

# Registration is now open to participate in the Training Workshops of Iberseries & Platino Industria

***Iberseries & Platino Industria** reaffirms its commitment to the training of industry professionals with the celebration of the fourth edition of the **Showrunners Workshop**, along with new workshops such as the **Artificial Intelligence in Film and Series Postproduction Workshop**, the **Financial Tools Workshop**, in collaboration with **Bold Finance**, and the **Content Strategy Workshop: from Development to Sale**.*

*The **Core Entertainment Science School**, which is the first Entertainment Science school in Europe, joins as an **Academic Partner** in the organization of the **Training Workshops**.*

*In order to apply for the **Training Workshops**, it is necessary to be accredited by **Iberseries & Platino Industria**. The **registration deadline** is **June 13**.*

Madrid, May 23, 2024. **Iberseries & Platino Industria 2024** opens calls to participate in four **training workshops**. In its clear commitment to the learning of new professionals in the film and audiovisual sector, it will hold the fourth edition of the **Showrunners Workshop**, the **Artificial Intelligence in Film and Series Postproduction Workshop**, the **Financial Tools Workshop**, and the **Content Strategy Workshop: from Development to Sale**.

The **Core Entertainment Science School**, the first Entertainment Science school in Europe, joins as an **Academic Partner** in the organization of the **Training Workshops**.

The **deadline** for **project registration** in the various **workshop** calls is **Thursday, June 13 at 4:00 PM** (GMT+2), Madrid time, Spain.

## Showrunners Workshop

The **Showrunners Workshop** is aimed at individuals with adequate training and/or experience in creation, writing, directing or audiovisual production, who have a specific series project that they wish to develop in the workshop and whose main language is Spanish.

Participants will receive specific instruction in the work of the showrunner, with the aim of establishing skills in the creation, writing, production and management of audiovisual projects that allow them to successfully face the production of a series.

The **Showrunners Workshop** will be coordinated by **Enrique Darriba**, Executive Producer with extensive experience in the creation, development and production of audiovisual content for television and platforms. He is currently Director of the Master in Executive Production of Audiovisual Content with **Secuoya Studios** at **The Core School**.

The tutors will be **Jorge Redondo**, Executive Producer and Showrunner; Tatiana Rodríguez, Screenwriter and Creator of fiction series and feature films; and Miquel Peidro, Script Coordinator, Creator, Dramatist and Novelist.

During the Workshop, two **lectures** will be given by professionals of recognized standing from the audiovisual industry. In addition, participants will have the opportunity to present their project in **one to one meetings** before executives from production companies, studios and/or platforms that will be present at **Iberseries & Platino Industria**.

**9 projects** will be selected, with a maximum of two representatives per series . The workshop will be held on October 2, 3 and 4 at Matadero Madrid.

### **IA in Film and Series Postproduction Workshop**

The **Artificial Intelligence in Film and Series Postproduction Workshop** is aimed at executive producers, directors, production directors, photography directors, production designers, scriptwriters, editors and image post-producers.

The agenda will include an introduction to the concepts of **Artificial Intelligence applied to video** and **specialized presentations** about success stories in real productions will be scheduled. The legal implications of its use will be discussed and a round table will be held to analyze these aspects in more detail and encourage the exchange of ideas.

The workshop, which will be held on the October 4 across five sessions, will be coordinated by **Luis Ochoa Gómez**, Director of Image Post-Production at **XPost**, a **Secuoya Content Group** company, who will also be a speaker.

**Nerea Sanjuan**, Lawyer and Director of the Culture, Sports and Leisure area of **Andersen Spain**; **Francisco Asensi**, Director of Innovation at **DeAPlaneta**; and **Henar León**, Research, Innovation, Technology and Strategy at Industrias Culturales y Audiovisual will also participate.

### **Financial Tools Workshop**

The **Financial Tools Workshop** is designed to show industry professionals the basic keys to the **financing plan** and the elements that should be part of the pitch to attract new investors, as well as aspects related to the cost of capital and return on investment. Collaborating with the international financial company **BOLD Finance**.

The workshop, which will be held on **October 3**, industry professionals with knowledge and/or interest in the **areas of pitching, investment and financing of audiovisual projects** will have the opportunity to participate.

The main speaker will be **Georgina Borbolla**, President and founder of **BOLD Finance Mexico, Colombia, United States and Spain**, who will share her experience and knowledge during the session.

At the end of the workshop, participants will be able to understand the main terms of return on investment, cash flow and rate of return, as well as the main risk indicators of an audiovisual investment project.

### **Strategy Content Workshop: from development to sale**

The objective of the **Content Strategy Workshop: from Development to Sale** is to offer industry professionals tools for the better marketing of their projects, to learn more about the Ibero-American market and to understand how studies can be great allies in content development.

This activity is aimed at producers, directors, scriptwriters and executives related to the areas of Fiction Content Development.

The workshop, which will be held from the **October 1 to 3**, will be coordinated by **Adriana Castillo**, General Coordinator of **Platino Industria**.

The workshop speakers will be **Iván Stoessel**, Content Executive & Script Editor – Latam and **Arturo Díaz**, Chief Content Officer Executive Producer at AF Films.

## Professional Accreditations: Early Bird rates until June 13

Accreditation at **Iberseries & Platino Industria** will allow access to the programme of professional activities, as well as to registration for the different calls of the event.

This professional accreditation, with **early bird rates until 13 June**, will also give access to the virtual private space, which will allow access to the professional directory of participants to maintain contact with accredited participants and arrange meetings on a voluntary basis, as well as to view the main conferences and content on demand.

**Iberseries & Platino Industria** will be held from **October 1 to 4 in Matadero Madrid**, with the support of **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**. It will also have the backing of the **Community of Madrid, Madrid City Hall, ICEX Spain Export and Investments**, and the sponsorship of **Madrid Film Office** and **Film Madrid**, among other collaborating entities.

The event is the main meeting point for platforms, television channels, creatives, producers, distributors, buyers, financiers and other agents from the film and audiovisual sector working worldwide for content in Spanish and Portuguese.

Its purpose is to provide visibility to Ibero-American feature films and series, to promote the connection of business and talent, the promotion of international co-production and the commercialisation of content in order to consolidate projects and new financing opportunities.

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