

TFL

TorinoFilmLab
Training Development Funding

Audience Design

Training for media professionals interested in the creation of innovative audience engagement strategies for independent films.



WHAT IS AUDIENCE DESIGN?

The programme is aimed at international film, media & digital professionals wishing to gain solid hands-on experience within a realistic framework, **creating audience engagement strategies for international, independent film projects in various stages of production.** Audience Design uses **storytelling and narrative** as a driving force and to build communities, social and digital media outreach as well as off-line activities around the projects involved. This **open and experimental approach** encourages participants to explore new ways of communicating content while collaborating on concrete strategies.

Number of participants:

6 audience designers will work with **3 TFL Audience Design Fund awarded projects**

Duration of the programme:

4 months (from April/May to August 2016), plus the participation in the TFL Meeting Event in November
2 week-long residential workshops and on-line sessions

HOW IS THE PROGRAMME STRUCTURED?

Working in teams, **6 audience designers** will work with **3 awarded projects** – supported by the **TFL Audience Design Fund in 2016** – to develop and finalize innovative audience engagement strategies to coincide with the films' future distribution.

Participants will be presented at the yearly **TFL Meeting Event** in November 2016 and their strategies will be considered by the film teams with regard to implementation.

WHO CAN APPLY?

International film, games, media, sales - and marketing professionals, who have relevant, documented experience in creating and producing new narrative formats that engage audiences across different platforms and media.

PARTICIPATION COSTS

Fee: 500 Euro

Scholarships can be assigned by merit.

This amount covers workshop training, on-line sessions, accommodation and subsistence during the workshops. Participants must pay travel costs. In many countries scholarships are available for this training.

WORKSHOP LOCATIONS & DATES

1st residential workshop:

27 April-3 May 2016 (Krakow, Poland)

2nd residential workshop:

25-31 August 2016 (Gotland, Sweden)

TFL Meeting Event:

20-25 November 2016 (Turin, Italy)

DEADLINE FOR APPLICATIONS:

February 29th, 2016

For more information please contact:
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www.torinofilmlab.it

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