

Merging Media Transmedia Seminar + Lab, April 28-29, 2011

International Transmedia expert Anita Ondine kicks off Merging Media's 2011 Program with this engaging Seminar and Lab, presented by Merging Media Productions Inc and the CMPA-BC Producer's Branch. Fresh from the renowned "Binger Filmlab" workshops in Europe and "Transmedia Next" event in London, UK, Anita will present a 1/2 day public Seminar at the Vancity Theatre, as part of a 2-day exclusive Transmedia Seminar+Lab (for *20 select participants only**).

The combined Seminar+Lab event will be a unique and intensive look at transmedia development, design, production and distribution both in theory and through hands-on lab work. We invite participation from a broad spectrum of media professionals.

(1) TRANSMEDIA SEMINAR

Venue: Vancity Theatre, APRIL 28, 9 am-12.30pm

Digital + Conventional Media producers and creatives keen on developing their transmedia strategies, should attend this engaging presentation that sets out the fundamentals of Transmedia, provides a framework for Transmedia business and creative development as well as exploring ways to identify and develop the operative idea of your multi-platform production. Benefit from Anita's invaluable business advice and creative development tips at this inspiring event.

The Seminar is open to professionals from all media sectors and is suitable for practitioners who are curious about transmedia and want to learn more or know about it and are seeking a framework to continue the development of their transmedia programs.

Full program at: <http://mergingmedia.ca/agenda>

(2) TRANSMEDIA SEMINAR + LAB

Venue: Vancity Theatre (Seminar), April 28: 9am-12.30pm
BCIT Atrium, Downtown Campus(Lab), APRIL 28: 1pm-5.45pm;
April 29 : 9am-6.30pm

The Merging Media Lab is a one-of-a-kind syllabus that has been tailor-made for our industry and covers the entire Transmedia value chain, from "Conception to Consumption".

Aimed at experienced media professionals from across Canada, the intensive Lab will build on the frameworks set out in the Seminar and go beyond that to take a detailed look at Transmedia story architecture, writing a Storyworld Bible, financing Transmedia productions, using technology creatively, accessing new revenue streams and engaging with audiences. In addition to examining the latest in Transmedia best practice, participants are invited to get hands-ons in Workshop sessions where you will collaborate with a dynamic group of peers from diverse disciplines to shape a transmedia experience and pitch it to a panel of leading industry professionals.

This fun and informative event culminates with a networking reception at the end of Day 2. Networking opportunities have also been built into the design of the event across both days so

you will have the opportunity to forge relationships with practitioners from different disciplines and potentially emerge with new partners to take your project forward.

Key Take Aways:

- * A framework for developing your own Transmedia programs.
- * An understanding of current trends in Transmedia storytelling.
- * A familiarity with all the key steps involved in development, writing, production and distribution.
- * A strong grasp of the tools and techniques that enable the rapid development of Transmedia architectures.
- * Exclusive case studies from real life Transmedia productions.
- * A new network of other forward-thinking media professionals.

This exclusive Lab is only open to select participants. Participation is invited from practitioners with and without active Transmedia projects.

Full program at: <http://mergingmedia.ca/agenda>

****To apply for the Merging Media Transmedia Lab, go to www.mergingmedia.ca/register***

Registration Fees (upon acceptance only) :

CMPA Members: \$265.49+HST (\$300) Non-members: \$398.23+ HST (\$450)

Includes Seminar+Lab Fees, breakfasts + lunches, pitch sessions & a networking reception to round up the sessions on Day 2.