

DFM FORUM PROGRAMME 2017

THURSDAY DECEMBER 7

DIFFerent Reality

The Forum kicks off with a day dedicated to new frontiers in storytelling. Discover the latest technologies that are pushing the boundaries of immersive experiences and explore how VR is transforming documentary with BAFTA-winning Alchemy VR. The day wraps with a master class on shooting in 360° led by one of the leading experts in the field.

Welcome to the Third Dimension: Innovations in VR, AR & Mixed Reality

Time 10:30 – 12:00

Forum Room

We've recently witnessed major breakthroughs across virtual, augmented and mixed reality, with big-name VR hardware hitting the market last year and major players vowing to take AR and MR mainstream. What are the cutting-edge technologies that are shaping the future of immersive experiences and just how far will they take us? Join us for a special keynote followed by a panel with leaders in the field and learn about the latest developments that are propelling us into the future.

Panelists: **John Attard** | Co-Founder & Chief Technology Officer | Playing Forward
(introductory keynote on MR, live from LA. Arranged by Blink Studios)
 Peter Martin | CEO | VALIS Studios
 Matt Milios | Director of Digital Content | Vulcan Productions
 Hani Kichi | Director | Blink Studios
 Antoine Cardon | Partner & Innovation Director | DV Group ("Alice - The Virtual Reality Play")

Moderator: **Lauren Selig** | Co-Founder & Producer | Shake & Bake Productions

Master Class: Immersive Documentary & the Future of Factual Storytelling

Presented by Alchemy VR

Time 14:00 – 15:00

Forum Room

Immersion is an increasingly vital part of documentary storytelling as it deepens our engagement with factual content and our understanding of the world, human history and culture. How does VR enhance documentary and how is AR entering the frame? Join Atlantic Productions' Alchemy VR - winners of the first ever BAFTA for a VR film (Sir David Attenborough's "Great Barrier Reef Dive VR") - to peer into the future of non-fiction storytelling.

Presenters: **Daniel Wan** | Lead Digital Creative (VR/AR) | Alchemy VR

David Lee | Executive Producer | Atlantic Productions

Master Class: Cinematic VR Best Practices

Time 15:30 – 16:30

Forum Room

You've heard about it, you've seen it, now how do you make it happen? Navigating the waters of shooting in 360° can be a thrilling but daunting task. Grant Anderson, an entertainment executive with decades of experience in the industry, who previously formed Jaunt Studios, takes us on a tour of VR best practices. Where does the crew hide when shooting and how do you direct the viewer's attention? Find out about this and much more in our illuminating master class.

Presenter: **Grant Anderson** | Entertainment Executive

Networking Session – Meet the Producers

Time 17:00-18:15

Forum Room

Open to DFM and DIFF delegates. Contact the DFM Information Desk for a complete list of featured guests.

THURSDAY DECEMBER 7 – Special Presentation

Great Adaptations: ON CHESIL BEACH

Time 20:30 – 21:30

Presented in partnership with the Emirates Airline Festival of Literature

Forum Room

Join ON CHESIL BEACH director Dominic Cooke, along with author and broadcaster Paul Blezard as they discuss Cooke's entrancing adaptation of Ian McEwan's novella and subsequent screenplay, and learn about the creative process of adapting a book for the screen.

This discussion takes place directly after the Gala screening of ON CHESIL BEACH and is presented in partnership with the Emirates Airlines Festival of Literature.

Guest: **Dominic Cooke** | Director | ON CHESIL BEACH

Interviewer: **Paul Blezard** | Author & Broadcaster

FRIDAY DECEMBER 8

Finance & (Co) Production

Get the latest insights on the changing world of film finance, and discover what it takes to successfully co-produce across borders. Delve also into the production process from sound recording to directing actors, and meet President of the Academy of Motion Pictures Arts and Sciences, John Bailey, for an afternoon on the craft of cinematography.

Co-Producing for the International Market

Time 10:00 – 11:00

Forum Room

Filmmaking is an art and a business, and a truly collaborative one at that. Hear from our panel of veteran producers to learn about co-producing, from development and finance to production and distribution. How do you find a co-production partner and share creative control, and how do you attach talent that works for the international market? Learn about the benefits and challenges of these vital global partnerships.

