



THE  
NATIONAL  
LOTTERY®



ScreenSkills



**FUTURE LEADERS IN DISTRIBUTION** is a leadership training programme for women with 7+ years of film distribution experience and who have the ambition to run / own a distribution business or operate at a higher executive level.

#### TIME LINE:

The course will comprise of **13 sessions across 4 months** involving workshops, panels, peer networking, tailored mentoring, business coaching and a regional business trip for each individual participant.

You will need to be available for all the dates below but most essentially the first 3 sessions in Nov-Dec 2018. The subsequent sessions will occur as detailed below until **Friday 1<sup>st</sup> March 2019** (graduation event).

#### SCHEDULE & GUIDELINES:

(NB Schedule is subject to minor alterations)

FUTURE LEADERS IN DISTRIBUTION	PROPOSED COURSE CONTENT/SPEAKERS
<p><b>Session 1 &amp; 2: 08:45 -13:00</b></p> <p>Wed 28th Nov</p> <p><b>Welcome Breakfast</b></p> <p>08:45 - 11:00</p> <p>Introduction to course &amp; Personal introductions - Venue TBC</p>	<p>All FUTURE LEADERS IN DISTRIBUTION 2018/19 alumni to attend.</p> <p>In order that we get a tangible sense of growth and change, we need each participant, at the start, to present where they are now personally and professionally, and where they hope to be in future. Participants should prepare to present a 5-7 min spoken welcome on what they do, what their work means to them, and what they hope to get from the programme.</p> <p>We will do the same again at the end of the course and a key factor will be discussing what has changed for them and why - so there will be a 'take home' element to the course.</p> <p><b>Summary / course schedule run-through, identifying common goals and topics to cover</b></p>
<p><b>Session 2</b></p> <p>Weds 28th Nov 2018</p> <p><b>Box Office Analysis</b></p> <p>11:15 - 13:00 - Venue TBC</p>	<p>Session on box office analysis and the UK release landscape with <a href="#">Charles Gant</a> of Screen Daily and The Guardian Box Office Blog.</p> <p>An in-depth look at how each film genre is performing, how films by women are performing and a chance for a rigorous discussion on the theatrical landscape with one of the key box office data analysts in the UK.</p>
<p><b>Session 3</b></p> <p><b>Dec 3<sup>rd</sup> 2018: 14:00 - 21:30</b></p> <p>14:00 - 18:00 <b>Averil Leimon + Networking</b></p> <p><b>Evening event: 18:30-21:30</b></p> <p>Venue TBC</p> <hr/> <p><b>Session 4</b></p> <p>4th Dec 2018 - Jan 30th 2019</p> <hr/> <p><b>Session 5 13:30-20:00</b></p> <p>Fri 11th Jan 2019 - Venue TBC</p> <p>13:30-14:00</p> <p>14:00 -16:00 <b>Caroline Goyder</b></p>	<p>CONFIDENCE / REJECTION /PERSONALITY TYPES</p> <p>Workshop - inc role play and group discussions followed by networking drinks at end.</p> <p>Guest Speakers: <a href="#">Averil Leimon</a> co-founder of White Water Group.</p> <p>Plus: Catch-up session to discuss and schedule work shadowing, mentoring and one-on-one coaching.</p> <p>Christmas Get-Together with past and present Future Leaders in Distribution - meet the women who did the programme previously, such as: Sophie Doherty Disney, Sophie Glover Pathe, Lucy Hill of Warners.</p> <hr/> <p>Each candidate will then aim to have two days of dedicated programme time across December and January 2018-2019.</p> <p>Currently, the coaching session dates are tbc, depending on coach and candidate's availability. Ditto mentoring.</p> <p>You will get a mentoring session of 60-75 mins, and a coaching session of 60 mins.</p> <hr/> <p><b>Catchup session – Keynote - FILM PREVIEW - Networking drinks:</b></p> <p>Arrivals - tea/coffee</p> <p><a href="#">Caroline Goyder</a> voice and acting coach and author of The Gravitas Method.</p>

