



NIFF Industry Day
in Partnership with the Walrus Foundation
Striding Forward - Structuring the New Road Map
Program Schedule
Friday June 17, 2016

NIFF Industry Day is comprised of informative and thought-provoking panels, designed to disrupt the traditional way of thinking in the Canadian Media Industry.

Industry Day will bring together speakers with a variety of perspectives on the important topics facing the industry today and we want you to join in on the discussions. The event is open to anyone looking to not only advance in their career, but those who are outside-of-the-box thinkers who value creativity and clever business tactics to keep on top of the ever-changing world of media.

9:00 - Doors Open for Check-in

9:30 - 10:00 - Connecting Over Coffee

Start your day off right by joining us for coffee and take the opportunity to network with your peers and check-in.

NIFF's very own Bill Marshall will kick off the day by welcoming our guests and attendees and introduce our Opening Keynote Speaker.

10:00 - 10:30 - Future Thinking Keynote with Mark Shekter - CEO and Co-Founder, Think8 Systems

Mark Shekter is an industry veteran and thought leader. He is also a man with a plan. A plan to help develop the Canadian Media Industry's business model and how best to move forward collectively with all parties involved from content creators to broadcasters and distributors and all the support systems.

Confirmed Speaker:

Mark Shekter, CEO & Co-Founder, **Think8 Systems Inc.**

10:30 - 12:00 - The Business of Culture: Re-Framing A New Partnership

Join us as we welcome our esteemed panel of speakers to share their diversified views on how Canada can take the lead in a next-generation model for the creation, broadcasting and distribution of Media.

Introduction:

Nathalie Clermont, Director of Programs, **CMF**

Confirmed Speakers:

David Cormican, EVP Business Development and Production, **Don Carmody Productions**

Reynolds Mastin, President and CEO, **CMPA**

Susan Kelly, Senior Director of Business & Rights, Scripted & Acquired Programming, **CBC**

Tim Smy, Director, Theatrical Sales, **VVS Films**

Confirmed Moderator:

Mark Shekter, CEO & Co-Founder, **Think8 Systems Inc.**

12:00 - 13:00 - Creative Regionalism: Niagara, The New Media Hub of Southern Ontario

The Niagara Region is primed and ready to be an international platform for filmmakers. With stunning landscapes, strong talent and excellent opportunities for financing, the region is ready to showcase their offerings. Connect with local champions of the region to learn more about the assets available.

Confirmed Speakers:

Adrian Thiessen, President, **FourGrounds Media Inc.**

April Mullen, Filmmaker, **Farhope Tower**

Steve Boese, Manager, **the Generator at One**

Michael Meredith, Senior Relationship Manager, Media and Entertainment, Commercial Markets, **RBC Royal Bank**

Confirmed Moderator:

Patrick Gagliardi, Film and Media Producer

13:00 - 14:00 - Co-Production Connections: Roundtable Discussions Over Lunch

NIFF will be offering roundtable discussions hosted by a variety of guests regarding the wonderful world of co-production over lunch, at which you can participate and learn more about their topic. But wait! The catch is that we will be timing you for 15 minutes each, so you will have the opportunity to move around to up to 3 tables and learn and meet a variety of new people.

Confirmed Table Leads:

Shannon Fewster, Associate Producer, **New Real Films - Born to be Blue**

Fred Fuchs, Executive Producer, **Riverside Entertainment - Transporter the Series, Camelot**

Nathalie Clermont, Director of Programs, **CMF**

Melissa Amer, Director, English Market, Program Administrator, **CMF**

Reynolds Mastin, President and CEO, **CMPA**

James Weyman, Manager, Industry Initiatives, **OMDC**

Karen Pare, Investment Analyst - English Market, **Telefilm**

Paul Connor, Manager, Economic Research and Analysis, **Niagara Region**

14:00 - 14:45 - Sight + Sound in a New Reality: A Case Study in VR Storytelling

Virtual Reality is the next wave of technology occurring in the industry. Accompanying it with music is extremely effective. Join the companies Jam3 + Grayson Matthews as they walk us through a demonstration of some of their latest work.

Confirmed Speakers:

Dirk Van Ginkel, Creative Director, **Jam3**

Heather Phenix, Producer, **Jam3**

Dave Sorbara, Co-Founder and Partner, **Grayson Matthews**

14:45 - 15:00 - Break

Take a break, get out and stretch your legs or exchange business cards with fellow Industry Day participants but don't forget to rush back for our closing discussion!

15:00 - 16:00 - Canada's Cultural Thumbprint in Partnership with The Walrus Talks

Canada's known for its cultural products from book to film to music. There is an opportunity for creators to sell their content internationally, yet they choose Canada as their home. These media masters have the potential to define our country in a global marketplace and also greatly support their native land. In order to do that, It is critical that each of these cultural industry sectors sustain themselves and understand the need to become competitive and learn how to build capacity.

This is the Crossroads where the Business of Culture meets the Creation of Culture.

Introduction:

Gayle Matthews, Director of Business Development, **The Walrus Foundation**

Confirmed Speakers:

What Did Effectsmen Do Before Computers and What Do They Do Now!: Colin Chilvers, Visual Effects Director, Film Director

From the page to stage and screen: Terry Fallis, Award-Winning Author and Communications Consultant

On Becoming A Fully Trained Professional Amateur: Nobu Adilman, Co-founder of **Choir! Choir! Choir!**

16:00 - 17:30 - Cocktail Reception

End your day of learning and successful networking with a glass of wine from the lovely Niagara region. Chat with your new contacts about what's next and what films you are going to see at the festival!

<https://niagarafilmfest.com/industryday>