



**Announcing DIGITAL DIRECTIONS
A NEW SERIES
as part of the Saturday Forum at PitchMarket 2010
at the Four Seasons Hotel in Downtown Vancouver, BC**

Due to the increasing demand for creative content that works across multiple platforms, PM 2010 has added this new learning stream in addition to our other streams: **PitchLab** for beginning pitchers, **Career Accelerator**, and our **Master Series** for those who already have industry experience and would like to learn more.

The Forum takes place on **SATURDAY, MARCH 6th from 9:30 – 5:15**
our PitchMarket runs on Sunday, March 7th
see www.ftxevents.com for more information
or call (604) 314-2619

DIGITAL DIRECTIONS SERIES

9:30 AM – 12:45 PM Developing Content for Multiple Platforms (seminar)

Short-form programming is being produced for all platforms, whether it be original programming or edits and mash-ups of existing content. This new arena opens up a number of programming options for everyone. In this seminar you will examine the elements that are essential for online projects, discuss how to think in terms of short attention spans, target markets that span all demographics, and find the right topics to explore to create an effective online video. Facilitated by new media guru [Laurie Scheer](#).

2:00 – 3:30 PM Web Series Success Stories (panel)

A panel of web series producers who have created successful shows will share their experiences. What are the tricks? How did they fund the projects? What mistakes did they make along the way? And how did they build their audiences... and the buzz! Panelists include the creators of Riese and more TBA

3:45 – 5:15 PM Pitching for Multiple Platforms (panel)

In this vital discussion, learn how to pitch for new platforms and what to be aware of when selling within the social networks and new media environments. In addition, you will discover how to pitch to traditional studios and networks while keeping web-based versions of your material in mind. Guests include Katherine Warren of FanTrust, Laurie Scheer, Colleen Nystedt of MovieSet.com and more TBA.

To purchase tickets, visit www.ftxevents.com (hit PM Registration link on the PitchMarket Page)

\$35 / panel; \$70 / Developing Content workshop

OR \$100 / FULL DAY