

# AGENDA

final

Federation  
screenwriters  
EUROPE



## WORLD CONFERENCE of SCREENWRITERS

Athens, Greece

Friday 6<sup>th</sup> & Saturday 7<sup>th</sup> November 2009h

Representatives of writers' guilds and unions from around the world will attend a two-day meeting to discuss issues of common concern and how writers and their organisations should respond.

The work of the two days will address (1) the environment for production and (2) distribution of creative content, (3) the role of multinational conglomerates and (4) the writers' response. Additionally a number of debates on related topics will take place over the two days.

VISIT the BLOG  
of the World Conference of Screenwriters

<http://wcos.wordpress.com>

Supported by the Greek Ministry of Tourism/Greek National Tourism Organisation, the Greek Film Centre (Hellenic Film Commission) and the Institute for the Audiovisual Media.

### Venue

Conference Hall, Secretariat General of Communication – Secretariat General of Information  
Fragoudi 11 and Alexandrou Pantou Street,  
Kallithea, 101 63 Athens, Greece

- 9h30-10h30 **Opening session • GLOBAL CHALLENGE**
- Welcoming speeches and opening of the conference
- Representatives of the Greek Government and Government Agencies
  - Michael Winship, chair of IAWG/president of WGA East
  - Christina Kallas, president of the FSE
- 10h30-11h30 **PRODUCTION I • Global trends in production**
- An assessment of global trends in production for cinema and television - volume of production, budgets, how the production will be funded and how (and when) this will change in the digital age.
- Sven Baldvinsson, vice president of the FSE (chair)
  - Michael Gubbins, film industry analyst and former Screen International editor
  - Caterina D'Amico, CEO of RAI Cinema
  - Jonathan Davis, coordinator of the EFAD
  - David N. Weiss, writer
- 11h30-12h00 — **Coffee break**
- 12h00-13h30 **PRODUCTION II • Interventions on production related issues**
- Yomi Ayeni**, creative lead of Expanding Universe will discuss writing and producing for the net: new formats, new dramaturgies, new procedures.
- Kelly Sweeney**, head of original productions at Bebo will address new decision making for production and the building of new audiences.
- Alison Taylor & Peter Mohan**, writers, will address the role and form of drama for television considering such questions as: will reality continue to be important; will the pilot season model in the US continue; will seasons of half hour or one hour drama continue to be the structure and the reality and future of the "created by" (showrunner) model.
- 13h30- 14h30 — **Lunch**
- 14h30-15h30 **FIRST DEBATE • Working with directors**
- (the first of two debates on issues of particular interest to writers)
- Whose film is it anyway and what does it matter ?
- Stanislav Semerdjiev, FSE board member (chair)
  - Srdjan Koljevic, Peter Hedges, Scott Alexander, Guillaume Laurant, Guy Hibbert, Sergio Sanchez, Mateo Gil, Olivia Hetreed, writers
- 15h30 –16h15 **DISTRIBUTION I • New distribution methods and the implications for writers**
- Digitisation and the net have changed distribution of content. What are the implications of the changed distribution structures for production in general and how does this impact writers?
- Rebecca Schechter, president of the WGC (chair)
  - Arvind David, producer and CEO of Slingshot Studios
  - Lucinda Engelhart, head of production at Aramid Capital
  - Julian Friedmann, agent
  - Fred Breinersdorfer, writer
- 16h15-16h45 — **Coffee break**
- 16h45 - 17h30 **DISTRIBUTION II • Interventions on distribution issues**
- Anita Ondine**, founder of Seize the Media, will make a presentation on the different possible models for monetisation of the internet. Will it be advertising supported, streaming, subscription?
- Tilman Scheel**, CEO of Europe's Finest will look at the digital future of cinema and TV distribution.

- 9h30-10h45 **CONGLOMERATES AND OTHER PLAYERS I • Role of the multinational conglomerates in the digital future**
- Will the multinational conglomerates continue to dominate production and distribution worldwide or will the telecoms, ISPs etc. step in in the digital world? Will smaller companies have any real opportunities in the context of lower production costs and lower costs to enter online distribution? Will independent producers, sales agents, distributors, broadcasters and other players change their behaviour in response?
- David Kavanagh, FSE board member (chair)
  - Cameron McCracken, deputy managing director of Pathe
  - Frederik Stege, head of legal affairs of TrustNordisk
  - Chuck Slocum, assistant executive director of WGA West
- 10h45-11h30 **CONGLOMERATES & OTHER PLAYERS II • Interventions**
- Jacqueline Woodman**, executive director of the AWG will consider whether the aspirations of the multinational conglomerates can be understood through an examination of trade agreements particularly bilateral agreements.
- Dr. Eva Inés Oberfell**, professor of law at the RWTH Aachen University will address the issue of how consumers will pay for product - the German Green proposal for a flat rate for culture and other models.
- 11h30-12h00 — **Coffee break**
- 12h00-13h30 **SECOND DEBATE • Has the independent production model failed?**
- Has the Independent Producers System Failed and What Are the Alternatives? Development i.e. Notes and Moral Rights – How Do we develop and does it ensure Original Writing?
- Gino Ventriglia, FSE board member (chair)
  - Milcho Manchevski, writer/director, Razvan Radulescu, writer, Peter Mohan, writer/producer, Jan Sardi, writer, Stefano Rulli/Nicola Lusuardi, writers, Robin Swicord, writer, Larry Karaszewski, writer
- 13h30-14h30 — **Lunch**
- 14h30-15h30 **WRITERS RESPONSE I • Interventions on writers issues**
- Chuck Slocum**, ass. executive director of WGA West will outline the American deal following the strike
- Robert Staats**, managing director of VG Wort will examine the complex question of reciprocity and multi-territory licences
- Cécile Despringre**, executive director of SAA, the new organisation of Audiovisual Authors' collective management societies in Europe, will talk about European collective management societies' collaboration to improve writers' remuneration
- Maureen Parker**, executive director of WGC will discuss the issue of collection from the writers perspective looking at how and what to collect? How can writers best arrange to collect what is paid to them?
- 15h30-16h30 **WRITERS RESPONSE II • What are the key issues for writers?**
- What are the key issues for writers in the context of the scenarios outlined over the last day and an half? How can writers enhance their status worldwide?
- Lowell Peterson, executive director of WGA East (chair)
  - Tim Pye, president of the AWG
  - Bernie Corbett, general secretary of the WGGB
  - Peter Henning, board member of the VDD
  - Daniele Cesarano, president of SACT
  - Olivier Lorelle, president of UGS
  - Marcilio Moraes, president of the Screenwriters Association of Brazil
  - Leora Kamenetzky, chair of the Scriptwriters Guild of Israel
- 16h30-17h00 — **Coffee break**
- 17h00-17h30 **Closing session • GLOBAL RESPONSE**
- Christina Kallas**, president of the FSE
- Michael Winship**, chair of IAWG/President of WGA East