



DOCUMENTARY / PROJECT DEVELOPMENT / COPRODUCTION

Documentary Campus Masterschool

The Documentary Campus Masterschool is composed of the Documentary Campus Masterschool Workshops and the Documentary Campus Industry Sessions.

Timeline 2021:

- **January 2021**

Fifteen of the submitted projects are selected for the Masterschool by an international selection committee and interviewed via Skype

- **February - March 2021**

The teams receive intense mentoring to prepare for the first workshop

1st WORKSHOP (online)

Storytelling // Structure // Focus

March 16 - 22, 2021

1st WEBINAR

Social Media // Impact & Outreach

April 22 - 25, 2021

2nd WORKSHOP (online)

Producing // Archives // Animation & VR // Teaser Conception

May 8 - 12, 2021

2nd WEBINAR

Markets & Festival Strategy // Business Models // Formats // Working with NGOs

June 28 - 30, 2021

3rd WORKSHOP (tba)

Budgeting // Legal Issues // Titles & Taglines // Teaser // Pitching

August 16 - 19, 2021, Munich

3rd WEBINAR

Buyers & Commissioning Editors

October 16, 2021

4th WORKSHOP (Leipzig, Germany)

Pitching // Presentation

October 18 - 21, 2021

LEIPZIG NETWORKING DAYS

Pitching Forum // Individual Meetings

October 22 - 24, 2021

5th WORKSHOP (Cologne, Germany)

Debrief // Funding & Sales Strategies

15 - 17 November 2021

Each workshop takes place alongside an international industry event or market in a different European city and addresses a unique aspect of international (co-)production.

The Documentary Campus Masterschool is a European training programme and international networking platform dedicated to the development of factual content for an international audience. For more than 20 years, the Masterschool has carefully matched European media professionals with key players from the international industry and assisted in developing, financing and marketing their factual based formats for public release, whether on the traditional TV market or on new digital platforms.

Topics covered include: Storytelling, Script and Treatment-Writing

- Narrative Strategies
- Alternative Formats & New Audiences
- New Technologies (VR & AR)
- Audience Development
- Impact Producing
- Cross-Media & Online Marketing
- Pitching
- Trailer Production
- Archive & Clearances
- Legal Aspects of International Co-Productions
- Distribution, Sales & Festival Strategies
- International Markets & Funding Opportunities
- Financing & Funding Strategy
- Budgeting & International Co-Producing

Industry Training Sessions

A variety of public Industry Training Sessions tackle the most trending topics of the industry and discuss the challenges, developments and innovations taking place in the international non-fiction film market. The Industry Training Sessions are open to a broad professionally interested audience and offer outstanding networking opportunities. They typically consist of hands-on presentations, high-quality case studies and well-guided panel discussions as our programmes are carefully crafted by renowned curators from the industry. They take place in various European cities. The programme for 2021 is:

CPH:CONFERENCE, 26-30 April 2021, Copenhagen

MASTER'S PITCH, 7 May 2021, Munich

CINELINK INDUSTRY TALKS, 13-20 August 2021, Sarajevo

NETWORKING DAYS, October 2021, Leipzig

TARGET GROUP

Producers, Directors

COURSE WEBSITE

www.documentary-campus.com/trainingoffers/masterschool/

SOCIAL MEDIA

Facebook: www.facebook.com/DocumentaryCampus

Twitter: www.twitter.com/Doc_Campus



Project-based



Intermediate | Senior



None, but project development and vocational training costs (8,000 per participant) must be repaid when the developed project goes into production and must be budgeted for in the final project.



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