



THE BFI MEDIA CONFERENCE

29 – 30 June **2017**

bfi.org.uk/education

The BFI Media Conference is a must for film and media teachers at 14+ and 18+. It offers CPD that encompasses exciting opportunities to meet professionals from across the media industries, inspiring examples of successful teaching practice and the latest academic research into film and media.

In this time of change for teaching film and media in schools, the conference begins with longer Specification Support Workshops to offer context for teachers' selections of Industry, Teaching and Research sessions based on their experience and needs. All teachers are also warmly invited to attend Plenary sessions and Networking drinks, and to make the most of our special offers across BFI Southbank cinemas, shop, library and Mediatheque.

The BFI Media Conference aims for every teacher to leave fired up with innovative ideas and creative approaches – and notes and handouts – to take back to their students. We look forward to seeing you in June!

**BOOK BY 26 MAY
AND SAVE UP TO 20%**

Full details on inside back cover

SPECIAL EVENTS

PLENARY SESSIONS

TV INDUSTRY PLENARY



JAY HUNT

Jay became Chief Creative Officer of Channel 4 in January 2011 from her position as Controller at BBC One where she had commissioned shows such as *Sherlock* and *Luther*. She started her career in news running both the One o'Clock and Six o'Clock news before becoming the Controller of Daytime at the BBC and then Director of Programmes at Channel 5. Under her leadership, Channel 4 has won more awards than at any time in the channel's history. Her commissions include *Humans*, *Catastrophe*, *Gogglebox*, *Indian Summers*, *The Island*, *The Undateables* and *Hunted*.

FILM INDUSTRY PLENARY



GURINDER CHADHA OBE

Gurinder has enjoyed an acclaimed film career as a writer/director and producer, frequently in collaboration with co-writer and husband Paul Mayeda Berges. She began her career in radio as a reporter, before directing documentaries for the BBC, Channel 4 and the BFI. Her feature debut was the international hit *Bhaji On The Beach* (1993), followed by further award-winning films including *Bend It Like Beckham* (2002), *Bride And Prejudice* (2004) and *Angus, Thongs and Perfect Snogging* (2008). Her most recent film is *Viceroy's House* (2017).

EDUCATION PLENARY



DAVID GAUNTLETT

David is Professor of Creativity and Design, and Director of Research, at Westminster School of Media, Arts and Design, University of Westminster. His teaching and research is about self-initiated everyday creativity, and digital media. He is the author of several books, including *Creative Explorations* (2007), *Making is Connecting* (2011/2017), and *Making Media Studies* (2015). For 12 years he has worked with LEGO® on innovation in creativity, play and learning.

SPECIAL SCREENING



AMBULANCE

Award-winning documentary, action adventure, reflection on war and its impact, *Ambulance* (2016) is a raw, first-person account of the war in Gaza in July 2014. A young man joins an ambulance crew as the war approaches and we experience war through his eyes, watching directly from the passenger seat as he comes of age amid the unrelenting shocks of his daily life. In response to the chaos, he learns to rely on his captain and crew-mates, who in turn support him to make a film that expresses both trauma and hope for the future. We are delighted to welcome director Mohamed Jabaly for a Q&A.

THURSDAY 29 JUNE

8:30	REGISTRATION
9:15-10:15	SESSION 1 Specification Support Workshops AQA, OCR, WJEC BFI Education: Schools, Future Film, Film Academy 2017-18 Jen Sobol, Noel Goodwin, Christine James
10:30	WELCOME Paul Gerhardt Director of Education, BFI TV INDUSTRY PLENARY Jay Hunt Chief Creative Officer, Channel 4
11:30	Break
12:00	SESSION 2 INDUSTRY Video Journalism: DIY Shoot, Light, Edit, Produce, Report Dougal Shaw INDUSTRY Apprenticeships and More! Ways into Film and TV Production Lisa Howe, Nicole Suter TEACHING Film Language: Mise en scène Grace Eardley TEACHING Film Form, Narrative and Ideology Elaine Scarratt RESEARCH News, Social Media and Young Consumers Angela Phillips
13:15	Lunch BFI Reuben Library + BFI Mediatheque Short guided tour
14:15	SESSION 3 INDUSTRY Video Game Design Mike Bridges INDUSTRY Understanding Audiences: Data, Market Research & Ethnography Margo Swadley TEACHING Ideology with Experimental Film Maxine Crampton TEACHING When is a TV Genre Not a TV Genre? Christine Bell RESEARCH The BBC: Myth of a Public Service Tom Mills
15:30	Break
16:00	SESSION 4 INDUSTRY Feature Film Script Editing Kate Leys INDUSTRY Making TV Documentary: <i>Exodus</i> Hassan Akkad, James Bluemel TEACHING Planning a Two Year Media Studies Course Matt Sherriff TEACHING Student Collaboration and Entrepreneurship through Film Production Philip Dyas RESEARCH Through Class Darkly: Class in British TV Noir Paul Elliott
17:15-18:30	NETWORKING DRINKS
17:45-19:00	AMBULANCE (2016) + Q&A with director Mohamed Jabaly

