

**Two Solitudes Consulting** presents

## New Media Boot Camp for Film and Television Professionals

November 22, 2007

9:00 AM — 5:00 PM

*Liberty Market Building  
171 East Liberty Street, Toronto*

### *Get up to speed with our one-day new-media 'boot camp'*

Technology has brought about huge changes in the film and television industries – and what we've seen so far is just the tip of the iceberg. Keeping abreast of a baffling array of technologies and new jargon is a challenge at the best of times – and the recent rate of change has been dizzying indeed.

Understanding the unique impact the changing world has for Canadian media companies has never been more important. We're well-served in Canada by conferences that take a deep dive on new media, but what we lack is accessible, well-explained information about the foundations of the new media world – and how it is impacting Canada and our media and entertainment industries.

That's the purpose behind this unique one-day seminar. Designed as an intimate and casual session, registration will be **limited to a maximum of twenty participants** in order to ensure that everyone has ample opportunity to ask questions about their own particular areas of interest or confusion.

We'll pack as much into this one day as we can – and participants can expect to walk away at the end of the day with a lot of new knowledge and a new sense of confidence when dealing with their co-workers and business associates. And we're pretty sure you'll walk away with some new ideas of your own, too!

### *Who should attend?*

This seminar is targeted at anyone in the film and television industries who *isn't* deeply involved in new media but who nevertheless needs to understand what's happening and understand what their colleagues and others in the entertainment supply chain are talking about. Hosted by Two Solitudes' Alan Sawyer, this course will appeal to broadcasters, producers, directors, writers, distributors, commissioning editors, guild administrators and negotiators – and anyone else who feels the need to understand what these on-going changes mean for their industry — and for them individually.

# two solitudes

Exploring the convergence and collision of traditional and new media

## Seminar Content

While the actual topics covered at the seminar will be driven, in part, by the delegates, areas we intend to touch on include:

- What is New Media (or *digital media* or *interactive media*)?
- The growing and changing role of the Internet as a content delivery channel
- The Communications Revolution as it pertains to film and television
- Social Media (MySpace, Facebook, etc.), blogging and micro-blogging
- User-generated and semi-professional content
- Consumer-driven content redistribution
- Peer-to-peer (P2P) technologies and applications – why they matter
- New gatekeepers / New aggregators – what does it mean for you?
- Geo-fencing: the myths and the realities of life in the Global Village
- Net Neutrality – something you need to know about!
- Emerging media mega corporations
- Convergence – it's real this time!
- Metadata: The key to unlocking content
- Changing technology – in the home and beyond
- Evolving consumer behaviour and expectations
- New media revenue models
- Alternate realities like Second Life and massively multi-player online gaming (MMOG)
- Regulatory policy, including the good, the bad and the ugly of the CRTC's New Media Exemption Order
- What's the holy grail? Understanding the value (and power!) of state / context management

Woven throughout the day we'll look at the implications of the above for film and television, with a particular emphasis on the implications for the *Canadian* industries.

Finally, we'll take a look at where all of this might take us – as individuals and as a country – over the next five to fifteen years. And we won't just feed you full of information and ideas – lunch is included, too!

## Seminar Leader

**Alan Sawyer** is a skilled communicator who specializes in making complex new media concepts easily understandable to non-technical audiences and in interpreting the impact that new technology is having on the Canadian media scene.

He's a frequent speaker, panelist and moderator at Canadian media and new media conferences and is often sought out by TV, newspaper and radio journalists to comment on the changing Canadian media and telecommunications spaces.

Alan was formerly a senior consultant in IBM Business Consulting Services' Media and Entertainment practice (where he authored the landmark discussion papers *The End of Television as We Know It – A Canadian Perspective* and *The Future of Television in Canada*).

Alan consults with broadcasters, producers, industry associations, government agencies and private funding bodies on both business and technical strategy for media and new media.

An occasional journalist, Alan has written for Playback Magazine, The Toronto Star, Broadcast Engineering Magazine, and writes *The Two Solitudes Journal*, a periodical that is published at seemingly random intervals and is available free of charge at <http://journal.twosolitudes.com>.

## Registration

The seminar price is \$399 (plus GST)

### How To Register

Please confirm availability by e-mailing [asawyer@twosolitudes.com](mailto:asawyer@twosolitudes.com)

For other questions please e-mail or call:

Phone: 647-477-6187

Toll-free: 1-800-315-0608

If your organization has a number of people who would benefit from a seminar like this, it can also be offered at your location and customized to meet your specific needs.

Please contact us to discuss.

### Cancelation Policy

**All registrations are transferable to a friend or colleague at no charge.**

If that's doesn't work for you, all fees paid for cancelations received by November 14<sup>th</sup> will be refunded, less a \$100 administrative fee (plus GST). After November 14<sup>th</sup>, cancelations will result in the forfeiture of the entire registration amount.

Two Solitudes Consulting reserves the right to cancel or reschedule this seminar at any time at our sole discretion, or to change the specific venue (still within the downtown Toronto area) if necessary.

In the unlikely event that we need to cancel the event, and should any rescheduled date not be satisfactory to you, all fees received will be refunded and payment for any outstanding fees will no longer be required. No further compensation will be provided.