

**Berlinale - Creative Europe Info Day**  
**Monday 10 February 2014**  
**Ritz-Carlton Hotel**  
**Potsdamer Platz 3 Berlin**

9.30-10.00                      **Welcome and Coffee**

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10.00-10.30                      **CREATIVE EUROPE – The Launch of the Programme**

Speakers:                      **Michel Magnier** - Director for Culture and creativity, DG EAC (Education and Culture), European Commission  
**Xavier Troussard** - Head of Unit, Creative Europe programme - MEDIA, DG EAC (Education and Culture), European Commission  
**Sari Vartiainen**, Head of Unit Creative Europe - MEDIA, EACEA (Education Audiovisual and Culture Executive Agency)

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10.30-10:45                      **KEYNOTE**

Speaker:                      **Xavier Troussard** - Head of Unit, Creative Europe Programme - MEDIA, DG EAC, European Commission

10.45–12.30                      **PANEL DISCUSSION - Maximising the European added value of Creative Europe in the digital era**  
Representatives of national and regional film funds, audiovisual professionals and policymakers will discuss how to reinforce complementarity between European and Member States' film funding. While the core business of the Creative Europe MEDIA Sub-programme is cross-border distribution, is sufficient attention being paid to the challenge of distribution in the domestic market? In particular, what funding mechanisms would be needed for digital distribution and for promotion of European films? How can we reach more audiences outside Europe and improve the international promotion of European films?

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**12.30-14.00                      Buffet Lunch**

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14.00-14.30                      **DISTRIBUTION - Presentation of the new Selective Scheme**  
Speakers:                      Gaële Broze - Head of Sector, and Xethali Aikaterini - Programme Coordinator, Creative Europe MEDIA, EACEA

14.30-15.30                      **SUPPORT FOR INDEPENDENT PRODUCERS - Latest news**  
Speakers:                      **Development: Single Projects, Slate Funding and Video Games**  
Virve Indren - Head of Sector, Nathalie Ducher - Programme Coordinator, and David Raffier - Project Manager, Creative Europe MEDIA, EACEA

<u>Speakers:</u>	<b>Television Programming</b> Matteo Solaro - Head of Sector, and Monica Galeriu - Project Manager, Creative Europe MEDIA, EACEA
15.30-16.00	<b>INITIAL TRAINING - Funding opportunities in the Erasmus+ Programme</b>
<u>Speaker:</u>	Ann Branch, Head of Unit, Programme coordination Erasmus+, DG EAC, European Commission
16.00-16.45	<b>PROMOTION, TRAINING &amp; FESTIVALS - Prospects and international approach</b>
<u>Speakers:</u>	Soon-Mi Peten - Head of Sector, Malgorzata Palarczyk-Vivancos - Programme Coordinator, and Cristina Fernández Estrada, Aurélie Varin - Project Officers, Creative Europe MEDIA, EACEA
16.45-17.30	<b>AUDIENCE DEVELOPMENT AND CO-PRODUCTION FUNDS – The new funding schemes under Creative Europe</b>
<u>Speakers:</u>	Matteo Solaro - Head of Sector, and Emmanuel Cocq - Project Manager, Creative Europe MEDIA, EACEA

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<b>18.00</b>	<b>Creative Europe MEDIA drinks reception (by invitation only)</b>
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