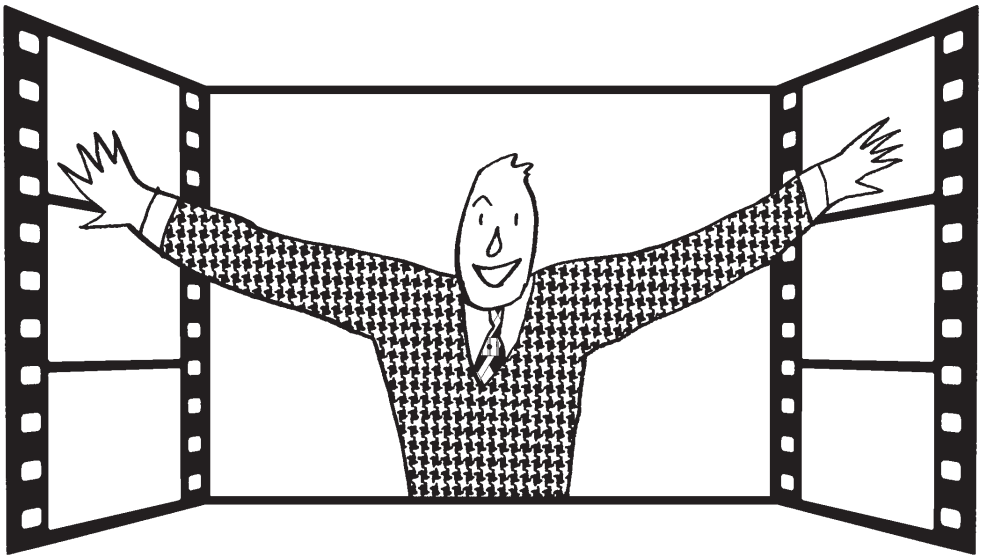


Film, governance and society

Funding, classification and promotion



One-week study programme
26 to 30 March 2012



PAI is accredited by the
British Accreditation Council
for Independent Further and Higher Education

“Film is society’s chosen medium in the 21st century – in our wonderfully diverse society, it provides an engaging and compelling bridge between ages, cultures and societies.”

Amanda Nevill, Director of the British Film Institute

About the programme

As more countries participate in the world film industry as producers, co-producers and locations, but above all as audiences, film becomes an excellent means of communication. For audiences overseas, often this is the best way to gain insights into another country's culture and its citizens' lives and aspirations. With new technologies such as DVD, films can penetrate into small isolated villages as well as cosmopolitan city centres.

Film production is also, of course, a productive part of an economy and may become a significant element of international trade and employment. In the past, US companies have invested heavily in the British film industry. Another very important connection for the UK industry is the European Union which is heavily committed to film funding, not only in Europe but in other parts of the world.

The UK has had a film industry for over a hundred years. Regulation of film and cinemas began in the first decade of the 20th century, and now film is regarded as one of the leading creative industries. This international study programme offers a chance to meet with others working in the film industry and, using the UK model as one example, an opportunity to work out what is good practice in areas such as regulation, classification and censorship, funding, film policy and promotion, location shooting, new technologies, film preservation and archives, film studies and education, image and identity, and other relevant issues.

Who is it for?

The programme is designed mainly for senior policy-makers and executives working in government ministries and agencies, regulatory and funding bodies and in non-government organisations concerned with the funding, promotion, regulation or censorship of film industries. Applications will also be welcome from film-makers and others involved in the film industry who wish to gain insights into the role of the state and to engage in dialogue with officials with responsibilities in this subject area.

How participants will benefit

The study programme will:

- Broaden participants' knowledge and understanding of the structure and governance of film industries in different countries
- Examine the relationships between national governments and film industries and suggest ways in which these relationships may be improved
- Raise awareness of the issues and problems surrounding state regulation, censorship, funding and promotion of film industries, and suggest ways in which these issues and problems can be addressed.

“The calibre of the resource persons was exceptionally good. The visits too were relevant.”

Mr Edward Edion
Deputy Director/Zonal Coordinator, South West Zone
National Film and Video Censors Board, Nigeria

What the programme will cover

The programme will include the following:

- Functions and practices of various public and non-government bodies involved in cinema in the UK
- The balance between censorship, public morality and artistic creativity
- Finance, taxation and funding
- Informal presentations by participants on their own national film industry
- Visits to film policy-making, regulatory and promotional organisations
- National image and identity
- Film cultures and film education
- The role of new media technologies.

The programme will include briefings, discussion sessions, workshops and visits to relevant policy-makers, regulators and practitioners. A key element for sharing knowledge and good practice will be sessions where individual participants will be invited to give informal presentations on aspects of their own national film industry.

Additional themes for discussion will depend on participants' interests and there will be opportunities to explore these during the programme. We also plan to screen some films of interest during the week.

