BFI Film Forever

THE BFI MEDIA CONFERENCE

2 – 3 July 2015

bfi.org.uk/education

The BFI Media Conference is a unique professional development event for UK teachers of film and media at 14+ and 18+ to meet, learn and be inspired.

We are delighted to welcome speakers from across the film and TV industries and related platforms, as well as from teaching and academic research. Their creative approaches, innovative ideas and successful projects come together in an exciting programme of presentations, workshops and discussions.

The programme is flexible, for you to choose Industry, Teaching and Research sessions based on your experience and needs.
All delegates are also warmly invited to attend the plenary sessions, networking drinks and film screenings.

Conference Programmer: Corinna Downing

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Full details on inside back cover

creative skillset
Developing world class talent

The conference plenary sessions are supported by Creative Skillset's Film Skills Fund.

SPECIAL EVENTS

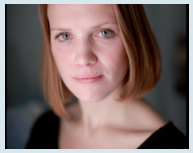
PLENARY SESSIONS

Sharing their perspectives on the current UK film and television industries and visions for the future, the conference offers a plenary session each day featuring leading industry figures.

FILM PLENARY

RACHAEL PRIOR
Rachael has been Head of Development at Big Talk Pictures since 2009, after twelve years as Development Executive at Working Title. She has built a slate of films with Film4 and Studiocanal, including *Sightseers*, *In Fear* and *Man Up*. Upcoming projects include *Baby Driver* and *Section 6*.

BEN ROBERTS
Ben is Director of the BFI Film Fund, the UK's largest public film fund, overseeing wide-ranging support for talent development, feature film development and production, and international activity. Before the BFI, Ben was with Protagonist Pictures, Universal Pictures International and Metrodome Distribution.



POLLY STOKES
Polly is a Senior Development Editor at Film4. She started her career in theatre before moving over to film as a producer for companies including Warp Films. She edits across the Film4 slate, working on projects from initial research through to post-production.

TV PLENARY

WILL SAUNDERS
Will is Creative Director, Digital, for BBC TV Production, Editorial lead for BBC Taster and manager of the Digital Innovation Unit. For Comedy at the BBC he produced shows including *Graham Norton* and *Flight of the Conchords*, and set up an online team to nurture new talent which generated 50+ million views on YouTube.

SPECIAL SCREENING

THE FALLING

Carol Morley is a director, screenwriter and producer. *The Falling* is her latest absorbing and distinctive feature as writer/director, part black comedy and part psychological drama about a mysterious outbreak of fainting at a girls' school in the 1960s.

THURSDAY 2 JULY

08:30	Registration
09:30 *Finish 10:20*	**Session 1** **Specification Support Workshops** AQA Media, OCR Film, OCR Media, WJEC Film, WJEC Media, BTEC **BFI Film Academy, Future Film and Schools' Programmes 2015-16** Jen Sobol, Noel Goodwin, Christine James **Careers in Media: Think Beyond the Obvious with Creative Skillset** Lydia Lewison
10:30	**Welcome** **Dr Paul Gerhardt** Director, BFI Education **Film Plenary** **Rachael Prior** Head of Development, Big Talk Pictures **Ben Roberts** Director, BFI Film Fund **Polly Stokes** Senior Development Editor, Film4
11:45	Break
12:00	**Session 2** INDUSTRY **Crowdfunding and Alternative Film Distribution** Catherine Bray, Jemma Desai, Nathan Wilkes INDUSTRY **Copyright and Creativity: New and Upcoming Resources from the IPO and CopyrightUser** Lawrence Smith-Higgins, Bartolomeo Meletti, Dinusha Mendis TEACHING **Applying Media Concepts to TV Fiction** Steph Hendry TEACHING **The BBC: Past, Present and Future** Jonathan Nunns RESEARCH **Film Market Realities: The British Film Industry by Numbers** Alex Tosta
13:15	Lunch **BFI Reuben Library + BFI Mediatheque** Short guided tour of the collections and research resources
14:00	**Session 3** INDUSTRY **Cinematography** Urszula Pontikos INDUSTRY **Essential Business and Soft Skills for Media Industry Entrants** Nicola Lees, Sara Putt TEACHING **UKfilmNet: Launching the New Media and Film Skills Resource** Dom Foulsham TEACHING **Elections and the Media** Tom Brownlee RESEARCH **Children's Media Lives: Ofcom Study of 8-15-year-olds** Jessica Rees
15:15	Break
15:30	**Session 4** INDUSTRY **Social Media and Marketing BBC's *Sherlock*** Rajiv Nathwani INDUSTRY **Creating a Virtual Reality Game for Oculus Rift** Ana Ribeiro, Stef Keegan TEACHING **The Film Industry with Into Film** Steve Connolly TEACHING **Transmedia Production: *Bolton Storyworld*** Anna Zaluczkowska, Lee Robinson, Krishna Stott RESEARCH **Representing Gay Identity in Reality TV** Michael Lovelock
16:45-18:00	Networking Drinks
17:30	***The Falling* (2014)**

