



**NFTS**

NATIONAL  
FILM AND  
TELEVISION  
SCHOOL

# Channel 4 and the National Film and Television School

## Masterclasses and Training Courses

Monday 7th to Friday 11th March



## **Channel 4 & NFTS present: Digital & Innovations**

Welcome to Channel 4 and the National Film and Television School (NFTS)'s booking page for an exciting range of Masterclasses, Training Courses and workshops – all intended to support indies and freelancers in the UK Nations and Regions.

Monday 7th March sees the start of a fantastic week of online training, where you can learn from numerous exciting names in the UK television landscape. Channel 4 has identified Digital & Innovation as the theme for the week as this is a key priority. NFTS has responded with world-class training sessions for the independent production sector. All sessions are open to everyone with no restrictions.

Applications close end of day Tuesday 1st March

To Book go to [nfts.co.uk/channel4-online-training](https://nfts.co.uk/channel4-online-training)

## MONDAY 7th

**10:00 – 11:00**

### **The New World of Digital - David Whitely & Sacha Khari**

Sacha Khari (Head of Digital Commissioning, C4) talks with David Whitely – comedian, broadcaster, writer and director from Birmingham – about his passion for digital media, new content and new audiences, and why digital and linear fusion is the future.

**11:30 – 13:30**

### **Creative Risk Taking - Adam Gee**

Former long-time C4 Commissioning Editor, now commissioning at CAA via Little Dot and Red Bull Media House, shares case studies where risks were taken, some paying off big time, others where the rewards were more indirect. From a BAFTA-winning film shot on a phone to a documentary series focused entirely below the waist which blew up into a mega-brand, these stories from the frontline of commissioning illustrate how to take risks with the optimum degree of calculation.

## TUESDAY 8th

**10:00 – 12:00**

### **Digital Content Production Processes - Anthony Browne**

“Digital Content” is everywhere but how do you do you plan to create the right content for the right platforms? This session will explore the digital content production process and how do we make the right choices to connect with our audiences.

**14:00 – 16:00**

### **Audience Insight & Development - Matt Locke**

How has COVID changed our attention patterns, and how has this affected the way we market our stories and build audiences? Join Matt Locke, founder and Director at Storythings and Chair of The Audience Agency to find out.

## WEDNESDAY 9th

**12:00 – 14:00**

### **Building Worlds with Words: Writing for Film, TV and VR - Jon Aird**

In a converged world where films and TV shows are now routinely commissioned and published online alongside short form video, and VR is becoming mainstream, there are multiple opportunities for producers and writers to create scripted projects. BAFTA Award winning Producer Jon Aird talks about his experience working with writers to create different types of linear and interactive content for digital platforms.

**15:00 – 16:00**

### **WTF is Digital Commissioning - Janine Smith & Evie Buckley**

Join Janine Smith (Digital Content Director) and Evie Buckley (Digital Commissioner) for an overview of everything C4 digital commissioning and 4Studio. From social marketing to digital extensions to original digital commissions to audience trends and analytics along with plenty of time for Q&A.

## THURSDAY 10th

**10:00 – 12:00**

### **Why Content Producers Need To Know About AI**

**- Dr Alex Connock**

This session with Dr Alex Connock will look at how many sectors of the entertainment industry are being radically changed by Artificial Intelligence - at all stages of the production process, from creation to production and distribution. If you want to understand the media in the 2020s, you need to understand what machine learning, computer vision and natural language processing will play in the content we all see.

**14:00 – 16:00**

### **Short & Sweet: Producing Short Form Ent Content for Social Media and Streaming Platforms**

**- Andre Sousa**

Andre Sousa, Head of Digital Content at Potato, part of ITV Studios, explores the ins and outs of out to amplify entertainment TV shows on social media to drive viewers to the show. The session covers short form formats, branded content, AVOD short form and the ever growing vertical video space, with top tips on how to make the most of a format's IP, keep multiple stakeholders happy and forge successful partnerships with talent.

## FRIDAY 11th

**10:00 – 12:00**

### **Diversity & Inclusion**

**- Jasmine Dotiwala**

How diversity impacts creativity and why's it important to get D&I right to speak to your digital community. How can good D&I build your digital audience and create a trusted community? Jasmine Dotiwala will share an overview of Inclusion and how it can make or break a creative campaign.

**14:00 – 16:00**

### **Virtual Production: A Story Telling revolution?**

**- Prof Peter Richardson & Johnny Johnson**

Virtual Production (V.P) is set to become a ubiquitous methodology for the achievement of high quality film television and media production. A game changing development, V.P combines virtual and augmented reality with computer generated imagery via a game-engine technology to allow production teams to see and experience scenes unfold as they are composed and captured on set, removing the barriers between live production and Computer Generated Imagery. Prof Peter Richardson and Johnny Johnson offer an insight into how this new and exciting technology is changing the way we tell stories.



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