

# ReSkill &UpSkill

## PROGRAMME



**NFTS**

NATIONAL  
FILM AND  
TELEVISION  
SCHOOL

# **Prime Video has partnered with the National Film and Television School to support the reskilling and upskilling of TV freelancers across all regions, roles, departments, and genres.**

If you're looking to build a portfolio career, we are offering FREE courses in TV adjacent industries, including podcasting, digital, AI, gaming, branded, social, project management and lots more.

<https://nfts.co.uk/tv-freelancers-reskill-upskill-programme>

# Week 1: Monday 20th to Friday 24th October

## MONDAY 20th

**10.00 – 16.00**

### Beyond the Broadcast: Mastering Digital Content for TV Productions

*Alun Jones/Elan îl*

Going beyond the broadcast, this course teaches TV professionals how to create effective content for digital platforms in 2025. It covers understanding user behaviour, platform-specific production for Instagram, TikTok, Facebook, and YouTube, addresses common production challenges, explores editorial strategies, and provides practical guidance on working with editorial teams and talent. Delivered by Elan îl and Alun Jones from Libera - a marketing and media company specialising in digital.

## TUESDAY 21st

**10.00 – 16.00**

### Creative AI for TV Freelancers

*Stephanie Ronan Chlond*

This practical, jargon-free course introduces participants to generative AI tools that can support and enhance creative workflows in TV production. Stephanie Ronan-Chlond is an experienced Producer and Director with over 15 years in traditional TV, having worked on acclaimed documentaries such as Ambulance, 24 Hours in A&E, and Hair Power: Me and My Afro. In 2023, she transitioned into AI filmmaking, founding theaifilmmaker.com.

## WEDNESDAY 22nd

**10.00 – 16.00**

### Screen to Stream: Podcasting for TV People

*Beena Khetani*

This workshop introduces TV freelancers to the audio industry, with some focus on visualised podcasts where TV and audio skills overlap, highlighting opportunities and showing how TV experience can transfer into this medium. Beena works across both TV and audio, navigating the evolving media landscape, channelling her insight into projects like Audio Connect and her work with Creative Cities Convention, Multitrack, and Art with Heart. Beena is passionate about original storytelling and supporting the people behind it.

## THURSDAY 23rd

**10.00 – 11.15 and 1830 – 1945**

### Broadening Job Horizons Through Skills Alignment

*Samina Kiyani*

This course enables participants to recognise the diverse potential of their media and creative knowledge, and understand how the often-overlooked transferable skills can apply across various industries. Samina Kiyani is a media skills trainer and career development expert with more than 30 years' experience in the screen and creative industries.

## THURSDAY 23rd

**14.00 – 16.00**

### Career Mapping

*Samina Kiyani*

A focused course designed to help participants create a clear, actionable plan for their career progression. Through a guided professional audit exercise and discussion, you will identify your strengths and knowledge gaps, set realistic goals and actions, and develop a personalised roadmap to navigate your next steps with confidence. Samina Kiyani is a media skills trainer and career development expert with more than 30 years' experience in the screen and creative industries.

## FRIDAY 24th

**10.00 – 16.00**

### The New Rules of Social Media Success

*Andrew Davies*

This one-day course explores how social media has evolved and why it remains one of the most powerful tools for reaching, engaging, and converting audiences. Participants will learn why creating good content is not enough and why the social media algorithm is the most important 'AI' function to master.

## Week 2: Monday 27th to Saturday 1st November

### MONDAY 27th

10.00 – 16.00

#### Resilient Futures: Building Resilience & Wellbeing for TV Professionals

*Ife Okwudili*

Join Ife Okwudili, former TV producer-turned-coach with an MSc in Positive Psychology, for this one-day course designed for unscripted professionals. Drawing on 20+ years in TV and her expertise in coaching, Ife helps participants boost resilience, protect their wellbeing, and explore career progression. Through interactive exercises and peer discussion, you'll build confidence, sharpen your leadership skills, and leave with a personalised plan for thriving in this fast-moving freelance industry.

