BAFTA TV FORUM: GENERATION NEXT SALFORD, Friday 16th May 2014

In partnership with Creative England and Creative Skillset
With support from The Galashan Trust and BAFTA’s Academy Circle

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

PROGRAMME:
9.30 - 10am      Delegate Registrations
10.00 – 10.50    Anatomy of a TV Hit: Fresh Meat - Inside 28 Hartnell Avenue
10.50 – 11.15    Tea/coffee break
11.30 -12.30     Production Management Uncovered
12.30 – 1.30     Lunch in the Pantry
1.30-2.30        Continuing Drama: Working on set
2.40 – 3.40      Career Strategy: How to get ahead in TV
3.40 – 4.10      Tea/Coffee break
4.15 - 5.15pm    Are you following? How to build an audience beyond TV
5.15 – 6pm       Talk TV
6pm – 7pm        Networking drinks

Over the course of the day Generation Next Salford will cover 3 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.

Session One: 10.00am – 10.50am
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 adlib? Looking at the writing, 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 and looking where next for the show?

Chair:
Rebecca Papworth, BBC Comedy executive

Speakers:
Judy Counihan, Executive Producer Objective Productions
Charlotte Richie, Actress Fresh Meat
Tony Roche, Writer and Story Editor Fresh Meat

10.50 – 11.15: COFFEE BREAK
Session Two: 11.30am – 12.30pm  
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 (drama and factual independent production company)

Speakers:  
Nadia Jaynes – Line Producer, Johnny and Inel, Bedlam, Exile, The Red Riding Trilogy  
Tim O’Conner – Production Manager and Line Producer, experience across many genres  
Sue Pitt, Production Executive, BBC Religion & Ethics

12.30 – 1.30: LUNCH

Session Three: 1.30pm – 2.30pm  
Continuing Drama: 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 to you need to work in drama? All will be revealed.

Chair:  
Sue Nott, Executive Producer Independents CBBC Drama

Speakers:  
Donna Henshaw, Production Manager Coronation Street  
Addie Orfila, Head of production Lime Pictures Hollyoaks, The Only Way Is Essex  
Jean Heely, Crew Manager ITV Studios Emmerdale

Session Four: 2.40pm – 3.40pm  
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:
Joe McLusky, Head of Production, Lime Pictures Hollyoaks, The Only Way Is Essex, Geordie Shore
Sumi Connock, Creative Director Entertainment, ITV Studios
Sarah Murch, Executive Producer, Blakeway North Cutting Edge: Breaking a Female Paedophile Ring, Benidorm ER
Daniell Morrisey, Head of Talent BBC Comedy

3.40 – 4.10: COFFEE BREAK

Session Five: 4.15 – 5.15
Are you following? How to build an audience beyond TV

An increasing number of television shows are creating bespoke aps, games, webisodes and immersive digital experiences to enrich viewer engagement. In this session we’ll looks at what is happening in this space and how content makers should approach thinking about programmes as brands to engage audiences 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 content including The Fresh Meat House, CBeebies aps 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:
Adrian Woolard, Project Director, North Lab, BBC Research and Development

Speakers:
Dave Eccles, Founder and Director Numiko Digital Agency
Jon Howard, Executive Product Manager, BBC Children’s, BBC Future Media

Session Six: 5.15 – 6pm
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! Tables will be split into the following genres:

Children’s – speakers from BBC Children’s team
Comedy – Kristian Smith, Commissioning Editor for Comedy BBC
Digital Content Producers – to be confirmed
Drama – Tom Sherry, Exec Producer and Kam Odedra, Script Editor from Red Productions, Colin McKeown LA Productions
Entertainment - speakers from ITV Studios Entertainment team
Factual – Cat Lewis, CEO, Joint Creative Director and Exec Producer and Sunny Kang, Technical Production assistant and Researcher, Nine Lives Media
Talent Managers - Geri Lewis, Talent Manager for BBC Knowledge and Learning and Anita Walsh Managing Editor, TV and Interactive for BBC Sport

6-7pm: Networking Drinks