

Film and Broadcasting Media

Thursday 22nd March 2007
6:00pm to 9:00pm
The Grange, Neasden Lane, NW10 1QB

Guest Speaker: Parminder Vir OBE

Parminder Vir has over 20 years of award winning production experience of drama, documentary, current affairs and entertainment working for the BBC, ITV, Channel Four and major international channels. Parminder was awarded an OBE for her services to the Broadcasting and Film industry in the Queen's birthday honours list in June 2002, the Asian Women of Achievement Award for Media in May 2001, and the Media and Arts Award at the Asian Jewel Awards in July 2003.

- Gain a broad understanding of the wider Film and Broadcast media
- Develop an understanding of how film and television programmes are developed and packaged

Develop links with Creative Partnership for opportunities

Research - Brent

- Who is doing what?
- Level of supply & demand
- Employment & training opportunities
- Nature of micro supply chains

In today's climate it's all about packaging the idea, the uniqueness of it. Ask yourself would I watch 30 min or an hour of my film, TV series etc. You are asking people to spend their Thursday / Friday valuable evenings to watch your show.

Pitching for business should be done through an email and / or on 1 A4 page.

The make up of audiences and their taste are changing at faster rate today than in any time before. The BME audiences are very valuable due to their economic and spending power. Mainstream advertisers are very keen to access them. You must find out the value (spending power, influence, the ripple factor) of the niche market (based on ethnicity, religion, country of origin, cultural etc).

The Bollywood brand is very popular in Germany, Eastern and Central Europe and Latin America. The commercial opportunities are there if you identify your position/place in the market.

Accessing funds is achieved through extensive research. Identify which production will be used, acknowledge the development team and take the opportunity to know them. Learn about other people, give them feedback and show that you done your research. Then, pitch your idea to them, timing is critical.

Involvement in media networking is key. This allows the sharing of new ideas and access to hidden talent.

Parminder's Top Tips

- ✓ It's not what you know but WHO
- ✓ Be specific and focused
- ✓ You CANNOT be passive, you have to be pro-active
- ✓ Don't take NO for an answer
- ✓ Persevere ALWAYS
- ✓ Research, Research, Research
- ✓ Don't underestimate the POWER of research
- ✓ Develop CLOSER relationships with production companies and uphold that relationship.
- ✓ Become MEMBER of trade bodies such as PACT, Producers Associations and Women in Films
- ✓ READ sector magazines and journals such as Broadcast, Guardian Media
- ✓ RESEARCH the current trend, thinking, opinions amongst production companies and those closer to the Commissioning Editors
- ✓ Think about your audience. WHO is your audience? Why would they want to watch your film/production?