

The **WIFT-T Media Leadership Program** is designed for mid to senior level women and men who want leading-edge academic knowledge and contemporary business and leadership skills required in the Canadian screen-based industry. Participants who complete the program receive a certificate from the Schulich School of Business, York University.

Topics covered in the course include: strategic management, financial literacy, leadership and change management, media consolidation, rights and regulations, marketing, and managing creative individuals and teams. The **WIFT-T Media Leadership Program** features internationally-renowned speakers from the Schulich Executive Education Centre as well as high profile industry panelists. Professionals from all sectors of the screen-based industry are encouraged to apply.

BENEFITS

- Certificate from Schulich School of Business, York University
- Peer networking with industry leaders
- Friday/Saturday sessions to maximize work week
- Limited enrollment for smaller class size
- Exclusive access to industry leaders
- Participants from a cross-section of the industry
- Bursaries available for those who qualify

SCHEDULE

With the exception of the first module (Friday-Sunday), program sessions will take place Fridays and Saturdays, from 9:30am – 5:30pm, in downtown Toronto (venue TBC).

- February 3-5: Personal Presentation Skills
- February 24 & 25: Managing and Leading
- March 9 & 10: Financial Management
- March 30 & 31: Marketing
- April 20 & 21: Rights, Regulation & Revenue
- May 11: Industry Forward

FEES

Program Fee | \$3,500 (+ HST = \$3,955). Payment is not processed until enrollment is confirmed. Bursaries and payment plans are available.

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

ELIGIBILITY

- Candidate is a Canadian Citizen, Permanent Resident or Landed Immigrant
- Candidate holds a management position in any sector of the screen-based industry, with at least five years' management experience.
- Successful candidates must be prepared to participate in ongoing evaluation and provide testimonial on completion of the program.

BURSARIES

Bursary applicants must meet full eligibility criteria and submit the Bursary Application Form, along with all support material (see Application Process below). All bursaries cover \$1,000 of program fees and are made available through the **Foundation for Women in Film & Television – Toronto** for the 2012 program. Bursaries cannot be used for any other purpose.

Bursary applications will be reviewed by a committee of WIFT-T staff and industry representatives. Recipients will be notified in December, ahead of the general application deadline.

- **Broadcast:** Bursary for a woman who works in any sector of broadcasting. Three (3) bursaries are available.
- **Small Screen-based Company:** Bursary for a woman in a small screen-based company (maximum five employees). One (1) bursary is available.
- **Freelancer:** Bursary for an independent contractor in the screen-based industry. One (1) bursary is available.
- **Underrepresented Groups:** Bursary for a mid to senior level woman in the screen-based industry who is a visible minority, Aboriginal, or has a disability. One (1) bursary is available.

BURSARY APPLICATION DEADLINE | MONDAY NOVEMBER 14, 5PM EDT

APPLICATION PROCESS

Application Forms are available at www.wift.com and must be submitted **by email to wift@wift.com**. Applications will be reviewed for eligibility and notification of enrollment is expected in December.

All application packages must include:

- Completed Application Form, including payment information
- Resume/CV (max. two pages)
- Personal bio (max. 300 words)

GENERAL APPLICATION DEADLINE | MONDAY DECEMBER 19, 5PM EDT

Bursary application packages must also include:

- Letter of Interest outlining why you should be considered for the bursary and the impact that the program may have on your personal and professional goals (max. 1,000 words)
- Letter of Reference from an employer or colleague addressing the impact that the program may have on the applicant and highlighting why the applicant should be considered for the bursary (max. one page)

For more information, please contact:

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