

## WHAT PEOPLE SAY

“ People look to TV, above all, for entertainment. Who is going to create the mass entertainment of the future? What will the formats look like? How interactive will they be? **Nobody knows all the answers but the ENTERTAINMENT MASTER CLASS is a better place than most to come up with solutions.** If you ask me to choose between motherhood, apple pie and ENTERTAINMENT MASTER CLASS, I'd choose the last every time. ”



Peter Bazalgette, Media Consultant, NewBaz, UK

“ The Canadian Broadcasting Corporation continues to be enriched by its ongoing relationship with the ENTERTAINMENT MASTER CLASS. Each year participants and trainers bring energy and creativity to the ever changing world of TV formats. **This is the place where the next big hit will be conceived.** ”



Julie Bristow, Executive Director Factual Entertainment, CBC Television, Canada

“ I believe that creative people need constant access to opportunities to gather new stimuli. In an industry as practically focussed as ours, where better to find this stimulus than from practitioners? **The ENTERTAINMENT MASTER CLASS is based on a sound principle: practical experience inspiring practical creativity.** ”



Gary Carter, President, Creative Networks, and CCO, FMX, FremantleMedia, UK

“ The exceptional quality of the ENTERTAINMENT MASTER CLASS' trainers and guest speakers has been matched by the high calibre of its participants. **The combustion that has been created is very exciting.** ”



Paul Jackson, CEO, Eyeworks, UK

## WE THANK OUR PARTNERS



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# The Format Academy for Entertainment Television

**Register now**  
for the next ENTERTAINMENT MASTER CLASS  
[www.entertainment-masterclass.tv](http://www.entertainment-masterclass.tv)

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## THE FORMAT ACADEMY

The ENTERTAINMENT MASTER CLASS is a not-for-profit organisation dedicated to education for executives in the entertainment television industry. It offers a unique executive education programme, created by the industry for the industry. Participants will have the opportunity to learn from industry leaders, seek advice and guidance, share ideas, and build rewarding networks and professional alliances in this vibrant global community.

The ENTERTAINMENT MASTER CLASS Advisory Board consists of:

- Larry Bass – Screentime ShinAwiL, Ireland
- Peter Bazalgette – NewBaz, UK
- Alan Boyd – Alan Boyd Productions, UK
- Julie Bristow – CBC Television, Canada
- Gary Carter – FremantleMedia, UK
- Jonathan Glazier – Talent Television, UK
- Martin Hoffmann – MME Moviement, Germany
- Jacob Houliand – Nordisk Film TV Production, Denmark
- Colman Hutchinson – 2waytraffic International, UK
- Paul Jackson – Eyeworks, UK
- Klaus Keil – Erich Pommer Institut, Germany
- Roek Lips – NPO, The Netherlands
- David Lyle – Fox, USA
- Daniela Matei – FremantleMedia, UK
- Farrell Meisel – FMI Media Group, USA
- Jens Richter – SevenOne International, Germany
- Michel Rodrigue – Engine Formats, USA

## WHAT PEOPLE SAY



“ The ENTERTAINMENT MASTER CLASS is an innovative exciting project whose time has come. **The structured curriculum built around the best professional expertise in the world provides a comprehensive learning experience rooted in best practice.** ”

*David Liddiment, Creative Director, All3Media, UK*

“ Formats are a global industry – and the international contacts that our participants are making today, in the ENTERTAINMENT MASTER CLASS classroom, will set them in good stead for the rest of their careers. **It is great to work with people who already know their way around TV so we can really share the insider knowledge with participants who know how to make use of it.** ”

*David Lyle, a President at Fox, USA*



“ When a group of creative, entrepreneurial participants is paired with a team of industry veterans, happy to share their wealth of knowledge and expertise, what you get is **a true Master Class!** The first highly successful classes are just another confirmation that our industry needed and deserved to have this forum. ”

*Daniela Matei, CEO Nordic, Eastern Europe and The Balkans, FremantleMedia, UK*

“ I can strongly advise everybody in the business to be part of the ENTERTAINMENT MASTER CLASS, and be amongst colleagues from all over the world. If I had the time, **I'd do the course myself.** ”

*Dick de Rijk, Creative and Commercial Director, Dick de Rijk Productions, The Netherlands*



## OUR PROGRAMME

Over the course of this one-year programme, broken down into 4 modules, a select group of talented professionals from across the industry and around the world will learn from industry leaders and distinguished experts about the art and business of entertainment television. Renowned creators, producers, managers, distributors and lawyers offer lectures, presentations, workshops and coaching sessions that give invaluable insights into all areas of the business, directing the participants from idea to screen and beyond.



The programme is designed to inspire creative and strategic thinking. Our curriculum is built around the professional experience of practitioners. Topics include: creative development, creative collaboration, pitching skills, casting decisions, production management, multiplatform production, crossmedia management, digital programming, broadcast scheduling, talent representation, brand marketing, format distribution, rights management, format protection, business strategy, participative leadership, organisational design and company culture.

Designed for busy professionals, this part-time programme can be completed in one year, depending on the schedule you choose. The 2010 programme includes 20 days of instruction and is divided into 4 separate modules, each 5 days long.



## OUR PROGRAMME

### 1 Games and Game Shows

May 7–13  
Berlin  
Germany

### 2 Reality, Documentary and Factual Entertainment

June 13–19  
Banff  
Canada

### 3 Sitcom and Comedy

Sept 17–23  
Lucerne  
Switzerland

### 4 Entertainment Management

Oct 15–21  
Cape Town  
South Africa (tbc)

All courses are held in English. The participation fee for the complete 2010 programme, covering all 4 modules, including didactic material, hotel accommodation and full board, is € 13,500. The participation fee for one individual module is € 4,000.

## REGISTER NOW AND JOIN THE NEXT CLASS

To ensure your participation in the next ENTERTAINMENT MASTER CLASS programme, you may submit your registration by post, fax or email to our head office. Each year, up to 30 participants will be selected. Selection is based on a candidate's professional achievements and career objectives.

For more information, please visit

[www.entertainment-masterclass.tv](http://www.entertainment-masterclass.tv)

## WHAT PEOPLE SAY CLASS of 2008 and 2009

“ The ENTERTAINMENT MASTER CLASS is a cradle for good ideas and **the best environment one can hope to have for creating a network.** ”

*Åse Bendiksen, Head of Development and Sales, Mastiff, Norway*

“ The best and most intensive way to develop your skills, contacts and increase your knowledge in television. **And it's bloody fun!** ”

*Steve Blame, Freelance Script Writer and Format Developer, UK*

“ The ENTERTAINMENT MASTER CLASS completely changed my perspective of global television. The best way for networking, learning new skills and getting to know the key players of the industry. **This is a „must“.** ”

*Juan Carredano, CEO and Producer, Eccho Productora, Mexico*



“ Preparing the future of TV? **This is it!** ”

*Il Joong Kim, DCF R&D, South Korea*

“ The ENTERTAINMENT MASTER CLASS worked on my vision on television production and **put things in a global perspective.** ”

*Koen Lievens, Senior Producer, VRT, Belgium*

“ **A must** for all working with creative development for TV, digital media and anywhere else where entertaining content counts.. ”

*Mark Patterson, Owner of Patterson AIS, Denmark*