

For the first time - an exclusive one-day series of masterclasses from leading industry professionals, providing the tools and knowledge essential to creating entertainment television.

**Please note: Ticketed separately to the Screen Makers Conference.**

**Morning tea, lunch and afternoon tea provided.**

## 9.00 – 10.30 am

### SESSION: Introducing... Who is Who in the Market

Get the lowdown on who is looking for what shows. Where are the gaps in the programming schedules, and what are the trends in the market nationally and globally?

**Speakers:** Julie Hanna, ABC Factual; Susie Jones, SBS TV; Caroline Spencer, Fremantle Media; Todd Abbott, Guesswork TV; Nick Murray, CJZ; Adrian Swift, Nine Network; Amanda Isdale, ABC Children's Content  
**Moderator:** Karena Slaninka, Production Executive, Media Resource Centre

## 10.30 – 10.45 am

MORNING TEA

## 10.45 – 12.15 pm

### SESSION: The Ratings Juggernauts

What are the common ingredients for making a successful show? An overview of the different genres of entertainment TV and case studies of the most successful studio shows on TV including *The Project*, *Masterchef* and *The Weekly with Charlie Pickering*.

**Speakers:** Maz Farrelly, Absolutely Farrelly; Caroline Spencer, Fremantle Media; Todd Abbott, Guesswork TV; Adrian Swift, Nine Network

## 12.15 – 1.00 pm

### CATERED NETWORKING LUNCH

## 1.00 – 3.00 pm

### SESSION: The Secrets to Success, led by Maz Farrelly

From concept to execution, take a deep dive into how to devise and construct a cracking TV format using a step-by-step method from some of the most experienced and successful practitioners in television.

**Speakers:** Maz Farrelly, Absolutely Farrelly; Todd Abbott, Guesswork TV; Caroline Spencer, Fremantle Media

## 3.00 – 3.15 pm

### AFTERNOON TEA

## 3.15 – 4.00 pm

### SESSION: Nuts and Bolts

A practical guide to producing a hit show. What to consider: budgeting, on-screen talent, shooting, editing, and working with a studio audience.

**Speakers:** Caroline Spencer, Fremantle Media; Todd Abbott, Guesswork TV; Lauren Hillman, Channel 44

## 4.00 – 5.00 pm

### SESSION: Pitching, Packaging and Financing

The business end of TV, the fine art of pitching, finding talent, raising finance and selling to the buyers.

**Speakers:** Caroline Spencer, Fremantle Media; Courtney Gibson, South Australian Film Corporation; Todd Abbott, Guesswork TV; Maz Farrelly, Absolutely Farrelly; Adrian Swift, Nine Network  
**Moderator:** Karena Slaninka, Production Executive, Media Resource Centre

**Please note: South Australian Lab participants are eligible to apply to the Out of the Box Production Funding Initiative. More info: [www.mrc.org.au](http://www.mrc.org.au)**