

SKILLS CHANNEL TV

TALENT DEVELOPMENT FOR BROADCASTERS



Skills Channel TV provides tailored training specific to broadcasters and screen based company's needs. We have a great team of associates who have worked in the industry and have a track record of providing high impact learning. Skills Channel TV gives you experience and quality to get the best out of your talent.

“Odd how the creative power at once brings the whole universe to order.”
Virginia Woolf

Workshop Title:	The Broadcast Development Process
Aimed at:	Factual and documentary producers and directors who are new to development or those wanting to move into development.
Aim:	The aim of the workshop is to give a clear overview of the development process from identifying and researching markets through to originating, developing and pitching an idea.
Duration:	9.30 to 5.00
Content:	The content for the session: <ul style="list-style-type: none">• The Development Process• Researching your market• Information you need before you begin the development process• Tools and techniques for generating original ideas• A framework for developing and refining ideas• Making sure your idea matches your market• Building a strong pitch• Protecting your ideas
No of Participants:	Maximum 12 people
Skills Channel TV:	Skills Channel TV is part of the hugely successful mcphedran co uk, the training company for the creative industries. The aim of Skills Channel TV is to focus on developing people in the broadcast industry. The Skills Channel TV industry associate for this session is Alexandra Dalton. Alex worked at the BBC for 10 years as a radio and television producer, working on documentaries, news programmes and live sporting events including the Sydney Olympics. She was also part of the BBC's Creative Network; a team selected from across the BBC to work within the organisation promoting and facilitating greater creativity and connection with audiences. Latterly she worked with the BBC's Creativity and Audiences department, helping producers and directors with ideas generation, development and pitching. Current clients include the BBC, Channel 4, October Films and IMG.

For more information visit www.skillschannel.tv or call 01536 522792