



ENTERTAINMENT  
MASTER CLASS

Learn  
to Create  
From Those  
Who  
Create

Register  
**now**  
for the next  
ENTERTAINMENT  
MASTER CLASS

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



## THE ACADEMY

The ENTERTAINMENT MASTER CLASS is the world's first Entertainment Academy, a think tank created by the industry for the industry, connecting the worldwide business of entertainment television across all screens.

Founded in 2008, the EMC Academy has pioneered a new style of executive education. Its creative faculty is comprised of more than 100 speakers, tutors and mentors from across the industry and around the world.

EMC alumni have created award-winning formats and are leading practitioners, executives and entrepreneurs in their business, making them true masters of entertainment.

**“ The ENTERTAINMENT  
MASTER CLASS is  
based on a sound principle:  
practical experience  
inspiring practical  
creativity.**

**Gary Carter**, FremantleMedia

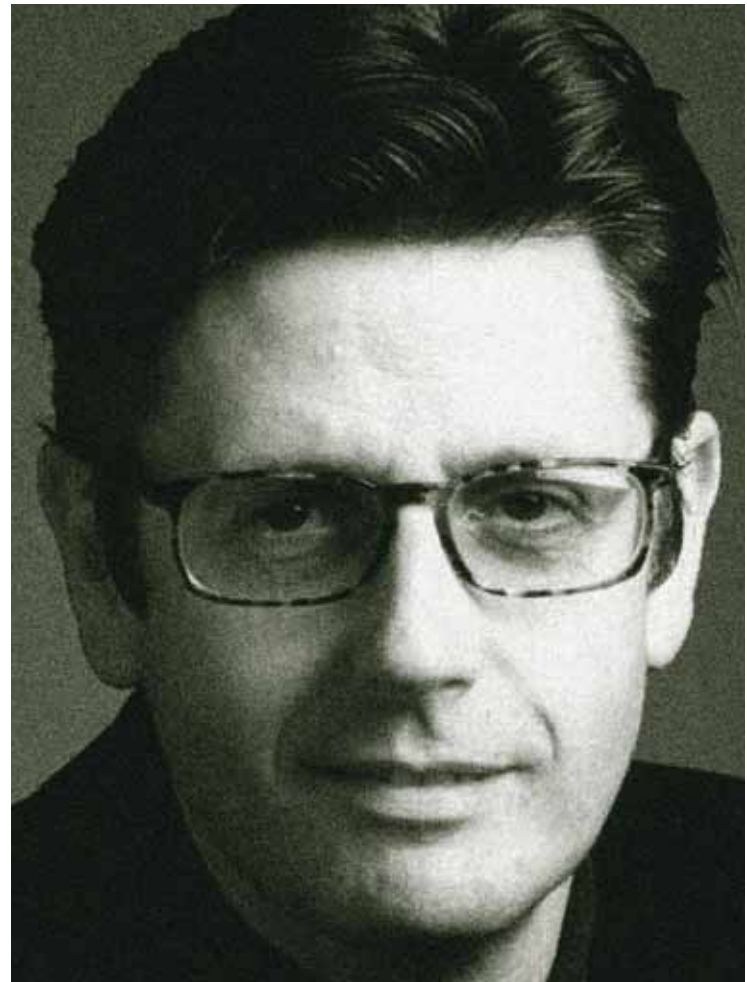
## THE PROGRAMME

The ENTERTAINMENT MASTER CLASS is a selective, individually tailored, advanced executive education programme, accepting no more than 30 participants for each year's Master Class.

The programme is set up to equip participants with the skills needed to create, develop, pitch, package, brand, budget, finance, produce, broadcast, distribute and protect their entertainment properties.

