

Workshop participants

Tuesday, May 25

12 - 1 PM CST

The Art of the Pitch

Through a candid conversation, panelists share their personal experiences and what they have learned making (and taking) pitches as writers/creators, development executives, producers, and production executives.

Erin Mussolum

Erin has been actively working in the film and television industry for over 20 years, from running her own award-winning documentary production company to producing, writing and developing for many of the top television and radio companies in Vancouver. Her work has been seen on national outlets such as CBC, Bravo!, CTV, Vision TV, Global, Knowledge Network, Corus and PBS. With a unique career history that has straddled both content production, communications, and writing worlds, Erin knows first-hand the importance of not only creating award-winning content but also communicating that content in an effective way.



She is currently the Co-Executive Director and Executive Producer of Vancouver's award-winning film program Crazy8s Film Society, President of Chickadee Creative a marketing and communications company specializing in the film and television industry, and recently produced a short documentary called Nude To Me which is an official selection at Hot Docs International Film Festival, Doxa Documentary Festival and had its broadcast premiere on CBC Gem May 7, 2021.

As an entrepreneur Erin offers pitching and development workshops and training, is learning how to produce on the virtual production stage, and for fun pitched a new business idea on CBC's hit show Dragon's Den and was successful in obtaining a deal. Erin is a long-standing Leo Awards jury member, and sits on the board at The Cinematheque in Vancouver, and is on the Yorkton Film Festival Programming Committee.

Robert Hardy

Robert Hardy is a seasoned television writer and producer. He is the producer and showrunner of the hit History Channel documentary series Big Timber, was a key part of the creation and first season of the hit Netflix/History series Rust Valley Restorers and co-created the new VISAT/Beyond series Ice Vikings, which is currently shooting its second season. He is also Executive Producer, Canada for EQ Media Group, which has offices in Vancouver, Los Angeles, Sydney, Australia and Auckland, New Zealand.



Robert is a storyteller with extensive experience in the development & production of documentary and factual programming, scripted comedy and drama. Known for his ability to coalesce people around an

idea and a shared vision, Robert helped create one of the world's first web series in 1997, and has served as a Senior Vice President at Entertainment One, a network executive with Bell Media and a Senior Communications officer with CBC-Radio Canada. Before that he was a Communications Director, an advertising writer & director and a strategic communications consultant.

Having built an extensive network within the media industry, he has worked as a consultant & collaborator with a diverse range of organizations including Corus, CBC, TELUS, Bell Media and Cirque du Soleil. He has also served as a co-founder and board member of a number of entertainment industry organizations from Field and Post and FactualWEST to national theatre companies and film festivals.

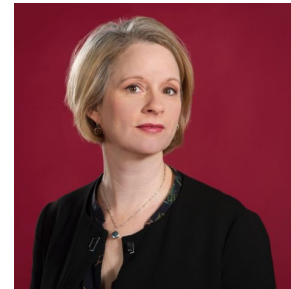
1 - 2 PM CST

Pitch O Rama - The Virtual Edition

Test your pitching chops in this fun virtual improv pitching exercise. Spin the wheel to find out your randomly selected topic to pitch our mystery panel of 'broadcasters'. You will have 10 minutes to prepare your 5 minute pitch. Our 'broadcasters' will provide valuable and comical advice on how to improve your idea and inspire you for the real thing. Learn how to pitch the fun way!

Charlotte Engel

Charlotte Engel is a producer and a former broadcaster with over 25 years of experience in film and television. While at CBC, she oversaw CBC's cutting edge documentary strands Firsthand and CBC Docs POV. She specialized in bringing unique voices and unforgettable stories to CBC. Many of these documentaries won multiple awards (Indictment: The Crimes of Shelley Chartier, Nipawistamasowin: We Will Stand Up and The Skin We're In).



As a producer of documentaries for Rock Yenta Productions, she brought docs to CBC, TVO and the Documentary Channel. She won a CSA for My Millennial Life and a Golden Sheaf award for Mugshot. Engel has sat on the boards of Hot Docs, DOC Ontario and imagineNATIVE.