Panellists: **Salem Brahimi** | Director & Producer
 Julie Billy | Producer | Haut et Court
 Rula Nasser | Producer | The Imaginarium Films
 Sebastien Delloye | Producer | Entre Chien et Loup

Moderator: **Tara Maurel** | Project Manager, International Cooperation, Co-Production & Bilateral Funds | CNC

The Academy Presents: Women at the Helm

Presented in partnership with AMPAS

Time 11:30 – 12:30

Forum Room

The Academy presents a special panel with visionary, award-winning women directors to talk about their careers, with a particular focus on getting Academy-calibre performances out of actors and how to develop characters and stories onscreen. Join us to hear about how these filmmakers have broken through by telling personal stories from unique perspectives.

Panellists: **Kimberly Peirce** | Director | BOYS DON'T CRY (1999)
 Haifaa Al Mansour | Director | MARY SHELLY (Screening at DIFF)
 Niki Caro | Director | WHALE RIDER (2002)
 Dee Rees | Director | MUDBOUND (2017)

Moderator: **Annemarie Jacir** | Director | WAJIB (Screening at DIFF)

Sound is Half the Picture

Presented by Sennheiser

Time 13:45 – 14:15

VIDXB | Dubai World Trade Centre | Zaabeel Hall 2

Filmmakers always have to think about how to tell a story visually, but sound design is a crucial and often overlooked part of storytelling. Good sound quality is paramount to your production and to how an audience experiences a film. This workshop presented by Sennheiser, world leaders in digital audio recording, will reveal the professional techniques needed to ensure you get the best sound possible, from practical recording tips to choosing the right mic and much more.

Presenter: **Richard Lackey** | Product Manager | UBMS

To access this session, please visit the Information Desk in the Pre-Function Area outside of the DFM.

Money Talks: The State of Global Film Finance

Time 14:00 – 15:00

Forum Room

With digital platforms disrupting the status quo and the traditional pre-sale, tried and tested models of film financing are now far from reliable. The demand for high quality, high impact films also means that smart packaging is vital to getting a film made. Hear from our panel of leading execs and producers to get their perspectives on the current state of film finance and prospects for the future.

Panellists: **Jonathan Deckter** | President & COO | Voltage Pictures
Bertrand Faivre | Producer & Founder | Le Bureau
Peter Trinh | Managing Director, International & Independent Film | ICM Partners
Mohamed Hefzy | Founder & Managing Director | Film Clinic

Moderator: **Matthew Rhodes** | President | The Hideaway Entertainment

The Academy Presents: Next Generation Master Class

Presented in partnership with AMPAS

Time 14:00 – 15:00

Press Conference Room

The Academy presents a special, invitation-only master class for the next generation of women filmmakers in the UAE. Students from universities across the country, will be given a rare opportunity to learn first-hand from award-winning women directors and the President of the Academy, about everything from networking and producing, to financing and the key creative decisions that go into making a hit film.

Panellists: **Kimberly Peirce** | Director | BOYS DON'T CRY (1999)

Haifaa Al Mansour | Director | MARY SHELLEY (Screening at DIFF)
Niki Caro | Director | WHALE RIDER (2002)
Dee Rees | Director | MUDBOUND (2017)
John Bailey | President | AMPAS

Moderator: **Nayla Al Khaja** | Filmmaker

Access by invitation only.

Short & Sweet with Vimeo

Presented by Vimeo

Time 15:00-15:30

VIDXB | Dubai World Trade Centre | Zaabeel Hall 2

Every day, tens of thousands of videos are uploaded to Vimeo and only five are chosen as Vimeo Staff Picks. Founded in 2008, Vimeo Staff Picks has emerged as one of the preeminent channels for online video and one of the most coveted awards for young filmmakers. Vimeo Curator Jeffrey Bowers offers an in-depth look at the process behind curating a daily showcase of the best short narratives, documentaries, animations and music videos on the internet, and reveals what is needed to make your short standout to the team of curators.

