GREAT LAKES CREATIVE PRODUCERS LAB

An incubation programme for film producers from
Uganda, Kenya, Rwanda, Tanzania and Burundi.

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About The Lab

Introduction:

Responding to a gap in the East African film landscape, Aftales Media Hub and Kiasi Productions, film production companies from Kenya and Uganda respectively created the Great Lakes Creative Producers Lab to provide a capacity building program that is not only timely, but also critical to the continuing development of the East African film sector.

Keen on its role of contributing to the professionalization of the film & media industries in East Africa at large, the Film & Media office of the French Embassy in Kenya along with and USIU-Africa is proud to collaborate with the two companies to present the maiden edition of the Great Lakes Creative Producers Lab. The Great Lakes Creative Producers Lab is structured as a week-long hands-on project accelerator. The Lab aims at broadening the professional networks and producing expertise of participants through a series of hands-on workshops and one-on-one sessions with local and international industry mentors.

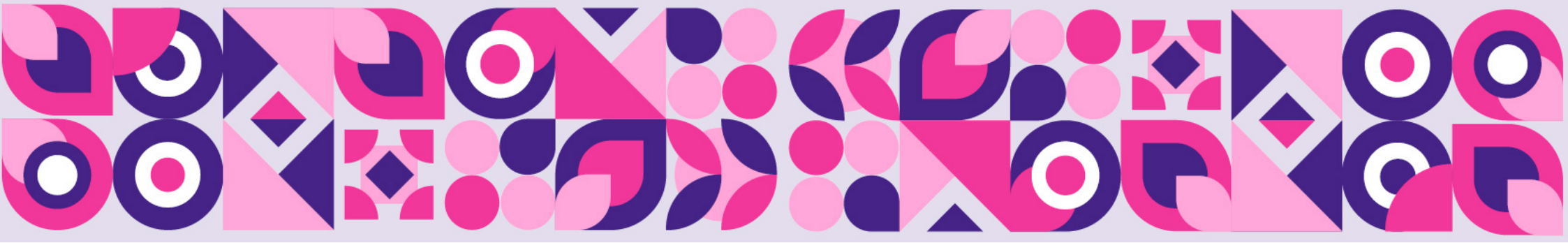
There will be 10 mentees who will come from the following countries (Kenya, Tanzania, Rwanda, Uganda and Burundi). Each country will be represented by two mentees who will be recruited via a call for projects. Participants emerge from the program equipped with new skills as well as well as best practices which enhance the quality of their projects.

Vision:

The Great Lakes Creative Producers Lab will bring together producers from Kenya, Tanzania, Uganda, Rwanda and Burundi. This program is meant to address some of the challenges that exist in the film ecosystem across East Africa where the role of a creative producer is not always well understood.

Mission:

The goal of this new initiative called the Great Lakes Creative Producers Lab is to increase the number of creative producers in East Africa as well as their skills in order to create greater opportunities and access to the global markets.



The Program

Day 1	9:00 a.m. – 9:30 a.m.	Opening remarks from French Embassy and United States International University Africa representatives
	9:30 a.m – 11:00 a.m	Getting to know the producer's films Comments from the mentors and participants
		Assignment: Presenting the film landscape of participants' countries
	11:00 a.m - 1:00p.m	How to structure the story pitch & the key story elements to be featured
	1:00 p.m – 2:00 p.m	Lunch Break
	2:00 p.m – 4:30 p.m	How to spot and source for a good story
		Story Structure
	4:30 p.m – 6:30 p.m	Watch a film
Day 2	9:00 a.m – 9:30 a.m	Recap of the film
	9:30 a.m – 11:30 a.m	Session: Legal and IP Considerations/Creative Producer Role (Why is this important?)
	11:30 p.m – 1:00 p.m	Smaller group meeting with the mentors: Reviewing their stories and making suggestions/improvements
	1:00 p.m – 2:00 p.m	Lunch Break
	2:00 p.m – 3:00 p.m	Speed dating
		Presentation on film landscape from the participants
	3:00 p.m – 4:30p.m	Creating a pitch deck/project dossier
	4:30p.m – 5:30p.m	Working under Constraints
	5:30 p.m – 5:45 p.m	Short Break
	5:45 p.m – 7:30 p.m	Case Study: Film from one of the mentors, followed by a Q&A session with the mentor on the creative process of making the film