Andrew Johnson

Johnson helps develop and commission factual and documentary programming for Corus channels History and Global. He has overseen current and recent programs like Rust Valley Restorers, Backroad Truckers, Big Timber, Cheating Hitler: Surviving the Holocaust, Fight to the Finish, History Erased, D-Day in 14 Stories, 100 Days to Victory, Border Security, Hunting Nazi Treasure, Yukon Gold, Real Vikings, War Story and Ice Pilots.



Previously, he was Commissioning Editor of the CBC Newsworld doc series The Lens and Rough Cuts and Senior Producer of The Passionate Eye. He began his career in independent production and has won numerous prizes as a Producer and Director, including a Peabody Award and several Geminis, as well as Banff Rockie and International Emmy nominations.

Wednesday, May 26

12:30 - 2 PM CST

Business Affairs

What are the top 10 business affairs check-list items every production needs? Join us to find out.
Moderated by Ursula Lawson (NSI).

Ursula Lawson

Ursula has been with NSI since 2004 and is a manager of programs and development. She is currently working on virtual training initiatives including NSI Business for Producers, NSI New Northern Voices and the NSI/FTM Manitoba Content Creators Development Accelerator. She also oversees the mentorship, development and delivery of projects for Telus Storyhive.



In 2013 Ursula was honoured to receive the YMCA-YWCA Women of Distinction Circle of Inspiration Award along with colleagues Lisa Meeches and Melissa Kajпуст for their contribution to CBC New Indigenous Voices. In 2019, Ursula was nominated for the Winnipeg Arts Council Making a Difference award which celebrates contributions to the growth and development of the arts in Winnipeg.

Instrumental in helping NSI develop and deliver culturally sensitive film and television training to emerging Indigenous content creators, Ursula previously managed CBC New Indigenous Voices, NSI IndigiDocs and NSI Aboriginal Journalism. She also coordinated NSI Global Marketing, NSI Totally Television, NSI Aboriginal Cultural Trade Initiative and NSI Pitch to Win! Ursula is also secretary of the NSI Board of Directors.

Prior to working at NSI, Ursula held management positions in both the hospitality and healthcare industries.

Jeff Stecyk, Principle/Executive Producer Wavelength Entertainment
Steve Allen, Principal/Producer/Director/DOP, Wavelength Entertainment
Joanne McDonald, General Manager, Citytv SK, Rogers Sports & Media

2 - 3 PM CST

View from the Top, presented by SMPPIA

A conversation with Valerie Creighton, President and CEO of the Canada Media Fund, and Claude Joli-Coeur, Government Film Commissioner and Chairperson of the National Film Board of Canada.
Moderated by Daniel Cross.

Daniel Cross

Founder of EyeSteelFilm in Montreal (listed by Real Screen Magazine as a top 100 non-fiction production companies in the world), Daniel is a multi-disciplined award winning documentary filmmaker with a long history of directing and producing theatrical documentaries while exploring new media documentary approaches. He made his mark directing feature length films concerning issues of homelessness, THE STREET: a film with the homeless, S.P.I.T: Squeegee Punks In Traffic ,and the interactive documentary www.HomelessNation.Org (www.homelessnation.org). His latest documentary I AM THE BLUES received two Canadian Screen Awards in 2017 for Best Feature Documentary and Best Cinematography. The film also won two Golden Sheaf Awards for Best Director and Best Film.



Daniel is an Associate Professor at the Mel Hoppeinheim School of Cinema and the principal investigator for the Concordia Research Chair in Interactive Filmmaking.

Valerie Creighton

Valerie Creighton is an industry leader in arts, culture and media, recognized for reenergizing some of the country's most important organizations in the sector over the last thirty-five years. An expert in organizational change, Valerie has been recognized as a visionary in promoting Canada's cultural wealth.



Currently serving as President and CEO of the Canada Media Fund, Valerie positions Canadian programming at the forefront in world markets advocating successful, innovative Canadian content and software applications for current and emerging digital platforms. Valerie has taken part in foreign trade missions and is regularly called upon to present the CMF model internationally.