Presenter: **Jeffrey Bowers** | Senior Curator | Vimeo

To access this session, please visit the Information Desk in the Pre-Function Area outside of the DFM.

Equity Crowdfunding: Financing Revolution or High Risk Investment?

Time 15:30 – 16:30

Forum Room

Once the exclusive reserve of high net-worth individuals, equity crowdfunding has now opened up to anyone. Non-accredited investors can now invest in a film and global platforms like IndieGoGo have embraced the change. As a debate emerges over benefits and risks in the crowdfunding community, hear from our panel of experts on how to take advantage of this new model. Will it be a financing revolution for indie film or a risky new venture?

Panellists: **Michael Hughes** | Senior Director of Equity Crowdfunding | IndieGoGo
Mychal Simka | Producer & CEO | Simka Entertainment
Danny Andrews | General Counsel | Image Nation

Moderator: **Fiona Robertson** | Senior Associate | Al Tamimi & Company

Academy President John Bailey Presents: The Art of Cinematography

Presented in partnership with AMPAS

Time 17:00 – 18:15

Forum Room

John Bailey, newly elected President of the Academy of Motion Picture Arts and Sciences, is no stranger to the craft of cinema. An award-winning, world-class cinematographer and a passionate film historian, Bailey’s credits include ORDINARY PEOPLE (1980), GROUNDHOG DAY (1993) and AS GOOD AS IT GETS (1997). Join us for an intimate conversation with Bailey on the art of cinematography and how he plans to champion below-the-line artists as he steers the Academy forward.

Guest: **John Bailey** | President | AMPAS

Interviewer: **Nabil Ayouch** | Director | RAZZIA (screening at DIFF)

SATURDAY DECEMBER 9

Best of British

The UK has produced some of the finest films and creative talent in contemporary cinema. Meet the leading organisations in the industry and the award-winning creatives that are keeping Britain at the top of its game, and discover the collaborations and initiatives that have made their way from London to Dubai.

Screen International Arab Stars of Tomorrow

Presented in partnership with Screen International

Time 10:00 – 11:00

Press Conference Room

After its highly successful UK talent-spotting initiative *Stars of Tomorrow*, Screen International launched *Arab Stars of Tomorrow* in 2016, to spotlight the hottest up-and-coming talent from the Arab world. Returning for a second year, Melanie Goodfellow, Screen's France & Middle East Correspondent and the curator of this initiative, talks to five new rising stars about their respective crafts, their achievements and their dreams for the future.

Moderator: **Melanie Goodfellow** | France & Middle East Correspondent | Screen International

Creating Iconic Screen Characters: A BAFTA Master Class with Alexandra Byrne

Presented in partnership with Swarovski

Time 11:00 – 12:30

Forum Room

From lavish period dramas to superhero blockbusters, BAFTA and Academy Award-winning costume designer Alexandra Byrne has designed some of the most iconic screen costumes in recent times. Join us for a costume master class and hear first-hand about the craft of costume design and creative integration of Swarovski crystals in some of her famous works: *ELIZABETH* (1998), *THE PHANTOM OF THE OPERA* (2004) and *AVENGERS: AGE OF ULTRON* (2015). Byrne will also discuss her distinguished career and her latest work on the Agatha Christie film adaptation, *MURDER ON THE ORIENT EXPRESS* (2017).

Guest: **Alexandra Byrne** | Costume Designer

Interviewer: **Mariayah Kaderbhai** | Film Programme Manager | BAFTA

BAFTA presents a special costume design exhibition in partnership with Swarovski at DIFF, from December 6-13 at the DIFF Headquarters.

Master Class: The Writer’s Room - Making Script Development Work

Presented in partnership with the British Council and the BFI

Time 15:30 – 16:30

Forum Room

It all starts with a script, but what do you do once you have written one? We know that “writing is rewriting” but how can we best help the writer in this process? What defines good script development practice (and bad), and what are the tools needed to get you across the finish line? Join Script Consultant Ludwik Smolski to learn about mastering the development process.