FRIDAY 30 JUNE

8:30	REGISTRATION
9:15-10:30	SESSION 5 INDUSTRY Creating an Advertising Campaign Speaker TBA INDUSTRY BBFC Age Ratings, Audiences, Classification and Context Lucy Brett TEACHING Resourcing the New Specifications: The BFI National Archive in the Mediatheque Claire Pollard TEACHING Non-English Language Long-Form TV Drama Matthew Daintrey-Hall RESEARCH Film Market Realities: The British Film Industry in Numbers Ian Cade
10:45	FILM INDUSTRY PLENARY Gurinder Chadha OBE Writer, Producer, Director
11:30	Break
12:00	SESSION 6 INDUSTRY Documentary and VR Avril Furness, Steve Lane INDUSTRY Music Video Speaker TBA TEACHING Female Spectatorship and the Female Protagonist Rebecca Ellis TEACHING Is What We Know About Fake News True? Nick Lacey RESEARCH Children's Media Lives: Ofcom Study of 8-17-year-olds Jessica Rees
13:15	Lunch BFI Reuben Library + BFI Mediatheque Short guided tour
14:15	SESSION 7 INDUSTRY The A-Z of Short Film Production: <i>We Love Moses</i> Dionne Edwards, Georgia Goggin TEACHING Cross-Media Projects Tom Brownlee EDUCATION PLENARY David Gauntlett Professor of Creativity and Design, Director of Research (School of Media, Arts and Design), University of Westminster
15:30	Break
16:00	SESSION 8 INDUSTRY Film Distribution: From <i>Moonlight</i> to <i>Lady Macbeth</i> Lia Devlin INDUSTRY Marketing and Brand Partnerships Mercedes Benson TEACHING Video Games Rob Miller TEACHING Independent and Group Practical Production Tamla Bonnett, Alexia Larkins RESEARCH Nordic Noir in the UK: The Allure of Accessible Difference Jakob Stougaard-Nielsen
18:00	Conference desk closes
	BFI SOUTHBANK SCREENINGS Free access for delegates to evening performances at BFI Southbank

SPEAKERS

INDUSTRY, TEACHING & RESEARCH

HASSAN AKKAD

Assistant Producer, Keo Films

SANDRA ALLAN

Head of Curriculum, Creative Arts, AQA

CHRISTINE BELL

Curriculum Leader for Media Studies,
Heaton Manor School, Newcastle Upon Tyne

MERCEDES BENSON

Influencer & Brand Partnerships Consultant

JAMES BLUEMEL

Series Director *Exodus*, KEO Films

TAMLA BONNETT

Film and Filmmaking Practitioner

LUCY BRETT

Head of Education, British Board of Film Classification

MARK BRIDGES

Designer, Criterion Games

TOM BROWNLEE

Head of Media, Richard Hale School, Hertford

IAN CADE

Research Manager, BFI Research and Statistics Unit

RACHAEL CARLTON

Subject Specialist GCSE/GCE Media Studies, OCR

MAXINE CRAMPTON

Senior Tutor and Course Leader for Film Studies,
Holy Cross Sixth Form College, Manchester
and Principal Moderator for AS Film, WJEC

MATTHEW DAINTRY-HALL

Film Writer, Educational Consultant

LIA DEVLIN

Head of Marketing, Altitude Films

PHILIP DYAS

Director of Learning (Media and Film Studies),
Dunraven School, London

GRACE EARDLEY

Head of Media and Film, Congleton High School

DIONNE EDWARDS

Director, *We Love Moses*

PAUL ELLIOTT

Lecturer in Film Studies, Institute of Humanities
& Creative Arts, University of Worcester

