



**Event Programme**  
**Fall 2005**

**Information Request Form**

Please find below our up-coming programme of events. For further details please tick the relevant box and return this form to us by fax on +44 20 7287 0096 or by return email. To discuss any particular details, please feel free to call us at our offices in London or Los Angeles.

<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Tick box</b>
<b>12 – 18 Sep 2005</b>	<b>Laurie Hutzler's Emotional Toolbox</b>	<b>London</b>	
	<i>MediaXchange has arranged more sessions in London for writing consultant Laurie Hutzler. Creator of "The Emotional Toolbox™," Laurie helps writers, producers and executives clarify the emotional bond between characters, story and the audience, helping content creators get to the heart of the story.</i>		
<b>18 – 23 Sep 2005</b>	<b>Showrunner: Drama</b>	<b>Los Angeles</b>	
<i>Description</i>	<i>The Showrunner programme is designed to explore the unique role of the writer/producer as 'Showrunner' and their combined creative and management responsibilities. The week allows the participant to follow the development and production of one episode of a US-Drama Series and the team's interaction with all elements of the production of the show and handling the network interests. The focus of this week is the application of the US model to participants' domestic drama productions.</i>		
<b>25 – 30 Sep 2005</b>	<b>Showrunner: Comedy</b>	<b>Los Angeles</b>	
<i>Description</i>	<i>The Showrunner programme is designed to explore the unique role of the writer/producer as 'Showrunner' and their combined creative and management responsibilities. The week allows the participant to follow the development and production of one episode of a US-Sitcom and the team's interaction with all elements of the production of the show and handling the network interests. The focus of this week is the application of the US model to participants' domestic comedy productions.</i>		
<b>10 – 12 Oct 2005</b>	<b>Meet the Brits</b>	<b>London</b>	
<i>Description</i>	<i>This event provides an opportunity to gain insight into the best business and creative practices of UK television channels. Meet controllers, schedulers, commissioners and producers who have moulded the individual networks and are responsible for what enables the UK to continue to be innovative, controversial and trend setting. UK independent production companies continue to flourish in this challenging environment – what can one learn from the development of this dynamic sector? Participants will view the cream of the UK television landscape from networks to media conglomerates and production companies.</i>		



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<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Tick box</b>
<b>6 – 11 Nov 2005</b>	<b>Branded Entertainment Exchange</b>	<b>Los Angeles &amp; New York</b>	
<i>Description</i>	<i>As the landscape of television changes the importance of the new role of the advertiser as funding provider is having increasing impact in the making of shows. The week's programme is designed to explore the role of all elements of this challenging hybrid of art and commerce – advertising, packaging entertainment and branding agencies, television networks, producers and creatives - in the developing culture of 'Advertiser Funded Programming'. The participants will meet representatives of recent American productions who have accessed a form of production funding which is having growing influence on the making of programmes. You will study their business management models and learn how to adapt them to the diversity of each marketplace</i>		

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Please fill out in capital letters.

<b>Mr/Ms/Mrs/Dr (Surname):</b>
<b>First Name:</b>
<b>Job Title:</b>
<b>Company/Firm:</b>
<b>Department :</b>
<b>Assistant:</b>
<b>Direct Phone:</b>
<b>Direct Fax:</b>
<b>E-mail:</b>
<b>Assistant's E-mail:</b>
<b>Approving Manager :</b>
<b>Have you ever attended a MediaXchange event before ? If yes, which one ?</b>