FRIDAY 3 JULY

08:30	Registration
09:30	**Session 5** INDUSTRY **Directing *Suffragette*** Sarah Gavron INDUSTRY **Creating the ITV News App** William Owen TEACHING **Film Language with Into Film** Jennifer Johnston TEACHING **Advertising: Cross Platform Studies** Rob Miller RESEARCH **Digital Media and the Occupy Movement** Anastasia Kavada
10:45	**TV Plenary** **Will Saunders** Creative Director, Digital, BBC TV Production
11:45	Break
12:15	**Session 6** INDUSTRY **Virtual Reality and Immersive Content** Mike McGee INDUSTRY **British Film and British Identity: *The Reel Britain*** Seraphina Gonzalez TEACHING **Producing Successful Media and Film Studies Coursework** Michael Nott TEACHING **Film Classification and the BBFC** Lucy Brett RESEARCH **Studying Media Ownership and Media Power** Des Freedman
13:30	Lunch **BFI Reuben Library + BFI Mediatheque** Short guided tour of the collections and research resources
14:15	**Session 7** INDUSTRY **Commissioning Channel 4 Shorts** Isaac Densu INDUSTRY **Story Research: *EastEnders*** Cleo Bicat TEACHING **Media Studies in a Changing Education Landscape** Jenny Grahame TEACHING **Styles and Movements in British Film** Helen Gascoyne RESEARCH **Women's Work in the British Film and TV Industries** Vicky Ball
15:30	Break
15:45 *Finish 17:00*	**Session 8** INDUSTRY **Writing TV Comedy** Madeleine Brettingham INDUSTRY **The A-Z of Making a Short Film: *The Secret World of Foley*** Daniel Jewel, Ateh Jewel, Sue Harding, Peter Burgis TEACHING **Identities and the Media** Rob Miller TEACHING **The Bechdel Test in the Classroom: Accessing Gender Theory** Rebecca Ellis RESEARCH **Netflix and Beyond: How Audience Engagement Data Can Reconfigure Filmmaking** Michael Franklin
17:30	Conference desk closes
	BFI Southbank screenings Free access for delegates to evening programme at BFI Southbank* *Subject to availability

SPEAKERS: INDUSTRY, TEACHING & RESEARCH

VICKY BALL Senior Lecturer, Cinema and Television Histories, De Montfort University

CLEO BICAT Researcher, *EastEnders*, BBC Television

CATHERINE BRAY Producer *Beyond Clueless*, Editorial Director of Film4 Online, writer, broadcaster

LUCY BRETT Head of Education, BBFC

MADELEINE BRETTINGHAM Writer/Programme associate*Newzoids*, *Have I Got News For You*, *TV Burp*

TOM BROWNLEE Head of Media, Richard Hale School, Hertford

PETER BURGIS Foley Artist *The Secret World of Foley*, *Pan*, *Silent Witness*

ROB CARLTON Subject Specialist GCSE Media Studies and GCE Media Studies, OCR

STEVE CONNOLLY Writer/researcher and teacher of Media at Bishop Thomas Grant School, London

ISAAC DENSU Commissioning Editor, Shorts, Channel 4

JEMMA DESAI Film programmer, Independent Cinema Office

REBECCA ELLIS Head of Media, Thomas Rotherham College, Rotherham

TONY FAHY Subject Specialist GCE Media Studies and English Language, OCR

DOM FOULSHAM Director, UKfilmNet

MICHAEL FRANKLIN Consultant, Film Business Research

DES FREEDMAN Professor of Media and Communications, Goldsmiths and chair of the Media Reform Coalition

HELEN GASCOYNE Coordinator/teacher BTEC and HND Creative Media, Lincoln College

SARAH GAVRON Director *Brick Lane*, *Village at the End of the World*, *Suffragette*

SERAPHINA GONZALEZ Director *The Reel Britain*

NOEL GOODWIN Programmer for Young People and Director of Future Film Festival, BFI Education