### TUESDAY 28th

10.00 – 16.00

#### The 3 Ps of a Successful Pivot or Portfolio Career in the Creative Industries.

*Tracy Forsyth*

Do you develop a portfolio career where you use your skills in lots of different ways or do you pivot completely and still do what you love to do? How do you go about this? If you are thinking about it but don't know where to start then come along and join The Fast Track to Fearless 3Ps of Pivoting Day Workshop Tracy Forsyth, Leadership & Career Coach. Tracy is founder of Fast Track to Fearless and has been working in the creative industries since 1993.

### WEDNESDAY 29th

10.00 – 16.00

#### Building Confidence and Emotional Stamina

*Sasha Damjanovski*

Led by award-winning filmmaker, coach and educator Sasha, this intensive course helps freelancers and creatives build confidence and emotional stamina to face high-stakes situations and setbacks with resilience. With over 30 years' experience in film, TV, theatre and teaching at institutions like Central Saint Martins, Sasha blends industry insight with practical strategies. Participants will gain tools to manage stress, boost wellbeing, and navigate professional and personal challenges with greater confidence.

### THURSDAY 30th

10.00 – 16.00

#### 'Train the Trainer' for freelancers in TV and film

*Claire Cullinan*

Led by Claire Cullinan, a qualified teacher and trainer educator with 25+ years' experience across diverse industries, this one-day course helps TV and film freelancers explore training as part of their career portfolio. Whether new to training or looking to improve current practice, participants will learn inclusive, innovative approaches, examine barriers to effective learning, and model best practices. With a focus on equality, diversity and neurodivergent inclusion, this one-day course offers practical tools for impactful training.

### FRIDAY 31st

10.00 – 16.00

#### Screen to Stream: Podcasting for TV People

*Beena Khetani*

This one-day course introduces TV freelancers to the audio industry, with some focus on visualised podcasts where TV and audio skills overlap, highlighting opportunities and showing how TV experience can transfer into this medium. Beena Khetani works across both TV and audio, navigating the evolving media landscape, channelling her insight into projects like Audio Connect and her work with Creative Cities Convention, Multitrack, and Art with Heart. Beena is passionate about original storytelling and supporting the people behind it.

### SATURDAY 1st

10.00 – 16.00

#### AI for Creative Businesses & Freelancers

*Robin Moore*

Robin Moore, creative technologist and former BBC Head of Innovation, leads this hands-on introduction to generative AI in media production. With 20+ years' experience integrating new tech into TV, radio and digital, Robin blends practical insight with a clear-eyed view of the hype. The course explores AI's benefits, risks, and real-world tools for writing, research, storyboarding and more, helping freelancers boost productivity and creativity while navigating ethical and legal challenges.

## Week 3: Monday 3rd to Saturday 8th November

### MONDAY 3rd

**10.00 – 16.00**

#### **The New Rules of Social Media Success**

*Andrew Davies*

This one-day course with UK social media and generative AI expert Andrew Davis (24+ years' experience with FIFA, Sony, and more) explores social media's evolution and why great content isn't enough. Participants will learn to master the social media algorithm, essential for building personal brands and maximising audience engagement. Ideal for freelancers and creators aiming to thrive in a digital-first world.

### TUESDAY 4th

**Two sessions, one AM, one PM**

#### **Introduction to job-sharing: pairing, sharing and managing a job-share**

*Michelle Reynolds*

This course with co-director of ReelTime Media and experienced TV producer/director, Michelle Reynolds, explores job-sharing as a powerful way to sustain careers and promote diversity in film and TV. Participants will learn how to find complementary partners, build effective job-share units, craft pitches, and manage relationships. This one-day course is designed to support healthier, happier working lives.

### WEDNESDAY 5th

**10.00 – 16.00**

#### **Introduction to Virtual Production**

*Johnny Johnson*

This one-day virtual production course with creative technologist Johnny Johnson offers an introduction to Unreal Engine tools, VP production case studies, and LED studio technology. With over 20 years' experience in filmmaking, VR, and virtual production - including directing content and providing technical consultancy - Johnny guides participants through hands-on exercises and explores career pathways in this evolving field. Ideal for those looking to break into virtual production.

