

MASTERCLASS #1: Learn the Film Business – a comprehensive overview of Finance/Budgeting/Distribution/Marketing

- Learn the workings of Film Finance, Budgeting, Distribution, and Marketing
 - These are the components of the film industry that Indie filmmakers struggle with most
- 20 hours over 10 weeks / **TUES nights** / 2 hours per week / 5:00 pm PST (8:00 pm EST) – 7:00 pm PST (10:00 pm EST)
- \$1,500 registration fee
- Next session:
 - **FALL Session: Tues Sept 13, 2022 – Tues Nov 15, 2022**
 - Registration begins: Mon Aug 15, 2022
- Class is ONLINE by ZOOM
- All Sessions are Recorded and made available to participants for 60 days after session
- See CURRICULUM (below) for details
- Notes:
 - Class is limited to 30 participants
 - Must have no less than 10 participants for class to proceed
 - Registration is first come, first serve
 - Weekly Format: 60 minutes lecture / 30 minute participant presentations / 30 minute interactive discussion & questions
 - Each participant will be required to do one class presentation and three group assignments
 - Successful participants will receive a Certificate of Achievement

CURRICULUM - Learn the Film Business / Comprehensive overview

- Week 1 – Production / Overview
 - Overview of course
 - Overview of Scheduling and Budgeting a feature film
 - How to do a Script Breakdown
 - Introduction to scheduling
- Week 2 – Production/ Scheduling your film shoot
 - How do to a Strip Board
 - Scheduling principal photography
 - Overview of several Scheduling & Budgeting applications
- Week 3 – Production / Budgeting your film
 - How to do a Budget
 - Explanation of “Top Down” budgeting
 - Explanation of “Bottom Up” budgeting

- Week 4 – Finance / Investor Pitch Decks
 - Overview of film Financing
 - How to find and engage Private Investors
 - Creating an Investor Pitch Deck

- Week 5 – Finance / Tax Credits
 - Understanding Film Tax Credits and other financial Incentives
 - Where are Tax credits available?
 - What are the best Tax credit programs and How do you apply for them?

- Week 6 – Finance/ Crowdfunding
 - Understanding Crowdfunding for films
 - What are the best crowdfunding platforms / Reward & Equity
 - Creating and launching a crowdfunding campaign

- Week 7 – Distribution / Making a Distribution Deal
 - How do you find a Distributor?
 - Do you need to use a Sales Agent?
 - How do you negotiate a fair Distribution Agreement? What to ask for.
 - How do you avoid getting totally screwed by a Distributor? What to understand and look out for
 - What is an Aggregator?

- Week 8 – Distribution / Streaming
 - Overview of Streaming Platforms
 - What platforms are available and how do you get your film onto them?
 - SVOD – Subscription Video on Demand
 - TVOD – Transactional Video on Demand
 - AVOD – Advertising Video on Demand

- Week 9 – Distribution / Theatrical, TV, Int'l, Faith-based
 - Overview of Theatrical distribution and Television
 - What is involved in doing a theatrical release?
 - What TV sales are available for your content?
 - What is syndication?
 - Overview of International Distribution
 - Overview of Faith Based Market

- Week 10 – Distribution / Marketing
 - Overview of Film Marketing / creating awareness for your movie
 - What is Self-Distribution? Can you do it?
 - Making proper “Delivery” of your movie
 - Wrap up and Summary