

Friday: September 23 ARRIVALS	Saturday: September 24 ENTERTAINMENT SUMMIT	Sunday: September 25 ENTERTAINMENT SUMMIT
	<p><b>Breakfast</b>                      9.00 – 9.30 am: <b>Introduction: Today's Programme</b></p>	<p><b>Breakfast</b>                      9.00 – 9.30 am: <b>Introduction: Today's Programme</b></p>
	<p>9.30 – 12.30 am: <b>Workshop</b>  <b>Deal Making From The Format Trader's Perspective</b>                      Patty Geneste</p>	<p>9.30 – 11.30 am: <b>President's Lecture</b>  <b>Branded Entertainment 101</b>                      Doug Scott</p>
		<p>11.30 – 12.30 pm: <b>Format Screening</b>  <b>Towards Less Constructed Formats?</b>                      Keri Lewis Brown</p>
	<p>12.30 – 2.00 pm: <b>Lunch and Communications Break</b></p>	<p>12.30 – 2.00 pm: <b>Lunch and Communications Break</b></p>
	<p>2.00 – 5.00 pm: <b>Workshop</b>  <b>Do You Need The Press More Than The Press Needs You? – How To Make The Best Of The Press</b>                      Julian Newby</p>	<p>2.00 – 3.00 pm: <b>Format Screening</b>  <b>What's Hot, What's New Online</b>                      Keri Lewis Brown</p>
		<p>3.00 – 5.00 pm: <b>Workshop</b>  <b>Format Creation – Art Or Science?</b>                      Jonathan Glazier</p>
	<p>5.00 – 5.30 pm: <b>Plenary Session</b></p>	<p>5.00 – 5.30 pm: <b>Plenary Session</b></p>
<p>7.30 pm: <b>Welcome Desk: Cocktails Terrace Bar</b>                      8.00 pm: <b>Networking Dinner</b>                      10.00 pm: <b>Terrace Bar</b></p>	<p>8.00 pm: <b>Poolside Cocktail</b>                      8.30 pm: <b>Networking Dinner</b>                      10.00 pm: <b>Terrace Bar</b></p>	<p>5.30 pm: <b>Departure Desk</b></p>

**PLEASE NOTE:** This programme overview is a list of the course segments that are tentatively scheduled. Because our speakers are working industry professionals, the schedule is subject to change due to unforeseen film and television projects that may arise. This timetable is a work in progress, last amended on September 19, 2011.

The EMC Summer Academy 2011 is an Entertainment Summit, connecting the alumni, the faculty and the friends of the EMC from across the industry and around the world. The two workshop days of the Entertainment Summit are designed to put participants into a working environment where they collectively and individually share their industry experience and knowledge. Speakers at the Entertainment Summit include:

- Patty Geneste, Absolutely Independent
- Jonathan Glazier, Pepper Rafferty
- Keri Lewis Brown, K7 Media
- Julian Newby, Boutique Editions
- Doug Scott, Ogilvy Entertainment

Biographies can be found on the ENTERTAINMENT MASTER CLASS' website in the "Creative Faculty" section [http://www.entertainment-masterclass.tv/trainers\\_de.html](http://www.entertainment-masterclass.tv/trainers_de.html).

## **PARTICIPATION FEE**

The fee for participation in the Entertainment Master Class Summer Academy 2011, covering your attendance at the Entertainment Summit, including didactic material, as well as hotel accommodation and full board, including breakfast, lunch, refreshment, cocktail and dinner, in the Punta Negra Resort from Friday, September 23rd, to Sunday, September 25th, 2011, is EUR 1,500 (in words: one thousand and five hundred Euros) for each participant.

For registration and information, please contact Dagmar Krull: [krull@entertainment-masterclass.tv](mailto:krull@entertainment-masterclass.tv)