### THURSDAY 6th

**10.00 – 11.15 and 1830 – 1945**

#### **Making a Mid-Career Pivot**

*Alison Grade*

This practical one-day course with Alison Grade, author of *The Freelance Bible* and experienced film and TV producer, helps freelancers reframe their skills and unlock new opportunities. Participants will explore their unique value, identify transferable skills, and create an action plan to pivot confidently within or beyond the industry, empowering them to repackaging their narrative and take control of their career direction.

### FRIDAY 7th

**14.00 – 16.00**

#### **Getting the Best out of Generative AI: Skills, Tools and Challenges**

*Andrew Davis*

This one-day course with UK social media and AI expert Andrew Davis helps TV freelancers new to AI tools discover how AI can support, not replace, their creativity. Drawing on 24+ years' experience with brands like FIFA and Sony, Andrew cuts through the jargon, addresses concerns, and demonstrates how AI can handle time-consuming tasks, freeing you to focus on what you do best in today's AI-driven era.

### SATURDAY 8th

**10.00 – 16.00**

#### **Creative AI for Film and TV Production**

*Cody Updegrave*

This one-day course, led by Cody Updegrave - award-winning filmmaker, CEO of The Ambiguous Company, and leading voice in generative AI - explores how emerging technologies are reshaping the creative industries. Participants will study the evolution of media models, gain practical skills with tools like Runway, ChatGPT, and MidJourney, and apply them in a hands-on Creative Lab. Sessions on copyright and ethics further prepare participants to navigate the opportunities and challenges of AI in media.

## Week 4: Monday 10th to Friday 14th November

### MONDAY 10th

**10.00 – 13.00**

#### **From Freelancer to Brand: Sparking Creative Freedom & Opportunity**

*Charlotte Holroyd*

This one-day course with Charlotte Holroyd, founder of Creative Wilderness and branding expert, helps freelancers discover what makes their brand unique. Drawing on experience with major ethical and sustainable brands, Charlotte guides participants through defining their vision, ideal clients, and brand identity. The course covers mindset shifts, building standout brands, and future-proofing to attract aligned work and new opportunities with authenticity and impact.

### WEDNESDAY 12th

**10.00 – 16.00**

#### **Freelance Growth Pathways: Identity, Confidence & Career Planning for Media Professionals**

*Emma Dobinson*

This one-day course with Emma Dobinson, founder of Creative Reset and experienced media coach, helps TV and media freelancers reflect, plan, and build strategies to thrive. Through coaching, exercises, and peer learning, participants will create personalised career roadmaps, identify strengths, and develop confidence to navigate industry change. Ideal for freelancers seeking clarity, resilience, and growth in their creative careers.

### FRIDAY 14th

**14.00 – 16.00**

#### **Speed Coaching Power Hours**

*Clare Laycock*

Speed Coaching with Clare Laycock offers a safe, confidential space for freelancers to gain clarity, overcome obstacles, and take confident next steps. Clare is an ICF-accredited coach and former senior media executive with 30+ years' experience at the BBC, UKTV, and Warner Bros. Discovery. In focused 50-minute sessions, she helps freelancers unlock potential, tackle challenges, and drive meaningful personal and professional growth with tailored, high-impact coaching that delivers real results.

### TUESDAY 11th

**10.00 – 16.00**

#### **From Possibility to Pitch - Developing Your Ideas**

*Alex Dalton*

Alex Dalton helps freelancers develop one-line ideas into confident, polished proposals in this one-day course. Drawing on her experience with BBC, Netflix, and Channel 4, Alex guides participants through refining ideas, experimenting with formats, storyboarding, and receiving peer feedback. Designed to empower creatives to pitch bold, compelling projects, this course builds practical skills for turning concepts into production-ready stories.

### THURSDAY 13th

**10.00 – 16.00**

#### **AI in Action: Smarter, Faster, World-Class Creativity for Freelancers**

*Jason Yates*

Creative Executive and AI consultant Jason Yates brings his experience working with the BFI, Adidas, and more to this intensive one-day course. Designed for those with a working knowledge of generative AI, the course offers demonstrations and exercises to accelerate creative workflows in TV, film, and media. Participants will gain practical tools to develop concepts, visuals, and presentations.

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