<p>16:00-17:00 <b>Mia Bays</b></p> <p>17:00-18:00</p> <p>18:30-20:00</p> <hr/> <p><b>Session 6 16:00-20:00</b></p> <p>Mon 21<sup>st</sup> January 2019 - Venue TBC</p> <p>16:00-18:30</p> <p>PLUS: EVENING SESSION 18:30-20:00</p>	<p>Mia Bays on 'The Importance of Change in Screen Stories'. It's a session for everyone to share insight and together gain confidence in how we discuss and analyze films and talk to our teams and to filmmakers. We will reflect on WHY films work or not and how to analyze.</p> <p>Buffet and drinks</p> <p>Screening: new film plus distribution case study. We will invite a distributor (not from any of the representative companies) to show a new film (directed or written by a woman) to the group. Prior to that we will hear a 30 min presentation on the distribution strategy. At the end of the screening, as a group, we will analyze the strategy presented and come up with feedback for the distributor.</p> <hr/> <p>GROUP SESSION: Action Learning with business coach, <a href="#">John Letham</a> of Considered Thinking (formerly CEO of Park Circus Distribution).</p> <p>How do we see FAANG (Facebook, Apple, Amazon, Netflix and Google) continue to change the film landscape and what might the UK distribution sector need to be ready for next? How can we innovate and be proactive, not reactive?</p> <p>Key Note by session of top tips in the film business/their sector eg sharing interesting business developments they've found inspiring or challenging - to discuss what improvements we could make in our sector. Outward and inward facing.</p>
<p><b>Session 8</b></p> <p>Wed 20<sup>th</sup> Feb 2019 - Venue TBC</p> <p>17:00-20:00</p> <hr/> <p><b>Session 9</b></p> <p>Sat 23<sup>rd</sup> Feb 2019 - Venue TBC</p> <p><b>Caroline Goyder: The Gravitas Method Day</b></p> <p>12:00-17:00</p>	<p>Panel /networking drinks with high-level business women within and outside film via Whitewater Women (previous speakers: Clare Stewart Director of London Film Festival: a director at Barclays Bank)</p> <p>'TOP TIPS FROM FEMALE LEADERS OF TODAY FOR THOSE OF TOMORROW'</p> <hr/> <p>CONFIDENT COMMUNICATION, PRESENTATION PRACTICE, DEALING WITH CONFLICT – ARCHETYPES, VOCAL COACHING.</p>
<p><b>Session 10/11</b></p> <p>Jan 1- Feb 28 2019</p> <hr/> <p><b>Session 12</b></p> <p>Jan 1-Feb 28 2019</p> <p><b>RECLAIM THE FRAME DAY</b></p> <p>Regional Film Focus</p>	<p>Each candidate will aim to have a further two days of dedicated programme time across this period eg another mentoring session of 75 mins, a coaching session and a session.</p> <hr/> <p>Each candidate will do a day visit to a venue/location they do business with a lot but have never visited. It is essential that the UK film business is less London-centric. Understanding the business of other cities is vital to our growth and survival. This day of dedicated focus is essential for all participants and will be tailored to you, with input from course leaders.</p>

<b>Session 13</b>	
Fri 1 <sup>st</sup> March 2019	
14:00-16:00	<b>Personal Presentations:</b> WHAT WILL THE NEXT 3 YEARS LOOK LIKE FOR ME AND FOR MY SECTOR? – followed by award of certificates and farewell drinks. 10 mins each and 5 mins feedback
16:30 – 18:00	<b>Wrap Chat</b>
18:00 – 21:00	<b>Graduation Party:</b> SPEAKERS/TRAINERS/MENTORS/PARTICIPANTS and COLLEAGUES, plus FDA/SKILLSET/BIRDS EYE VIEW TEAM
Plus, follow-up: Date tbc Summer 2019	We will have another catch up session post course – dates tbc – to check in with how everyone feels reflecting on all the work done so far and to set future goals

*You must be available to attend all course sessions and have the signature of your line manager to confirm that you will be available for these dates.*

## **FEES**

The course costs £650 per participant. That includes all mentoring, workshops, coaching and catering costs. We do not anticipate there being further costs and there will be bursaries available for travel, course fees and childcare/carer costs for those who require this.

