

SCREEN PRODUCING

A specialist industry-led workshop presented in conjunction with Open Channel.

A common misconception imagines the Producer as a “cigar-chomping”, wealthy, ruthless Studio Mogul. The reality for most practitioners of the ‘dark art’ of Producing for the screen is somewhat different.

This unique industry-led, hands-on, Short Course presented by Stephen Luby of Ruby Entertainment in association with Open Channel introduces participants to the practicalities of Producing film and television in Australia.

Each week’s learning will be wrapped around a “theme”, and will include practical group-based exercises to provide participants with the skills needed to work as effective Producers. Upon completion, participants will have a clear, practical initiation into all aspects of this mysterious profession!

COURSE OUTLINE

Session 1

Wednesday 23 March (6.30pm – 9.00pm)

Concept and Script Development – How does the Producer work with the Writer to provide an environment where the script will reach its best potential?

Session 2

Wednesday 30 March (6.30pm – 9.00pm)

The Market and the Audience – Identifying Australian audiences, and connecting a project to a specific market, and the people who will pay for it.

Session 3

Wednesday 6 April (6.30pm – 9.00pm)

Pitching and Negotiating – ensuring you give away what you need to (to get your project made), but that you keep enough to build your business. How to sell the idea in a way that makes it irresistible to the buyer.

Session 4

Wednesday 13 April (6.30pm – 9.00pm)

Rights and Contracts – critical aspects of Producing that you must know to ensure you aren’t brought undone by loose ends.

Session 5

Wednesday 20 April (6.30pm – 9.00pm)

Budgeting and Financing – Just how much will your idea cost to realise, and will you be able to raise that money in the current marketplace?

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Session 6

Wednesday 27 April (6.30pm – 9.00pm)

Working with Creative teams – the secret of a successful production is effective collaboration, and the Producer is at the heart of establishing the way people work together. This session also looks at collaboration between the Producer, and other stakeholders such as financiers and agencies.

Session 7

Wednesday 4 May (6.30pm – 9.00pm)

The Production Process – A step-by-step insight into how a project is made, and the Producer's role along the way.

Session 8

Wednesday 11 May (6.30pm – 9.00pm)

Holding the Creative Vision – So you've found the money. In the frantic pace of production, how do you keep sight of what is really important, and finish the film on time, on budget, with no slip-ups, in a way that holds true to the original vision.



Tutor – Stephen Luby

Stephen Luby is one of Australia's most respected Producers, with over 20 years experience across a variety of genres, including features, television drama and comedy, light entertainment and documentary.

Stephen's credits includes the features *Crackerjack* and *Bad Eggs*, sketch comedies *Full Frontal* and *Big Girl's Blouse*, telemovies *Stiff* and *The Brush Off*, and drama series *Bed of Roses*.

He has worked as a freelancer, been on staff at large production houses, and for the last 10 years has run his own production company, Ruby Entertainment.