

PRODUCERS' LAB

FREQUENTLY ASKED QUESTIONS



Q. What is the Producers' Lab and why was it introduced at Film Bazaar?

A. Producers' Lab is a segment that was introduced at the 2013 edition of Film Bazaar. The aim of the Lab is to provide training and networking opportunities to upcoming producers from across the world.

The Lab will consist of workshops, case studies and master classes spread over the five days of the Bazaar. These sessions/classes will be conducted by domestic and international producers/sales agents/buyers/festival directors/development, marketing & distribution professionals etc.

Q. What will be the structure of the Lab?

A. The Producers' Lab will consist of sessions / classes spread over the five days of the Bazaar. The end "deliverable" and take away for each participant at the end of the Lab will be a pitch session of their own project presented in front of a panel of three mentors.

The sessions/classes will cover topics that will include, but not be limited to the following:

- Role of a Producer
- Development
- Raising Finances
- International Co-Productions
- International Sales
- Alternative Marketing & Distribution Platforms

Day zero (i.e. the afternoon of November 20th) will essentially consist of a mandatory orientation session wherein participants will be taken through the Lab programming for the days to come and will also be given a detailed explanation of how to navigate the entire Film Bazaar.

The idea of embedding the Lab within the Film Bazaar dates is to mix the experience of high quality and intense training and guidance and exposure to South Asia's top film market space. At the end of each day, there will be a networking cocktail that will be attended by all the Film Bazaar delegates.

Q. What is a "pitch" and why is it a part of the Lab?

A. A pitch is a crisp and concise verbal presentation (at times assisted with visual tools) of a project made by the film producer and is designed to attract partners on the project. A pitch and the deliverance of an effective pitch is essential to a producer's skills, irrespective of what stage the project is at.

Selected participants are required to come to the Lab with a project (which may be at any stage of development or production). Subject to the requirement of each project, participants will be able to absorb and embed learnings from the Lab in an effort to shape up their pitch that will be delivered on the last day of the Lab to a panel of three mentors. During the course of the Lab, participants will also attend pitch sessions by participants of the Co-Production Market, Screenwriters' Lab and Work-In-Progress Lab.

Q. What entails the pitch that is to be presented at the end of the Lab?

A. Each participant will get exactly 5 minutes to present their pitch at the end of the Lab. The pitch will be designed for a feature length fiction film which can be at any stage of development or production.



Overall, a pitch includes (but is not limited to):

- Introduce yourself and your role on the project.
- Present the creative logline of the project.
- Further present the flow of the main character or the main plot line. Why will the audience identify with the character? You can detail the character from beginning to end subject to the time you have.
- Make sure to sum up with how the film ends.
- At what stage is the project and what are you looking for? E.g. financing for a screenplay, financing for development, a delegate producer, etc.
- What is the overall budget of the project and what are your project timelines?

Q. Who will be on the panel to judge the pitch?

A. The panel will comprise of three mentors and would comprise a producer, a fund/financier, a festival programmer/sales agent. The mentors will give you on-the-spot feedback on your pitch.

Q. Who can apply?

A. Anyone who satisfies the below mentioned criteria can apply to the Lab:

1. For **Industry Professionals** - Applicants should have worked in the capacity of a Producer or Line/Supervising/Executive Producer on EITHER one of the following and completed the same.
a) Feature-length film b) Short film c) Documentary film d) Television Commercial e) Television Serial
2. For **Students** - Applicants should be currently enrolled in an Educational Institution and should be above 18 years of age
3. Applicants should be proficient in English language.
4. Applicants from across the world are allowed to participate.

Q. What is the last date for application?

A. Application deadline for the Producers' Lab at Film Bazaar 2016 October 20, 6 PM IST.

Q. What is the application fee for the Producers' Lab and what are the modes of payment What does the fee include?

A. The non-refundable application/entry fee for the Producers' Lab is -

Industry Professionals

- **INR 25,000/-*** for applications submitted on or before the Regular Deadline, **October 15**, 2016 (12 am IST)
- **INR 27,000/-*** for applications submitted on or before the Extended Deadline, **October 20**, 2016 (6 pm IST)
- **INR 11,000/-*** if you are already a paid registered delegate for Film Bazaar 2016

Students

- **INR 12,500/-*** for applications submitted on or before the Deadline, **October 20**, 2016 (6 pm IST)
- **INR 5,500/-*** if you are already a paid registered delegate for Film Bazaar 2016

* Inclusive of Producers' Lab application fee and Registration Fee for Film Bazaar, and all taxes; exclusive of any/all bank charge(s). All fees are non-refundable and non-transferable.