## **MORE PROGRAMME INFORMATION:**

*Do you want to be a distribution leader? Do you want to run your own distribution company? Then this is the programme for you.*

Birds' Eye View are launching their third round of **FUTURE LEADERS IN DISTRIBUTION** CPD programme (continued professional development). Supported by Creative Skillset - in response to the 2015 film workforce survey findings – only 20% of CEOs and directors in UK film distribution are female, compared to 47% of the workforce.

**FUTURE LEADERS IN DISTRIBUTION** is a leadership programme for 8-10 women with 7+ years of film distribution experience and who have the ambition to run / own a distribution business or operate at a higher executive level, and offers a bespoke blend of group workshops, networking, personal coaching, mentoring and both business and personal work.

Leadership exists at all levels in organisations and businesses. To operate as effective leaders, we need to feel comfortable in our own skins and to speak with confidence in our own authentic style. We might not have enough role models or positive examples around us, which might diminish our ambitions unfairly. Leadership also involves understanding our skills and believing in our business, so we can inspire and lead others.

**FUTURE LEADERS IN DISTRIBUTION** offers 13 sessions over a period of 4 months, devised in order to fit in with busy schedules, allow time for both group work and network building balanced with tailored mentoring and coaching for each individual. Group dynamics sessions will be led by two high profile entrepreneur coaches (one experienced in distribution, one not, one male, one female).

## **OUTCOMES:**

- Principles of Leadership: We will examine the shifting paradigms of leadership and learn the Practices of Exemplary Leadership.
- Basic Leadership Skills: We will examine the difference between management and leadership while discovering their own skills in terms of communication, leadership, and management.
- Identity Development: We will examine various identity development models, explore their own identity and understand their own identity as a leader in the context of others.
- Leadership and Personality Inventories: The cohort will assess their own skills, strengths, and ability and how that affects their own leadership style, therefore creating their own personal leadership vision.
- Diversity & Inclusion: We will examine how culture affects all aspects of life, including leading diverse teams.
- Conflict Management: We will learn how to effectively handle conflict in the context of working with staff, collaborators and peers.
- Staff Recruitment, Mobilization & Retention: We will examine the cycle of staff hiring, management and learn effective techniques for retention and appreciation.

There will be a buddy scheme to connect participants with one of the Future Leaders in Exhibition programme cohort (which the ICO have run for 2 years and hope to run again on similar timeline). We have found peer-to-peer networking and support reaps dividends and would like to open the programme up with this. The new addition this round is a day trip to a cinema or business location that the participants would like to connect with for business reasons, for meetings and in-depth connection-building. There is a lot of space to network within the group and to high level industry contacts. We will also do a networking event with all previous course attendees – this network is important for future business and support. There'll be one-to-ones with the course directors, and the network will remain beyond the programme, with frequent meet-ups and screenings.

## COURSE DIRECTOR – MIA BAYS



Oscar-winning double BAFTA nominated film producer and marketing/distribution expert, 28 years' experience across fiction and documentary, short and long form, as producer, commissioner, distributor and sales agent. Currently specialising in gender equality in film activity, training and audience development.

Extensive career in marketing, distribution, sales and creative producing, a specialist in debuts and low budget (top titles, in various capacities: 24 HOUR PARTY PEOPLE, TSOTSI, SHIFTY, ILL MANORS, LILTING, SIX SHOOTER, BACKSTREET BOYS - SHOW EM WHAT YOU'RE MADE OF and SCOTT WALKER - 30 CENTURY MAN (exec produced by David Bowie)

Speaks extensively on film worldwide – both creative and business elements - eg Market Trader for Creative England, for Sundance Labs, Binger Lab, Maia Workshops, BFI London Film Fest, Birds Eye View, TAPS/Strategic Partners, Havana Film Festival/British Council

Since 2015, Mia has been turning the film festival Birds Eye View (2002-14) into one of the UK's leading gender equality in film organisations, whose mission is to bring ever-larger audiences to films by women, and build a network for those who make, release, show and watch them. Mia also produces the Sundance London Film Festival 2018 and 2019.

[BIRDS EYE VIEW](#)

**THIS QUOTE FROM WHOOP! GOLDBERG SUMS UP OUR APPROACH: “WE’RE HERE FOR A REASON. I BELIEVE A BIT OF THE REASON IS TO THROW LITTLE TORCHES OUT TO LEAD PEOPLE THROUGH THE DARK”.**