Valerie was invested into the Saskatchewan Order of Merit in 2016 and the Order of Canada in 2019. She was named one of 2016's 20 most powerful women in global television by The Hollywood Reporter, was recognized in 2017 by Women in Television and Film – Vancouver for her major contribution to promoting gender equality in media, and was bestowed the Honorary Maverick Award at the 2017 Female Eye Film Festival. Most recently, she received C21's 2020 Content Canada Impact Award.

Valerie holds a Bachelor of Fine Arts from the University of Saskatchewan, has served on a variety of regional, national and international juries and boards and has produced radio dramas for the CBC in Saskatchewan, where she owns and operates the Red Horse Ranch.

Claude Joli-Coeur

Claude Joli-Coeur has been an influential figure in the film and audiovisual industry throughout a career spanning more than 30 years. He is the 16th Government Film Commissioner and Chairperson of the National Film Board of Canada. Mr. Joli-Coeur has occupied this position since 2014, and was appointed to his second, three-year term in 2019. He began working at the NFB in 2003, and served as Assistant Commissioner from 2007 to 2014, leading Government Relations, Strategic Planning, Business Relations and Legal Services. In 2014, he became Acting Commissioner, a position he also held in 2007.



Mr. Joli-Coeur is known for his ability to motivate and inspire, a leadership style focused on results, and his strong commitment to Canadian communities. That commitment, combined with his interest in Canadian culture, has led him to undertake numerous initiatives, particularly with major national museums and cultural institutions. Mr. Joli-Coeur has also supported many projects in French-speaking communities throughout Canada and other minority communities across the country, including the first multi-party agreement with English speaking Quebecers.

Before joining the NFB, as an entertainment law expert in the private sector he contributed to several international co-productions between Canada and a number of European countries. From 1987 to 2002, he held various leadership positions within the Astral Entertainment Group, Groupe Coscient (Motion International), TVA International, and Zone 3. Mr. Joli-Coeur earned a law degree from the Université de Montréal and has been a member of the Quebec Bar since 1979.

Thursday, May 27

12 - 1 PM CST

Conversations with Telefilm

A candid conversation with Lauren Davis, Interim National Director/Regional Feature Film Executive - Western Region, moderated by Leslea Mair.

Leslea Mair

Leslea Mair is a writer and producer based in Winnipeg, Manitoba. She has been the President and CEO of Zoot Pictures Inc. since 1998.

Following completion of her BFA at the University of Regina, Leslea spent a number of years honing her skills as a writer, participating in the PRAXIS writers' workshop in 1992. She joined the Saskatchewan Filmpool Cooperative, serving as president twice. Leslea produced several experimental shorts and directed the experimental documentary *Jigsaw*, receiving nomination in the Experimental category at the Yorkton International Short Film Festival. She has also written multi-threaded educational multimedia products.



In the field of documentary, Leslea researched and wrote the treatment for *Two Gun Cohen* in 1999, and wrote *A Count's Colony* for White Pine Pictures in 2000. In 2001 she produced, researched and wrote *Edible Shorts*, a series pilot and was the writer/producer on *Black Tuesday*, an hour-long documentary, in 2003. Leslea wrote and produced *Big Business, Big Union, Small Town* for Canwest Global in 2007 and *The Path to Shaolin*, which Leslea co-directed in 2009. For 2010 she produced and wrote *Operation Extreme Green* for CBC's *Passionate Eye*.

Leslea also produced and co-wrote the three-part pilot for *Weekend Wonder*, the award-winning one hour documentary *Remote Control War* for CBC's *Doc Zone*, *MS Wars* for *The Nature of Things*, *Shattered Ground* for *The Nature of Things*, *Age of the Drone* for *Doc Zone*, and *The Prairie Diner* series for *CityTV Saskatchewan*, finishing its third season. Leslea co-directed, wrote and produced the feature length documentary *Losing Our Religion*.