Day 3	9:00 a.m – 9:30 a.m	Recap of the learnings to date
	9:30 a.m – 11:30 a.m	Watch a film
	11:30 a.m – 1:00 p.m	1. Film Markets & the International Film Landscape 2. Existing Financing opportunities & how to best position one's project
	1:00 p.m – 2:00 p.m	Lunch Break
	2:00 p.m – 3:00 p.m	Pitch stories ("Tell Me") sessions
	3:00 p.m – 4:30 p.m	Fostering the right environment for the production to flourish: Looking at creative process, crewing, collaborations & co-productions
	4:30 p.m – 6:30 p.m	Watch a film
Day 4	9:00 a.m – 10:30 a.m	Q&A – Producer's lesson on 1st Feature Films
	10:30 a.m – 1:00 p.m	Individual review of the pitch decks/project dossier with the mentors
	1:00 p.m – 2:00 p.m	Lunch Break
	2:00 p.m – 3:00 p.m	Story telling from a marketing & distribution perspective
	3:00 p.m – 6:00 p.m	Individual review of the pitch decks/project dossier
Day 5	9:00 a.m – 10:30 a.m	1. Individual review of the pitch deck/project dossier with mentors 2. Producers' own rehearsals
	10:30 a.m – 12:30 p.m	Panel Discussion: Local & International Distribution Opportunities Guest speakers from the local and international distribution landscape.
	1:00 p.m – 2:00 p.m	Lunch Break
	2:00 p.m – 5:00 p.m	Public pitching + Q&A
	5:00 p.m onwards	Heading to Alliance Française for screening

Meet The Mentors

Moussa Sene Absa

Moussa Sene Absa is an artist, writer, and musician, as well as a film director. He made his debut as an actor before moving to directing with the production of his own stage play, La Légende de Ruba. He then made his debut in cinema by writing the screenplay for Les Enfants de Dieu, which was awarded at the Francophone film festival. Later on, his directorial debut, the short film Le Prix du Mensonge, earned him the Silver Tanit at the Carthage Film Festival in 1988. His film Tableau Ferraille won the award for best photography at FESPACO 1997. His next work, Madame Brouette won the Silver Bear at Berlin Film Festival 2003.

He has also produced a popular daily comedy skit for Senegalese television and has mentored hundreds of young filmmakers through programs such as the Ouaga Film Lab. He has also been invited as a Visiting Professor in various American universities.

Joachim Landau

French producer with 15 years of experience in film production and a specialization in international production with Southern and East Africa as a focus. After an MBA in TV / FILM production, he worked as a junior producer for the Content Department of the Orange Group while pursuing a doctorate on the impact of democratization on the cultural sector: the case of the cinema and television sector in South Africa after apartheid. This thesis was punctuated by the production of a 52-minutes documentary entitled Voices on new perspectives on South African cinema. The film has traveled to several festivals around the world.

Joachim then became Managing Director and Producer at EmpreinteDigitale and has been able to develop a fine repertoire: From the first French science fiction TV series (Missions, available on OCS) to the first French horror TV series on Netflix (Marianne), the company mainly develops genre programs (action, war, teenage comedy, fantasy, thriller, etc.) and now has a solid portfolio of more than 20 projects, ranging from quality documentaries to hard-hitting television series, including feature films, entrusted to great filmmakers and creators from South Africa and Tanzania. , Kenya, Zimbabwe, Rwanda and Ethiopia.

Aurelien Bodinaux

After graduating from the Superior National Institute of Performing Arts (INSAS), Aurélien obtained a Master's in Fine Arts in Films at the University of New Orleans. He then taught film for over two years at the same university before becoming an entertainment financial consultant for Arthur Andersen in California.

In 2002, he created an independent production company: Neon Rouge Production. Aurélien Bodinaux develops, produces and directs documentaries, fiction films. He focuses on world cinema. His films have been shown all over the world in festivals such as Locarno, FESPACO, Berlin, Fipa, Amiens, Kiev, IDFA etc.

