

The **WIFT-T Executive Management Program** is a national initiative that provides independent production companies with the opportunity to develop business strategy and management personnel through an intensive four-day workshop. The 2012 EMP will take place **Wednesday March 21 to Saturday March 24** in Toronto, Ontario.

Canada's high-potential screen-based entrepreneurs will receive instruction, consultation, and mentorship regarding the following corporate issues:

- Traditional benchmarks of a healthy business and strategies for achieving those benchmarks in the context of a Canadian screen-based production company. Business plans are reviewed for feasibility for corporate financing
- Sustainable business models for production companies, including diversification of properties, alternate revenue models, and integrating production workflows for interactive extensions
- Financial management, including financial planning, financial controls and corporate accounting
- Legal management, including special considerations for IP based businesses
- Human resources and management issues for entrepreneurs
- Marketing tools for building your company's media brand and product line in the multi-channel universe

Each participant is assigned a three-month post-program mentorship with a seasoned production executive or industry leader to guide implementation of strategic planning.

ELIGIBILITY

- Canadian Citizen, Permanent Resident or Landed Immigrant
- Principal or Senior Management of an independent production company
- At least three broadcast credits (individual or corporate)
- Must submit a corporate profile completed within the last three years

Successful candidates must sign a Non-Disclosure Agreement, and provide a final evaluation and testimonial upon completion of the program.

APPLICATION PROCESS

Application forms are available at www.wift.com or from your provincial production association/agency websites. Application packages must be submitted by email to wift@wift.com.

APPLICATION DEADLINE | MONDAY JANUARY 16, 2012, 5PM EST

Application Fee | A \$25 (+ HST = \$28.25) application fee is required to process your application. Incomplete applications will not be considered.

Up to 20 individual participants—representing senior management from the independent production sector—are selected via a national competitive process adjudicated by a jury of industry representatives. Decisions are expected to be announced in early January.

Program Fee | \$650 (+ HST = \$734.50). The program is valued at \$3,500.

For inquiries, contact:

Renée Robinson
Programming & Business Affairs Manager
Women in Film & Television – Toronto (WIFT-T)
Email: rrobinson@wift.com
Website: www.wift.com

PRESENTING PARTNER