Smolski is a tutor attending The Writer’s Room - a collaboration between the Dubai International Film Festival, the British Council and the BFI. The Writer’s Room is a forum for writers and creative professionals from the UK and Arab world to exchange ideas, experiences and professional practice, with a view to producing stronger projects for international audiences in the Arab region, the UK and beyond.

Presenter: **Ludwik Smolski** | Script Consultant

Networking Session – Meet the UK Industry

Time 17:00 – 18:15

Forum Room

Open to DFM and DIFF delegates. Contact the DFM Information Desk for a complete list of featured guests.

SUNDAY DECEMBER 10

Marketing & Distribution

Today we look at how platforms, from Snapchat's Discover to VOD, are shaping the way we create, distribute and consume content. We also understand how global shows are being adapted for local audiences and how advertising is getting a makeover with branded entertainment. And we hear from the Academy about its efforts to diversify and become more accessible to international film and talent.

The Secret to Hit TV Formats

Presented in partnership with MIPTV

Time 10:00 - 10:30

Forum Room

TV is experiencing a new golden age and while high quality drama tends to steal the spotlight, bold new formats – from scripted to unscripted reality shows - are making a comeback with programmes that are accessible worldwide. How do you successfully adapt a global show to meet local tastes and realities, and what are buyers and producers looking for? Hear about this and the latest trends in the business in this insightful discussion.

Panellists: **Anahita Kheder** | Senior Vice President | Fremantle Media Middle East
 Tarek El Ganainy | Founder & CEO | TVision (“Saturday Night Live Arabia”)
 Manoj Mathew | COO | Zee Entertainment MENA

Moderator: **Marwan Helayel** | Managing Director | Trivium Media

The Big Binge Theory

Presented in partnership with MIPTV

Time 10:45 - 11:15

Forum Room

Stellar dramas with plot twists and cliff-hangers – you have to keep them hooked in the age of binge-worthy TV. VOD and streaming services have radically altered the TV landscape and how content is created, distributed and consumed. Viewers crave deeper engagement in a story-world but how do you build suspense and hold an audience over many seasons? And how does the volume required by broadcasters affect the production process, financially and creatively?

Panellists: **Nader Sobhan** | Head of MENA | iflix
 Hani Osama | Co-Founder | The Producers Films
 Khaled Benchouche | SVP of Programming & Acquisitions | STARZ PLAY
 Neil Martin | Chief Commercial Officer | OSN

Moderator: **Ted Baracos** | Director of Market Development | Reed Midem

The Academy: 364 Days of the Year

Presented in partnership with AMPAS

Time 11:30 - 12:30

Forum Room

John Bailey, newly elected President of the Academy of Motion Picture Arts and Sciences and director Kimberly Peirce, who elicited an Academy-Award winning performance from Hilary Swank in her film BOYS DON'T CRY (1999), will discuss the Academy's recent initiatives to diversify its ranks, as well as the organisation's efforts to become more international and increase its membership engagement abroad. This conversation will offer delegates a rare glimpse of the Academy's year-round activities outside of the Oscars.

Guests: **John Bailey** | President | AMPAS
 Kimberly Peirce | Governor | AMPAS

Interviewer: **Jay Weissberg** | Film Critic | Variety

Content Is King: Branded Entertainment & the Future of Advertising

Presented in partnership with Dubai Studio City

Time 14:00 - 15:00

Forum Room

Great directors in Hollywood and beyond have turned their creative talents to making movies for the world's top brands. Learn about the benefits of brand partnering for filmmakers, and how audience demand for richer content is changing the traditional advert and the way brands engage with consumers. How is branded content increasing brand impact too? Join our panel for the inside scoop.