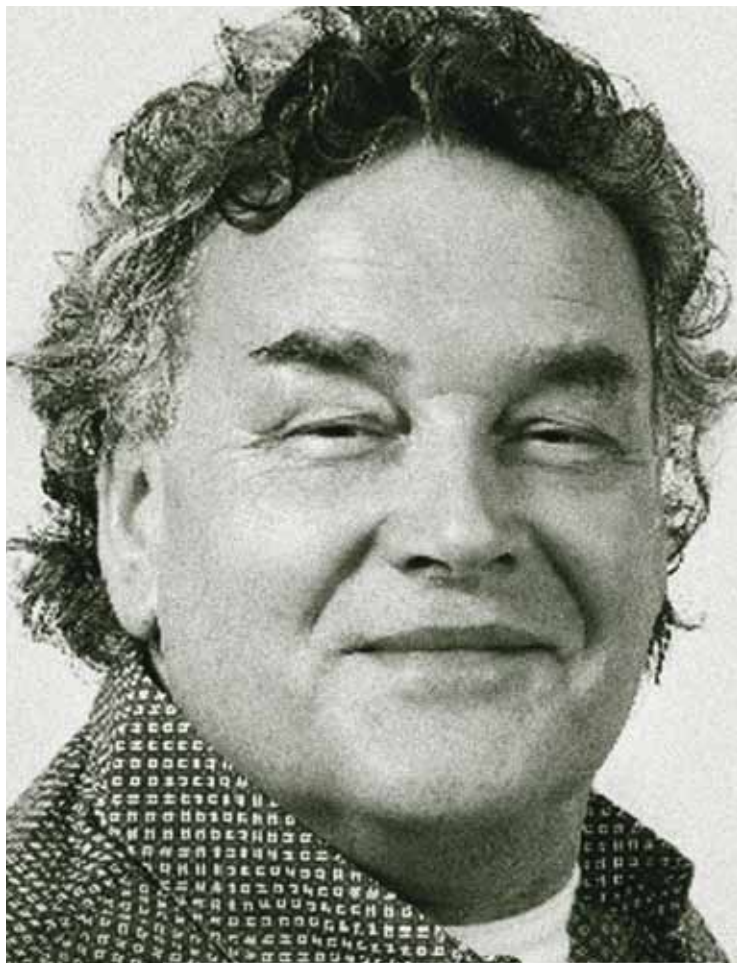
The 2012 programme includes 20 days of instruction and is divided into four, weeklong, residential modules, each including 5 days of instruction, spaced over the year 2012. Each programme module comprises visionary lectures, case studies, interactive workshops, experiential labs and plenary sessions. Group exercises, peer coaching and mentorship encourage dialogue and interaction.

Because learning is concentrated in four, one-week modules, participants can take educational breaks without putting their work and business on hold. The flexible module structure allows participants the freedom to plan their own programme schedule.



**“ The structured curriculum built around the best professional expertise in the world provides a comprehensive learning experience rooted in best practice. ”**

**David Liddiment**, All3Media, BBC Trust



**“ I couldn't think of a more inspirational experience where you are guaranteed to go back home with a bag stuffed with new ideas, fascinating views and surprising facts. Learning has never been that much fun!**

**Dick de Rijk**, Dick de Rijk Productions,  
Red Arrow Entertainment

## THE PROGRAMME

The 2012 programme is scheduled to start in June and can be completed in one year, depending on the schedule you choose. The four, weeklong, residential modules of the 2012 programme are:

**1**

**Sitcom and Comedy**

June 13–19, 2012  
Cologne Campus

**2**

**Reality and Factual Entertainment**

July 11–17, 2012  
Tel Aviv Campus

**3**

**Game Shows and Games**

Aug 31–Sep 6, 2012  
Berlin Campus

**4**

**Entertainment Management**

Nov 30–Dec 6, 2012  
Cape Town Campus

## THE CLASS

The concept of the programme is based on the conviction that creative thinking can be triggered when different minds who are willing to share come together in strong multidisciplinary groups. Participants include creators, producers, commissioners, broadcasters, distributors, advertisers and financiers – from small start-ups to large organisations. Each Master Class brings both sellers and buyers together in a truly global classroom.

## JOIN NOW

To ensure your participation in this global executive education programme, you may submit your application by post, fax or email to our head office.

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

## HOW MUCH

The programme fee for the complete 2012 programme is EUR 13,500, covering the tuition fee, as well as hotel accommodation and full board, for all four modules. The module fee for one single module is EUR 4,000. Payment plans are available on request.

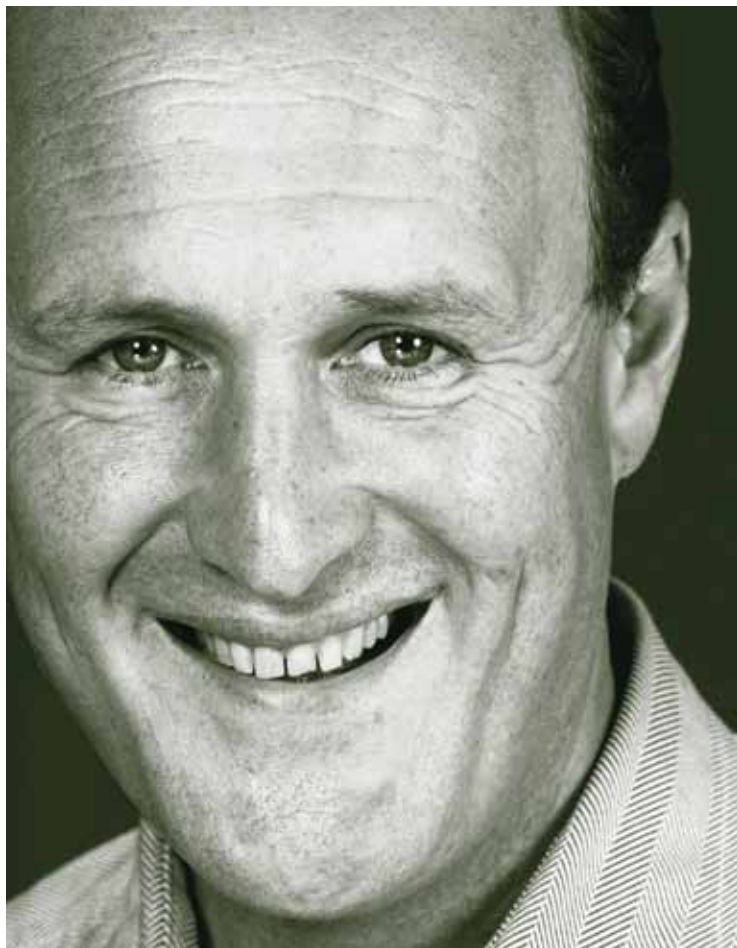
Find out more:

