onset roles, and how does the team collaborate? How do you get your first break and how do you ensure you continue to be noticed? Is it normal to move around the production or do you stay in the same role? What makes a successful shoot and what skills and qualities do you need to work in drama? All will be revealed.

### Chair

#### **Sue Nott**

Executive Producer Independents, CBBC Drama

### Speakers

#### **Jean Heely**

Crew Manager ITV Studios, *Emmerdale*

#### **Donna Henshaw**

Production Manager, *Coronation Street*

#### **Addie Orfila**

Head of Production Lime Pictures, *Hollyoaks*

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## CAREER STRATEGY: HOW TO GET AHEAD IN TV!

The all important questions: how do you break in, stay in and progress? Can't seem to secure any work experience but need it for your CV? Got some work experience under your belt but can't seem to nail your first paid contract? Whichever stage you're at, this panel of career advisers, talent managers and producers will talk you through the routes into the industry and how to tackle the world of freelancing in television. Your CV is a powerful tool for self-promotion, it's key to marketing yourself, your skills and experience as effectively as possible – is it sending out the desired message to television and media companies? The panel will share advice, tips and insight into the reality of working in this industry and becoming a freelancer, how to make it work for you and how to set your career on the right course.

### Chair

#### **Joe Godwin**

Director of BBC Children's

### Speakers

#### **Sumi Connock**

Creative Director Entertainment, ITV Studios

#### **Joe McLusky**

Head of Production, Lime Pictures

(*Hollyoaks*, *The Only Way Is Essex*, *Geordie Shore*)

#### **Daniell Morrisey**

Head of Talent, BBC Comedy

#### **Sarah Murch**

Executive Producer, Blakeway North

(*Cutting Edge: Breaking A Female Paedophile Ring*, *Benidorm ER*)

16.15–17.15

## ARE YOU FOLLOWING? HOW TO BUILD AN AUDIENCE BEYOND TV

An increasing number of television shows are creating bespoke apps, games, webisodes and immersive digital experiences to enrich viewer engagement. In this session we'll look at what is happening in this space and how content makers should approach thinking about your programmes as brands to engage audience beyond the screen. You'll have a greater understanding of how to execute bold ideas and maximise content; as well as how social media not only plays a part in reaching and developing audiences but is also becoming part of storytelling.

Join a panel of speakers who have created award winning digital and social content including *The Fresh Meat House*, *Sherlock: The Network*, *CBeebies Playtime*, *Tough Young Teachers* and *Foxes Live* for TV broadcasters including the BBC, Channel 4, Film 4 as well as many other partners. They'll share insight into their experiences, analysing success stories, surprise hits and a few that missed the mark. Hear tips on how to generate ideas across platforms, reach and develop audience expectation and ultimately excel at the ever evolving medium of storytelling.

### Chair

#### **Jon Howard**

Executive Product Manager, BBC Children's, BBC Future Media

### Speakers

#### **Dave Eccles**

Founder and Director, Numiko Digital Agency

#### **Jon Howard**

Executive Product Manager, BBC Children's, BBC Future Media

#### **Sandra Lehner**

Commercial Manager, The Project Factory

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## TALK TV

Delegates will be split up into smaller groups and sit at 'genre' round table with programme makers to get the inside track on their jobs and advice on how to make it in the industry. Come armed with questions! The genre tables will be:

### Children's

**Catherine McAllister**  
Executive Producer,  
CBeebies Independent  
Commissioning

**Kez Margrie**  
Executive Producer,  
Independents

### Comedy

**Ged Parsons**  
Comedy writer and  
Programme Associate  
(*Have I Got News For You*,  
*Mock The Week*)

**Kristian Smith**  
Commissioning Editor  
for Comedy, BBC

### Digital Content Producers

**Dave Eccles**  
Founder and Director,  
Numiko Digital Agency

**Sandra Lehner**  
Commercial Manager,  
The Project Factory

### Drama

**Colin McKeown**  
Producer,  
LA Productions

**Kam Odedra**  
Script Editor,  
Red Production Company

**Tom Sherry**  
Exec Producer,  
Red Production Company

### Entertainment

**Simon Marsh**  
Executive Producer,  
ITV Entertainment

**Aaron Brown**  
Entertainment  
Researcher, ITV

### Factual

**Cat Lewis**  
CEO, Joint  
Creative Director  
and Exec Producer,  
Nine Lives Media

**Sunny Kang**  
Technical Production  
Assistant and Researcher,  
Nine Lives Media

### Talent Managers

**Geri Lewis**  
Talent Manager,  
BBC Knowledge  
and Learning

**Anita Walsh**  
Managing Editor,  
TV and Interactive,  
BBC Sport

18.00–19.00

## NETWORKING DRINKS IN THE PANTRY

Delegates and speakers are encouraged to attend and relax, chat and reflect on the day.

*BAFTA TV Forum: Generation Next Salford has been delivered in partnership with Creative England and Creative Skillset with generous support of The Galashan Trust, BAFTA's Academy Circle and the Landing which is supported by ERDF and BIS.*

*BAFTA would like to thank all speakers and hosts for their involvement as well as BAFTA's television and learning and events committees and colleagues at Creative England and Creative Skillset for their input and support.*

### Generation Next Team

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Generation Next Programme  
and Event Producer

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