Panellists: **James Morton-Haworth** | Director & Co-Founder | Gramafilm
 Samer Shoueiry | Executive Head of Digital & Social Marketing | Publicis
 Communications MEA
 Chris Capstick | Publisher | Motivate Media Group
 Paul Trillo | Filmmaker

Moderator: **Jose Papa** | Managing Director | Cannes Lions

Lights, Camera, Snap! Going Mobile in the Digital Age

Time 15:30 - 16:30

Forum Room

Screens are getting smaller and the demand for instant engagement is greater than ever among millennials. What began as a vanishing-photo app has exploded into a hotly coveted content platform for TV networks and brands alike and a hugely popular tool for digital creativity. Meet Snapchat sensation Shaun McBride, named to Forbes 30 Under 30 list, and Tanner Fox, with millions

of followers across social media platforms, and learn about the art of Snapchat storytelling and creating original content for some of the leading brands and media companies around.

Speakers: **Shaun McBride** | Snapchat Star
 Tanner Fox | Snapchat Star

Moderator: **Tracey Grant** | Vice President Content & Channels Middle East | Viacom
 International Media Networks

Dubai Film Connection Awards Ceremony

Time 17:00 – 18:15

Forum Room

Open to DFM and DIFF delegates.

MONDAY DECEMBER 11

Art & Craft

Today celebrates the breadth and diversity of moving image work, from video art and film, to serialised drama, documentary and animation. Meet some of the most distinguished award-winning creatives, from Emmy winners and Oscar nominees, and hear about some of the technologies that are pushing the boundaries of the filmmaking craft.

Let's Get Animated!

Presented in partnership with Dubai Studio City

Time 10:00 – 11:00

Forum Room

Animation has enchanted for over a hundred years, from flip-books and stop motion to cutting-edge CGI and its techniques are as diverse as its subject matter. Hear from our panel of enthusiasts and award-winning artists to learn about this magical craft. How do you direct for animation and how can it be used to tackle difficult subjects and enrich the art of storytelling?

Panellists: **Ann Marie Fleming** | Filmmaker
 Mohammed Saeed Harib | Chairman | Lammtara Art Production
 Fadi Baki | Co-Founder | Beirut Animated
 Mina Nagy Takla | Managing Director & Co-Founder | The Syndicate

Moderator: **Nathalie Habib** | Executive Producer & General Manager | Blink Studios

Short Cuts: From Theatre to Art Gallery

Presented in partnership with Art Dubai & Sharjah Art Foundation

Time 11:30 – 12:30

Forum Room

A dedicated session in the DFM marking an ongoing partnership between the Dubai International Film Festival, Sharjah Art Foundation and Art Dubai, MOVING IMAGES explores the shared space between art and cinema. The partnership takes contemporary art and film in the region as its focus and explores mutual territory through discussion programmes and screenings in December at the Dubai International Film Festival and in March at Sharjah Biennial and Art Dubai, and throughout the year across the UAE.

Today's exhibition space for moving image work extends far beyond the theatre, to art galleries, urban rooftops and even building facades. Hear from an artist and a filmmaker about the challenges and possibilities of working with short formats, and the creative process behind video art for installation, and writing and directing for film. Learn about the models of funding and distribution for each, and how the language of the medium changes from one setting to the next.

Speakers: **Yassmina Karajah** | Director | RUPTURE (Screening at DIFF)
 Sarah Abu Abdallah | Video Artist

Moderator: **Ali Roche** | Producer | Spike Film & Video

The New Frontier of Audio: 3D Immersive Sound

Presented by Sennheiser

Time: 11:30-12:30

Sennheiser Exhibition Stand | DFM

Technological advances are revolutionising how we make films and offer audiences greater immersion than ever before. 3D sound is key to our experience of virtual worlds, enhancing our spatial awareness and putting us at the heart of the story. Join Sennheiser, world leaders in digital audio recording, to learn about the new AMBEO® VR Mic which caters to the needs of VR content creators, and learn how to bring your listeners a whole new and highly emotional experience.

Presenter: **Ryan Burr** | Head of Technical Sales & Application Engineering | Sennheiser Middle East

Primetime with Michelle MacLaren

Presented in partnership with OSN and HBO

Time 14:00 – 15:00

Forum Room

Winning Two Primetime Emmys in a row is no small feat. Director and executive producer Michelle MacLaren has helmed dozens of episodes across critically acclaimed series including HBO's "Game of Thrones", "The Leftovers", "Westworld", "The Deuce", AMC's "Breaking Bad" and "Better Call Saul". Known for her distinctive style and cinematic flair, join MacLaren for an intimate journey into her creative process from script to screen, and find out what it's like to produce and direct for the best of Primetime TV.