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



**” This is the place where the next big hit will be conceived.**

**Julie Bristow**, CBC Television



”” **The  
ENTERTAINMENT  
MASTER CLASS is the  
place where the best  
in the field reveal  
their secrets.**

**Peter Bazalgette**, NewBaz

## THE EMC ADVISORY BOARD

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The EMC Academy operates as a not-for-profit institution, working in partnership with local governments, development agencies, academic institutions, television festivals, trade markets, and small as well as large media businesses.



Cologne Campus 2012



Tel Aviv Campus 2012



bs\_logo  
Berlin Campus 2012

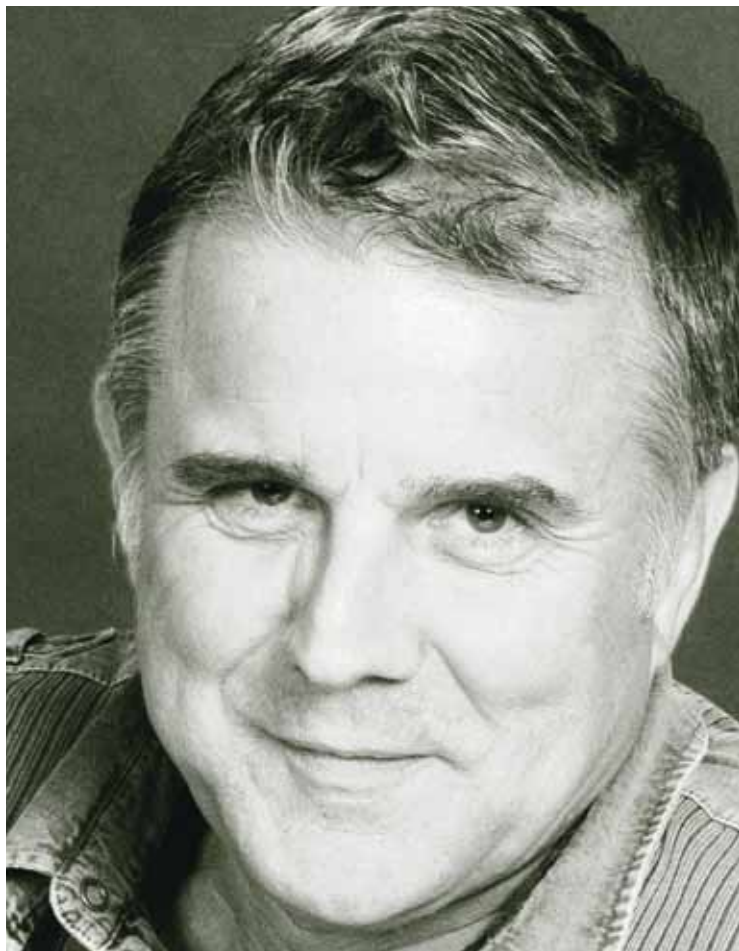


Cape Town Campus 2012



# Alumni from 35 countries and 6 continents





” Breakout hits created by alumni are just the tip of the iceberg. All across the world’s markets participants of the ENTERTAINMENT MASTER CLASS are doing business, creating and selling new hit shows. No one goes home from the EMC without having increased their knowledge and widened their network.

**Paul Jackson**, Eyeworks

# Join Our Global Class

The 2012 Master Class is supported by:

**Film und Medien  
Stiftung NRW**

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Berlin-Brandenburg GmbH

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ADOPT THE WORLD **AFRICA**  
29 Oct. - 1 Nov. 2012 - London Convention Centre - Johannesburg

  
**BANFF**  
WORLD MEDIA FESTIVAL

**BCWW 2012**  
BROADCAST WORLDWIDE  
Sept. 5-7, 2012, COEX, SEOUL

**BERLIN  
SCHOOL OF  
CREATIVE  
LEADERSHIP**  
AT STENDEN UNIVERSITY  
THE INTERNATIONAL AAC INSTITUTE

**HPI** SCHOOL  
OF DESIGN  
THINKING  
Hasso Plattner Institut | Universität Potsdam

**K7 MEDIA**

 **Kingston Smith W1**  
Helping clients succeed

**natpe.**  
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MEDIA TECHNOLOGY

**FAS** Screen Training Ireland  
CREATIVE TRAINING FOR PROFESSIONALS

**UNVERZAGT VON HAVE**  
RECHTSANWÄLTE

**Contact us:**  
**MIPTV**  
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Find us on:



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