

GUIDELINES

The **WIFT-T Executive Management Program** is a national initiative that provides production companies with the opportunity to develop their management team through an intensive five-day workshop in Toronto. The program is valued at \$3,500 per team.

Canada's high-potential media entrepreneurs will receive consultation, analysis 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 television production company
- Sustainable business models for production companies
- Stability through diversification and alternate revenue
- Financial management, including financial planning, financial controls and key benchmarks for accessing corporate financing
- Legal management, including special considerations for IP based businesses
- Human resources and management issues for entrepreneurs (when do you need a CFO? managing growth in uncertain times)
- Marketing tools for building your company's media brand and product line in the multi-channel universe
- Key media trends and innovation opportunities (multimedia content, digital specialties, alternative financing)
- Playing in the global marketplace: export trends, challenges and "must haves" for success on today's world entertainment stage

PARTICIPANT SELECTION

- Up to 10 participant teams, consisting of two representatives from senior management per company, will be selected via a national competitive process, adjudicated by an industry selection committee.
- Limited positions will be offered to companies from across Canada (provincial support is available in some cases). Application forms are available at **www.wift.com**.

ELIGIBILITY

Candidates must meet the following criteria in order to be eligible for consideration:

- Canadian Citizen, Permanent Resident or Landed Immigrant
- Principal or Senior Management of a production company
- Completed a business plan in the last five years
- Must have at least three corporate broadcast credits

Successful candidates must be prepared to produce a final report and provide a testimonial on completion of the program.

APPLICATION PROCESS

Application forms are available from the WIFT-T website (www.wift.com) or from your provincial agency websites. Application packages must be submitted by **Friday, December 10, 5PM EST.**

A jury of industry representatives will review the applications. Decisions are expected to be announced in early January. **Successful applicants will be responsible for a program administration fee of \$500.**

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Founded in 1984, Women in Film & Television – Toronto (WIFT-T) is a not-for-profit professional organization that supports women in screen-based media (film, television and digital media) to build, advance and sustain their careers nationally and internationally. WIFT-T achieves this through high quality, hands-on programming, mentoring, networking and industry events that recognize the talents and potential of women. Our mission is to enhance the skills of our members so they can become significant decision-makers at all levels of the industry. For more information, visit www.wift.com.

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