Lauren Davis

As Telefilm Canada's Regional Feature Film Executive for the Western Region, Lauren Davis is responsible for supporting emerging talent through production and post-production investments in lower-budget feature films. Lauren joined Telefilm in 1998 after having worked as an independent producer. Over the last 15 years, she has held a number of management positions within the television, feature film and business-process management teams. Lauren is based in Telefilm's Vancouver office.



1 - 2:30 PM CST

Inclusivity and Diversity

Join Kaya Wheeler as she moderates a candid discussion on the importance of inclusive filmmaking, why appropriation and extractive filmmaking is harmful and how to avoid causing trauma to subjects even when sharing the story of your own community. Moderator is Kaya Wheeler. Panelists to be announced.

Kaya Wheeler

As manager of programs and development, Kaya works across many National Screen Institute's (NSI) courses and helps run the day-to-day activities of CBC New Indigenous Voices and NSI IndigiDocs. Kaya, of Anishnaabe and Nehiyaw descent, is a registered member of Sagkeeng First Nation in Manitoba. She graduated from the University of Winnipeg with a BA in Indigenous Studies, and has been working within the Indigenous community in Winnipeg for more than 10 years.



She has spent a large portion of this time working with Indigenous youth in many areas, including acting and storytelling for theatre. She has had experience both volunteering and working on film sets, and even had a small stint on the stage and in front of the camera. Kaya is excited to be in a role that helps hone and amplify new and existing voices in the industry.

Katarina Ziervogel

Katarina Ziervogel is Edmonton-born, Winnipeg-raised and just returned home after living in Toronto for three years to complete her studies online in the heart of Winnipeg. She is a fourth-year at Ryerson University's RTA Media Production program with a burning passion for storytelling and producing.



Being deaf does not stop Katarina from breaking communication barriers, and having humility to learn and great confidence in achieving her goals. She has a lifelong commitment to her love for the craft of storytelling. Deaf-centred stories are Katarina's specialty as she wants to build a bridge between the hearing world and the Deaf community.

Katarina was the Writing Department Intern for Season II of Taken, where her position was enthusiastically supported by Sphere Quebec, and REES, for whom Katarina became a role model featured in their media. Katarina was the blog writer for Taken. Katarina was a nominee of the YM-YWCA Women of Distinction Awards and was a key player in the organization of Eagle Vision's release of its feature film Lovesick at the Whistler Film Festival.

Recently, Katarina co-wrote a feature Finality of Dusk with Madison Thomas, and it is produced by Eagle Vision Productions and one of the top ten Indigenous films supported by Telefilm. It will be going into production starting in late April.

She was raised in a family with a knack for writing from her mother, a journalist and her stepfather, a screenwriter. It is without a doubt that she has big moccasins to fill.

Drew Hayden Taylor

Drew Hayden Taylor is an award-winning playwright, novelist, journalist and filmmaker. Born and raised on the Curve Lake First Nation in Ontario, Drew has spent the last three decades doing everything from performing standup comedy at the Kennedy Center in Washington D.C. to serving as Artistic Director for Canada's premiere Indigenous theatre company, Native Earth Performing Arts.



This coming fall his 34th book, *Me Tomorrow*, an exploration of Indigenous futurisms will be released, and currently, a documentary series he co-directed, wrote and hosts, *Going Native*, explores the wild, wacky, interesting and amazing things First Nation people are accomplishing in North America. It airs Saturday nights at 8:30 on APTN.

Kent Donguines

Kent Donguines is a Filipino-Canadian filmmaker based in Vancouver, BC. He produced the award-winning CBC short documentary *The Ink Runs Deep*, which premiered at the 2019 Toronto International Film Festival. He wrote, directed, and produced the Telus Storyhive short *Kalinga (Care)*, a documentary about the sacrifices Filipina nannies make to work in Canada. The short documentary just had its world premiere at the DOXA Documentary Film Festival and nominated for three major awards at the 2021 Yorkton Film Festival.



He also produced award-winning short films *Iridescence*, *Small Fish (Crazy8s film)*, and *Grey*. Donguines has worked for production companies in Canada and the Philippines, including Cedar Island Films Inc., Black Cap Pictures (Ten17p), Viva Entertainment, and Star Cinema.