He is an EAVE, EURODOC, Ties That Bind and AFRICADOC member. He is also on the board of the Selection Committee for the Film Commission of Belgium and he is part of the Belgian feature film producer association (UPFF). Aurélien also frequently works as an expert and tutor for different international training programs such as APEFE, CIRTEF, Africalia, the FIFF, Africadoc, INSAS, ISIS, Ouaga Film Lab, Brussels University, etc.

Rachid Dhibou

First, Rachid Dhibou was working on the "making-of" of Luc Besson's productions. After several years of collaboration, Luc Besson offers him the opportunity to participate in a casting of directors where he will be chosen to direct Halal police d'État by Éric and Ramzy. In 2013, he launched his production company Derrière le futur with his partner Céline Olivaud. That same year, he directed the documentary "Haiti 7.0". In 2014, he directed a documentary series with the Franco-Haitian actor Jimmy Jean-Louis, the first part of which was entitled Jimmy Goes To Nollywood, selected in 2015 at the Pan African Film Festival in Los Angeles and then aired on Netflix. It was then followed by 3 other documentaries: "Jimmy goes to Dollywood" (2014 in the Dominican Republic), "Jimmy goes to Babiwood" (2017 in Ivory Coast) and "Jimmy goes to Tropico" (2019 in Jamaica). Since June 2012, he is also a speaker at L'École de la Cité, EICAR and INA.

Toni Kamau

Toni Kamau is a News Emmy, PGA and Peabody nominated producer and founder of the production company "We are not the machine", where we tell stories of outsiders, rebels and changemakers. Recent feature projects include the Emmy nominated, Oscar qualifying, multiple award winning "Softie", directed by Sam Soko, which premiered at Sundance 2020 and "I am Samuel", directed by Pete Murimi, which screened at BFI London Film Festival 2020 and is set to premiere across Africa on Afridocs in October.

Toni is currently working on a feature on climate change as well as two limited documentary series, including "Post-Colonial" a satirical series about the legacy of colonialism in Africa. She is committed to representation of the Kenyan film industry, at the global stage and does this through membership at the Academy for Motion Pictures Arts and Sciences, the International Documentary Association and the IADAS (Webby awards).

Constanza Arena

Constanza Arena is Executive Director of CinemaChile. In these years, the institution has been behind the successful positioning of Chile in the world as an exceptional cinematography, creating an innovative working model and methodology for the promotion of its cinema. For Constanza "to promote is also to train" the sector to take advantage of the opportunities offered by the international market to the maximum, in each of the phases of the production chain. CinemaChile has been involved in multiple successful cases in recent years, being A FANTASTIC WOMAN by Sebastián Lelio, the first Chilean film to win an Oscar for Best Foreign Film in 2018, the most successful case.

Taylor Oslon

Taylor Olson (he/ him) is a Canadian Screen Award nominated filmmaker, and actor in Mi'kma'ki/ Nova Scotia. His first feature film - Bone Cage - has been released to critical acclaim; sweeping the awards at the FIN Atlantic International Film Festival and earning over twenty other accolades at numerous other festivals. Bone Cage was recently nominated for two Canadian Screen Awards in 2021 for Adapted Screenplay & Supporting Actress.

About The Project Implementers:

Aftales Film Hub is a film production company based in Nairobi whose vision is to incubate ideas and empower film-makers to create their own content. Having identified existing gaps in the film industry in Kenya, it's mission has been to bridge the resource gap between filmmakers and the market, helping them to create and sell their work to the African & global market. Aftales Film Hub has taken part in creating short films and is currently developing two feature films.

Kiasi Productions is a Ugandan multimedia audiovisual production and distribution company founded by Esteri and Samuel Tebandeke. It was founded in November 2020. The company exists to develop, produce and distribute Afrocentric content that showcases stories from creators of African descent on the continent and the Diaspora.

The company has also a keen focus in developing capacity building initiatives to further support the infrastructural development of the creative sector on the African continent. These include and are not limited to; training programmes for content creators of all ages on content development, production, marketing and distribution.

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