JENNY GRAHAME Media Education Consultant and Editor of MediaMagazine, The English and Media Centre

SUE HARDING Foley Artist *The Secret World of Foley*, *The Fall*, *Les Misérables*

STEPH HENDRY Lecturer in Media at Runshaw College, writer, Chorley

CHRISTINE JAMES Schools' Programmer, BFI Education

ATEH JEWEL Producer *The Secret World of Foley*

DANIEL JEWEL Director *The Secret World of Foley*

JO JOHNSON Subject Officer GCSE/GCE Media, WJEC

JENNIFER JOHNSTON Head of CPD and Resources, Into Film

ANASTASIA KAVADA Senior Lecturer, Dept. of Journalism & Mass Communication, University of Westminster

STEF KEEGAN Producer *Pixel Ripped*

NICOLA LEES New Talent, Training and Events, Sara Putt Associates

LYDIA LEWISON Schools' Policy and Engagement Manager, Creative Skillset

MICHAEL LOVELOCK Researcher & Associate Tutor, School of Art, Media and American Studies, University of East Anglia

MIKE MCGEE Co-founder and Creative Director, Framestore

BARTOLOMEO MELETTI Lead Producer and Copyright Researcher CopyrightUser.org, for CREATe/University of Glasgow

DINUSHA MENDIS Principal Investigator CopyrightUser.org, Associate Professor in Law and Co-Director CIPPM/Bournemouth University

ROB MILLER Media and Film Consultant, Editor of MediaEdu and FilmEdu, Writer, Miller Consulting

RAJIV NATHWANI Social Media Manager, BBC Television

MICHAEL NOTT Head of Media Studies, Carshalton High School for Girls

JONATHAN NUNNS Head of Media Studies, Collyer's College, Horsham

WILLIAM OWEN Founding Partner/Strategy Director, Made By Many

JEREMY POINTS Leader, Creative Arts, Media & Technology, WJEC

URSZULA PONTIKOS Director of Photography *Second Coming*, *Lilting*, *Glue*

SARA PUTT Managing Director, Sara Putt Associates

JESSICA REES Market Research Associate, Ofcom

ANA RIBEIRO Director *Pixel Ripped*

LEE ROBINSON Transmedia Writer, Producer and Researcher, Bellyfeel

SCOTT SANTUS Head of Media, Monks' Dyke Technology College, Lincoln

LAWRENCE SMITH-HIGGINS Head of Campaigns and Education, Intellectual Property Office

JEN SOBOL Manager, BFI Film Academy

KRISHNA STOTT Story and Technology Consultant, Bellyfeel

ALEX TOSTA Research Manager, BFI Research & Statistics Unit

NATHAN WILKES Animator, Director *Park*

ANNA ZALUCZKOWSKA Programme Leader BA Filmmaking, Leeds Beckett University

Confirmed speakers at 30 March 2015. 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 22 May)	STANDARD PRICE
One full pass (2 days)*	£245	£295
Two full passes**	£220	£270
Three or more full passes**	£195	£245
Day rate	£170	£195
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 2015 Registration Form and Media Conference 2015 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.

PLEASE NOTE

- The fee covers plenaries, optional sessions, sandwich lunches and breaktime 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
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DISCOVER BFI SOUTHBANK

BFI Reuben Library + Mediatheque Join a short tour at lunchtime on Thu 2 or Fri 3 July
Film screenings Free access for delegates to evening programme on Fri 3 July
BFI books/DVDs Show your conference pass at the Filmstore for 10% discount on BFI titles

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

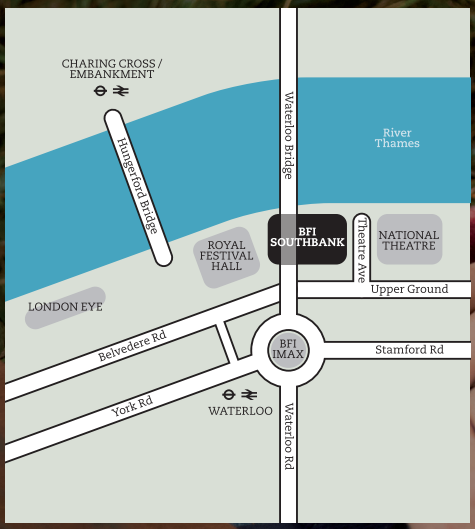
CAR PARKING
Euro car park sites available under the National Theatre (off upper Ground), under the Hayward Gallery and in front of the Shell Centre

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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Cover image: *The Falling* courtesy Metrodome