REBECCA ELLIS

Film Studies Subject Officer, WJEC

AVRIL FURNESS

Writer/Director, *The Last Moments*

GEORGIA GOGGIN

Producer, *We Love Moses*

NOEL GOODWIN

Manager, Future Film Festival
and Priority Audiences, BFI Education

LISA HOWE

Industry Delivery Manager, Creative Skillset

CHRISTINE JAMES

Developer: In-Venue Learning Programmes
(Schools), BFI Education

JO JOHNSON

Subject Officer, GCSE/GCE Media Studies, WJEC

NICK LACEY

Freelance Film and Media Teacher, writer

STEVE LANE

Sound Engineer, Grand Central Recording Studios

ALEXIA LARKINS

CPD and Resources Coordinator, Into Film

KATE LEYS

Feature Film Script Editor

ROB MILLER

Media & Film Consultant, Writer,
Editor of MediaEdu and FilmEdu

TOM MILLS

Lecturer in Sociology, School of Languages
& Social Sciences, Aston University

ANGELA PHILLIPS

Professor of Media & Communications,
Goldsmiths, University of London

CLAIRE POLLARD

Head of Media Studies, Swanlea School, London

JESSICA REES

Market Research Associate, Ofcom

ELAINE SCARRATT

Freelance Media Educator
and former Examiner A2 Media Studies

DOUGAL SHAW

Video Journalist, BBC

MATT SHERRIFF

Head of Media and Film Studies,
Shenfield High School, Essex

JEN SOBOL

Manager: Skills & BFI Film Academy, BFI Education

JAKOB STOUGAARD-NIELSEN

Senior Lecturer, School of European Languages,
Culture & Society, University College London

PAUL STOVER

Curriculum Support Manager, AQA

NICOLE SUTER

Senior Development Manager, Creative Skillset

MARGO SWADLEY

Managing Director, UK TV and Video Measurement,
Kantar Media

BRENDA TAYLOR

Chair of Examiners for GCSE/GCE Media Studies, AQA

Confirmed speakers at 18 April 2017. Please check website for updates.

BOOKING

Save up to 20% on the standard price of a conference pass with the Early Bird offer

	EARLY BIRD OFFER until Friday 26 May	STANDARD PRICE
One full pass (2 days)*	£270	£320
Two full passes**	£240 each	£300 each
Three or more full passes**	£215 each	£265 each
Day rate	£200	£225
One full Concessionary/PGCE pass	£120	£145

*Full passes may not be shared between delegates

**Booked by same institution

TO BOOK

Complete the Media Conference 2017 Registration Form and Media Conference 2017 Session Selection Form, both at bfi.org.uk/education/conferences

Pay at the same time with cheque or card.
Your booking/payment confirmation will be emailed to you.

The fee covers plenaries, optional sessions, sandwich lunches and refreshments, networking drinks, film screenings and conference papers.

Sessions are allocated on first-come first-served basis; we cannot guarantee any preferences.

CONTACT US

Email mediaconference@bfi.org.uk

Phone 020 7815 1329

Website bfi.org.uk/education/conferences

Join the conversation

@BFI #BFIMediaConference

DISCOVER BFI SOUTHBANK

BFI Reuben Library + Mediatheque Join a short tour in the lunch break on Thurs 29 or Fri 30

BFI Shop Show your conference pass at the shop for 10% discount

Film screenings Free access for delegates to evening programmes, subject to availability

HOW TO GET HERE

BFI SOUTHBANK
London SE1 8XT

BY BUS

Routes 1, 4, 26, 59, 68, 76, 77, 139, 168, 171, 172,
176, 188, 211, 243, 341, 381, 507, 521, RV1

BY TUBE

Charing Cross, Embankment, Waterloo
and Southwark

BY TRAIN

Waterloo, Charing Cross

CAR PARKING

Car park sites available under the National
Theatre (off Upper Ground), under the Hayward
Gallery and in front of the Shell Centre

BFI Southbank and BFI IMAX® are within
the congestion charge zone

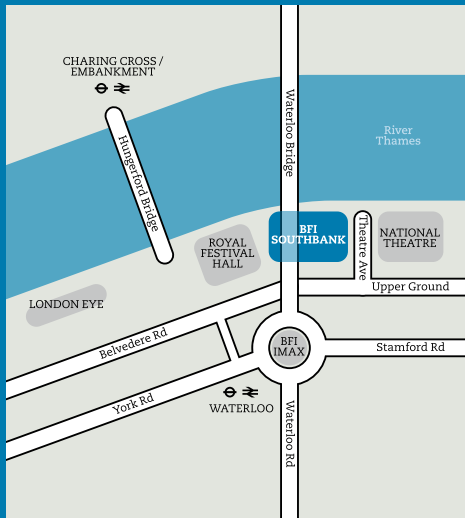
ACCESS

BFI Southbank has wheelchair access
and fixed induction loops in all auditoria

HOW TO FIND US

London SE1 8XT

🚇 Waterloo



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