



# 2007 TELEFILM CANADA Executive Management Program

Presented by Women in Film and Television – Toronto



## GUIDELINES

### 2007 TELEFILM CANADA Executive Management Program

This national initiative will provide two representatives per company, for up to ten MICRO and SME television production companies, with the opportunity to develop their management team through an intensive five-day workshop, based on the successful “incubator model.” The program continues with a six-month mentorship matching industry leaders with Incubator participants.

Canada’s high-potential media entrepreneurs will receive consultation and analysis regarding the following corporate issues:

- Traditional benchmarks of a healthy business and strategies for achieving those benchmarks in the context of a Canadian television production company
- Sustainable business models for MICRO and SME television production companies
- Stability through diversification and alternate revenue
- Financial management including: financial planning; financial controls; key benchmarks for accessing corporate financing
- Legal management including special considerations for IP based businesses
- Human resources and management issues for entrepreneurs (When do you need a CFO?; managing growth in uncertain times)
- Marketing tools for building your company’s media brand and product line in the multi-channel universe
- Key media trends and innovation opportunities (multi- media content, digital specialties; alternative financing)
- Playing in the global marketplace: export trends, challenges and “must haves” for success on today’s world entertainment stage

## Participant Selection:

- Up to 10 participant teams, consisting of up to two representatives from senior management per company, will be selected via a national competitive process, adjudicated by an industry selection committee.
- Limited positions will be offered to MICRO and SME companies in British Columbia, Manitoba, Saskatchewan, Yukon, Nova Scotia, Newfoundland & Labrador (subject to change). Applications and Guidelines are available at [www.wift.com](http://www.wift.com)

## Eligibility:

Candidates must meet the following criteria in order to be eligible for consideration:

- Canadian citizen.
- Principal of MICRO or SME television company.
- Completed a business plan in the last five years.
- Must have at least three corporate broadcast credits.

Successful candidates must be prepared to complete a final report on completion of the program.

## Application Process and Program Timeline:

Application forms are available from the WIFT-T website at [www.wift.com](http://www.wift.com) or from your provincial agency websites (see above). Fully completed application packages must be submitted to WIFT-T by **Monday, October 1, 2007, 12:00 noon EST**.

A jury of industry representatives will review the applications. Decisions are expected to be announced in early October. Successful applicants will be responsible for a program administration fee of \$200.

## Contact:

For further information regarding the application process, please contact:

WIFT-T

Tel: 416.322.3430 x 221

Fax: 416.322.3703

Email: [wift@wift.com](mailto:wift@wift.com)

Website: [www.wift.com](http://www.wift.com)

*An internationally affiliated industry organization, Women in Film and Television - Toronto provides year-round training programs through CMP [centre for media professionals], industry events, and professional awards for women and men in Canadian screen-based media.*

## In Partnership With