Guest: **Michelle MacLaren** | Television Director & Executive Producer

Interviewer: **William Mullally** | Journalist

Shooting for the Truth: A Conversation with Morgan Spurlock

Time 15:30 – 16:30

Forum Room

Thirteen years after Morgan Spurlock's critically acclaimed hit SUPER SIZE ME (2004) put the fast-food industry on trial, the Academy Award-nominated documentarian returns with his long-awaited sequel. Join Spurlock for an insightful conversation about a risk-taking career of entertaining exposés that turn the camera on the director himself, and the making of SUPER SIZE ME 2: HOLY CHICKEN! (screening at DIFF) which finds him opening his own restaurant to uncover the reality of food production in the modern world.

Guest: **Morgan Spurlock** | Filmmaker

Interviewer: **Alex Ritman** | UK Correspondent | The Hollywood Reporter

Networking Session – Meet the UAE Industry

Time 17:00-18:15

Forum Room

Open to DFM and DIFF delegates. Contact the DFM Information Desk for a complete list of featured guests.

TUESDAY DECEMBER 12

Futures

Our final day of the Forum looks ahead to the future. Watch aspiring scriptwriters pitch for the chance to see their film made, and meet the professionals pioneering new initiatives, from community building across media sectors in the UAE, to green advocacy in the industry.

Pitching Session: AFS Scriptwriting Program

Presented in partnership with Arab Film Studio

Time 11:30 – 12:30

Forum Room

The AFS Scriptwriting Program is a five-month course conducted in partnership with Image Nation Abu Dhabi and their landmark film-training programme, Arab Film Studio. It is dedicated to providing emerging writers and filmmakers with coaching in script development and project pitching. Back for its second year, four participants have been selected to pitch their short film scripts to a panel of industry experts for the chance to win AED100,000 towards the realisation of their project.

Greener Screen: A Carbon Literacy Workshop for the Film & TV Industries

Time 14:00 – 15:30

Forum Room

While film and TV production contributes significantly to economic growth worldwide, it also has a negative environmental impact through CO2 emissions. Join us for an in-depth workshop that will introduce attendees to the concept of climate change and environmental conservation, followed by an overview of innovative production strategies that can reduce our carbon footprint for greener and more sustainable screen industries.

The Greener Screen initiative aims to spread awareness about environmental sustainability in film and TV production in the UAE and MENA region. Greener Screen offers training and practical solutions in reducing carbon emissions to organisations and industry professionals in collaboration with BAFTA'S Albert Consortium.

Presenters: **Jeremy Mathieu** | International Manager | BAFTA Albert Consortium
Bassam Alasad | Co-Founder | Greener Screen

The IAA UAE Production Forum: Launch & Industry Mixer

Time 16:00-17:00

Forum Room

Come and meet The IAA UAE Production Forum which launches at DIFF, and opens with an introduction from its Chair, Karen Coetzee and Committee Members, Ali Azarmi, Shane Martin, Reim El Houni, Heather Grace McDonald and Venetia Maunsell.

Media professionals of every specialty can now come together within one community that is focused on the shared benefits of production in the UAE.

The aim of the IAA Production Forum is to create a valued, unified voice for the industry and aims to, amongst other goals, establish international industry standards for all aspects of the film production process.

The Forum's long-term aim is to formalise and agree upon professional best-work practices and ethics, promote and cultivate local talent, build partnerships with key stakeholders in the UAE, and also promote the UAE's production industry internationally as a destination of choice for shoots.

Speakers:

- Karen Coetzee** | CEO | Central Films
- Reim El Houni** | CEO | Ti22 Films
- Heather Grace McDonald** | Head of Content | Filmmaster
- Shane Martin** | CEO | Boomtown Productions
- Ali Azarmi** | CEO | Joy Films
- Venetia Maunsell** | CEO | Linktia