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'EUROPEAN MEDIA EVENT' – 2n^d edition

The influence of New Media and new technologies on storytelling and formats

7-11 September, 2009

Beursschouwburg - Brussels

During the week of **7-11 September 2009**, the European Media Event will create a dynamic meeting place and a creative lab in **Brussels**, Belgium for the (inter)national documentary community, (inter)national professionals of the audiovisual field and related new media practitioners.

This initiative, **organised by producer Inge Rochette** in partnership with Creanemea vzw and the production company Injoy Productions, takes place in the eclectic arts & cultural center Beursschouwburg, located in the city center.

Advancing from the success of the 2008 European Media Event, the 2009 edition will be a series of inspiring events. **We will examine the influence of new media on formats and storytelling for documentaries and audiovisual projects and the possibilities the cross-platform media area offer.**

The world of Cross-media is exciting, but also somewhat daunting since everything is so new, the tools and relationships with people are more complex, and the paths to revenues and financial sustainability are not always so clear. Mediamakers now need to be effective intelligence agents, capable of grasping and acting upon useful information in a swift and efficient way.

This isn't easy and, thankfully, there have been more and more successful examples of integrated media.

THE SECOND WAVE will draw off of those successful examples and the talents who created them.

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THE SECOND WAVE (7, 8 and 9 September) will be an immersive and collaborative experience. There will be plenty of useful insights in project development, with plenty of permutations of content, subject matter, old and new media components, and approaches to audiences. There will also be useful and actionable ideas on where to find funds, how to cut costs, how to research and develop effective partnerships, and how to find and maximize in-kind resources.

In addition, there will be guidance on how to track the best practices in comparable projects and also help on where to go for inexpensive tools and delivery platforms, legal and marketing tips, technical advice, and guidance on levels of interactivity.

During this **three-day workshop, under the guidance of our guest programmer Neil Sieling**, from Link TV (www.linktv.org) and The Center for Social Media (www.centerforsocialmedia.org), and Docagora (www.docagora.org) in the United States, the participants will first be asked to pitch their project in its current form to the gathered experts, organizers and fellow participants before then being given the opportunity to work intensively on the further development of their project, **assisted by a team of international experts (Cameron Hickey, Douglas Gayeton, Paula Le Dieu, Kat Cizek, Ben Kempas, Peter Wintonick & Caspar Sonnen).**

www.europeanmediaevent.com/secondwave.

On this page, you just click on the names of the expert in the list to have access to their biography

New media project concepts for development in this Lab are open – an interactive component of a TV series or the next long-form creative documentary, a mobile-doc, a gaming application for e-learning, among others. The options are endless, as long as the project is demonstrated to be practical and ultimately doable by the producing team, and offers a unique contribution to the digital documentary realm.

Participants and experts for the 2008 Second Wave sessions were impressed with the quality of the collaborations and generous sharing of information, experiences, and insights, the 'The 2009 Second Wave sessions' also aim to maximize the degree of generosity and collaboration.

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Also on the program of EME:

DocScapes, a **free documentary film festival** with a selection of cutting-edge films, curated by Cis Bierinckx.

Come and enjoy them **from 7-11 September 2009, at 7:00 pm**. You can find the full program and all info about the films on the website **www.europeanmediaevent.com/docscapes**

Variation, an **exhibition** of film and video works by eight national and international artists will lead you through the entire Beursschouwburg building.

Variation is curated by Katerina Gregos in collaboration with Contour 2009- the 4th Biennial of Moving Image and The People's Cinema.

Free entrance, open every day, 7-11 September 2009, from 10.00am till 8.00pm.

You can find more detailed info on our website :

www.europeanmediaevent.com/variation

The European Media Event was made possible thanks to the support and collaboration of the following national and international partners:

Injoy Productions, Creanemea vzw, Beursschouwburg, iconoval and etma (Strasbourg), Twist, EDN, the Flemish Audiovisual Fund (VAF), Minister Vanraes – the minister of external relations of the Brussels Capital Region, Minister Lieten – the minister of Media and Innovation of the Flemish Government, Centre du Cinéma et de l'audiovisuel de la Communauté française, Kunsten en Erfgoed, Bruxelles Tournage, Bruxelles international, Lichtpunt, Alsace International, Clipdisplay, the MEDIA desk of the French Community, Contour 2009, The People's Cinema, Vidi-Square, Mixx, Radio Contact, Avi, Docagora, Les Ateliers CBA, WIP, Crrav, Duvel, Neuhaus, Lotus, Computer Factory, FCm Travel, Polymorfilm, Mishto Production.

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