Payment Modes

Please send the following details to producerslab@filmbazaarindia.com

1. Submission ID
2. Mode of Payment
3. Transaction Reference Number in case of Net Banking / Wire Transfer or Demand Draft Number or Cash

You will get a Confirmation Receipt only after we verify the payment on our end. This process may take up to 2 working days.

Please Note – It is the applicant's responsibility to email their transaction details to the Producers' Lab Team. Applications will not be processed otherwise.

1> NetBanking | Wire Transfer

Important: In case of NetBanking / Wire Transfer payments please mention in the payment summary/subject field -->"**Application Fee PL2016 : Submission ID**"

Please make your transaction to the following account

HDFC BANK Sandoz House, Dr. A.B. Road, Worli, Mumbai 400018

Account No: 50200001544291

Account type: Current

RTGS/IFSC Code: HDFC0000240

SWIFTCODE: HDFCINBB

Beneficiary: NFDC Film Market

MICR No: 400240002

2> Cash Deposit

1. You can deposit cash in any HDFC branch for –

Bank Name: HDFC BANK

Branch: Worli

Beneficiary Name: **M/S. NFDC FILM MARKET**

Account No - 50200001544291

Important: Please mention "**Application Fee for Producers Lab 2016 - Submission ID**" on the payment slip.

2. Please email the following details to producerslab@filmbazaarindia.com

- Name of Branch in which the payment was made
- Date of payment
- Scanned copy of deposit slip



3> Demand Draft

1. Please write your DD in the name of: **M/S. NFDC Film Market**
2. Please write "**Application Fee for Producers Lab 2016 - Submission ID**" behind the DD.
3. On your envelope, please mention 'Application for Producers Lab - Film Bazaar 2016'.
4. Courier | Post the DD to the following address –

National Film Development Corporation Ltd.
6th Floor, Discovery of India Building, Nehru Centre
Dr. Annie Besant Road, Worli
Mumbai 400018

Please Note

The day your Demand Draft reaches the NFDC office will be considered as the submission date of your Application. You can submit your Demand Draft in person at the NFDC office between Monday to Friday, 9 AM to 5 30 PM ONLY.

Q. Does my participation to Film Bazaar and Producers' Lab allows access to IFFI?

A. No, Film Bazaar registration does not allow access to IFFI. However, you can make an additional payment of INR. 1000 (non-refundable, exclusive of any/all bank processing charges) for attending IFFI, subject to availability of tickets. IFFI registration does not allow access to the Opening and Closing ceremonies and Special Events.

Q. How does one apply and what are the requirements?

A. The application form for Producers' Lab can be accessed on the Film Bazaar website : www.filmbazaarindia.com

Industry professionals will need

- A short profile
- A summary of past projects
- A current project which will be pitched
- Reason for applying to Producers' Lab (not to exceed 300 words)
- A current passport sized photo
- Company Logo (if applicable)

Students will need

- A current project which will be pitched
- A summary of past projects (if applicable)
- Reason for applying to Producers' Lab (not to exceed 300 words)
- A letter granting permission to attend the Bazaar, signed and stamped by the college authorities on college letter head(letter draft provided).
- A Government recognised age proof
- A current passport sized photo

Q. When would the results of the selection procedure be declared?

A. The list of candidates shortlisted for participation in the Producers' Lab will be declared by October 30, 2016.



Q. If I apply to Producers' Lab, will my profile be published in the Market Guide?

A. If you register Online as an Industry Delegate your profile will be published in the Market Guide. Student Delegate profile will not be published in the Market Guide. However, they will be featured in the Online Market Guide.

NOTE: The deadline for Market Guide is November 5, 2016.

Q. Where can I stay while attending the Film Bazaar?

A. You should ideally find accommodation in Panaji, Goa. Please reserve your rooms as soon as you can so as to get the best deals. Availability of rooms becomes scarce, as we get closer to the event. Our partner hotels are the Goa Marriott Resort, Taj Vivanta and Hotel Fidalgo. But we do not book or reserve rooms for delegates, unless they are selected participants, invited delegates and mentors of the curated events.

Q. Who will bear the airfare and hotel accommodation?

A. Film Bazaar will not cover airfare / cost of travel of the applicants to Goa and the applicants shall travel to Goa at their own cost. In addition, applicants also have to arrange for their stay in Goa.

Q. How do I travel to and from the Bazaar every day?

A. You have to figure out your own transport. We provide a shuttle bus service between the partner hotels.