Programme outline

	AM	PM
Day 1	Welcome and introduction – Overview of the UK film industry: history, politics, economics and current issues	Round table – Participants' informal presentations on own countries' film experiences
Day 2	Film policy and promotion – <i>Visit to the Department of Culture, Media and Sport</i> – <i>Visit to Westminster City Council – location filming</i>	Film education – <i>Visit to the National Film and Television School</i>
Day 3	Finance and funding Regulation and classification – <i>Visit to the British Board of Film Classification</i>	Programming, screening, preserving – The work of the British Film Institute – <i>Visit to the National Film Theatre – evening session showing film selection</i>
Day 4	Film and democracy – Using new media: opportunities and threats	Image and identity – Film and nationality – Film cultures
Day 5	Round table – Case studies and practical workshop	Review and evaluation of the programme – Presentations of certificates of attendance

We reserve the right to change the programme as necessary.

Application form

**Film, governance and society:
Funding, classification and promotion**

26 to 30 March 2012

Please complete this application form and post, fax or email to:

Clare Walters, Programme Manager
Public Administration International
10 Bayley Street, London WC1B 3HB UK
T +44 (0)20 7580 3590 F +44 (0)20 7580 4746 pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details.
www.public-admin.co.uk

Please print clearly in black ink and in capital letters

Personal details

First name _____

Family name _____

Title (Prof. Dr. Mr. Mrs. Ms. etc.) _____

Nationality _____

Dietary requirements _____

Disabilities _____

Have you participated in a PAI study programme before? _____

If yes, which programme(s)? _____

Dates of programme(s)? _____

Current position

Title of post _____

Employer _____

Address _____

Telephone _____

Fax _____

Email _____

Brief description of your main role and responsibilities _____

Education and professional training

Please provide brief details of your education and professional qualifications and training

Language

The programme will be conducted in English. Participants will be expected to have a good working knowledge of the language.

Location and arrival arrangements

The study programme will be based in central London. On request, PAI can assist in finding suitable hotel accommodation and can arrange travel to and from the airport.

Fees and other costs

The fee for this one-week study programme will be £1,720. This includes tuition, travel to and from the airport in London, travel on scheduled visits which form part of the programme¹, and all documentation. UK Valued Added Tax (VAT) will not be charged if applicants can provide written confirmation from their government or its accredited representative that they are employed by their government in furtherance of its sovereign activities. In all other cases, VAT (currently 20%) will be charged in addition to the fee. Payment in full must be received by PAI no later than 26 March 2012. Cheques should be made payable to Public Administration International. Alternatively, PAI is able to invoice individuals or government agencies. Payment by bank transfer is also acceptable.

Airfares, accommodation costs, daily travel (other than on visits scheduled in the programme), meals and living expenses are not included. We suggest that approximately £120 per person per day should be allowed for a modest standard of accommodation, local travel in the UK, meals and other incidental expenses. Participants requiring a higher standard of accommodation (for example a 4 star hotel) will need to allow approximately £175 per person per day.

Discount

We offer a 10% discount on the tuition fee if a funding organisation sponsors more than three participants in any one calendar year. Please ensure that when you book your fourth participant (in any one calendar year) you let us know so that we can apply the discount.

Insurance

Participants are advised to arrange travel and health insurance cover before leaving their home country.

Public Administration International (PAI)

PAI specialises in management consultancy and development services for organisations in and associated with the public sector worldwide. We provide advice and support for governments undergoing political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. The promotion of good governance and best practice are our key objectives. This programme is one of a number of specialist UK-based study programmes designed to meet the needs of public services worldwide.

¹Travel to and from the airport in London and travel on scheduled visits in the programme are provided at cost.

Programme Director

The Programme Director will be Florence Ayisi. Florence is a filmmaker and university lecturer who has for many years explored various subjects ranging from alternative media representations of Africa, to how women's work and visions are at the vanguard of socio-cultural and economic development. An award winning filmmaker, Florence's films present unique and rare insights into the stories of people's lives and experiences, their diverse and dynamic cultures and traditions. She has made documentary

films in Cameroon, Tanzania and Zanzibar. Florence is currently a Reader in Documentary Film Practice at the Newport Film School, Faculty of Arts and Business, University of Wales, Newport, UK. Her teaching and research work include various aspects of film theory and practice including producing and directing, transnational film practices, film audience and spectatorship. Florence has taught in various Higher Education Institutions in the UK, including the University of Sunderland, Coventry University and the University of Glamorgan.

How to apply

Please complete the attached Public Administration International application form and post or fax to:

Clare Walters
Programme Manager
Public Administration International
10 Bayley Street
London WC1B 3HB
UK
T +44 (0)20 7580 3590
F +44 (0)20 7580 4746
pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details: www.public-admin.co.uk

If you would like to discuss the programme, any of our other international study programmes or our consultancy services, please contact:

Claire Cameron
Director
Public Administration International
T +44 (0)20 7580 3590
pai@public-admin.co.uk

We also have extensive experience of designing tailor-made programmes (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

Public Administration
International

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