World Conference of Screenwriters
WARSAW 1-2 OCTOBER 2014

/ Agenda /

<< Conference venue >>

KINO KULTURA
Krakowskie Przedmieście 21/23
Warsaw
OPENING RECEPTION / 30th September

>> Welcome 18:00

Venue

>> KINO KULTURA Restaurant
Krakowskie Przedmieście 21/23, Warsaw

Programme

Hosted by the Polish Filmmakers Association

Screening of “Wałęsa: Man of Hope”, a film by Mr Andrzej Wajda
Speaker: Mr Andrzej Wajda, possibly accompanied by Mr Janusz Głowacki

Followed by Drinks and Canapé reception
DAY ONE / 1st October

1 Opening Remarks and Introduction to Poland’s Film & TV Industry
   >> 09:30 – 10:30, Kultura Cinema

   Speakers
   Ms Agnieszka Odorowicz, General Director of the Polish Filmmakers Institute
   Ms Odorowicz may also give the floor to Mr Jacek Bromski, Screenwriter, President of Polish Screenwriters Guild.
   Followed by An Introduction to Poland’s Film & TV Industry by Ms Agnieszka Odorowicz

   >> COFFEE BREAK: 10:30 – 11:00

2 Writing for an International Market / Panel Discussions
   >> 11:00 – 13:00, Kultura Cinema

   2a Selling an Existing TV Format   >> 11:00 – 12:00

   Participants
   Moderator
   Stanislav Semerdjiev, Executive Director of CILECT and board member of FSE
   Panelists
   Hagai Levi, Writer/Director, Israel
   Ugezu J. Ugezu, Writer and Nollywood Licensed Director
   Grant Cathro, London-based Screenwriter/Head Writer
   Phil Parker, Writer/Development Consultant, UK
   Tim O’Donnell, Writer, USA

   Talking Points
   How do original writers stay involved with new productions? What can be done to share financially in the sale of your format? When is it time to let the original vision “go”? What to keep from the original and what to change in new production? How are original creators compensated (if at all) and credited, (i.e. “based on” or producer credits)? How do the original & new writer(s) work together? How are cultural differences in markets identified and addressed?
Co-Production Pros and Cons  >> 12:00 – 13:00

Participants

Moderator
Denis McGrath, Screenwriter, Playwright & Producer, Canada

Panelists
Tom Fontana, Writer/Producer, New York City
Maciej Karpinski, Screenwriter, President of Polish Screenwriters Guild
Olivia Hetreed, Writer, President, WGGB
Saket Chaudhary, Writer/Director, India

Talking Points

Bigger budgets, but how to resolve the conflicting visions of too many producers and partners. Overcoming different cultural references and bias. How do you ensure multiple guild writers get a shot at scripts when public money is involved? Is there an opportunity for mentoring and professional growth? Breaking the language barrier with quality television. Discuss how to create and write a show that will travel internationally. What makes them fail in different markets?

>> LUNCH: 13:00 – 14:00

Hosted by the Polish Public Television TVP
Hotel Bristol, Salon Reception Hall, 1st floor,
Krakowskie Przedmieście 42/44, Warsaw

Workshops & Break Out Sessions

3  >> 14:00 – 16:00

3a Beyond Detectives and Doctors: the Rise of New Genres Internationally  >> 14:00 – 15:00, REJS Cinema

Participants

Moderator
Pip Hall, President of the New Zealand Writers Guild

Panelists
Stanislav Semerdijev, Executive Director of CILECT and board member of FSE
Gail Renard, Comedy and Children's Writer, UK
Dr Christine Otto, Writer, Germany
Curro Royo, Writer, Spain

Talking Points

Broadcasters often want “tried and true” hospital and detective shows. How to successfully push for something new. How are old genres made to feel fresh?
What's popular around the world? What sells? What has a long shelf life? Science-Fiction is timeless and borderless, therefore lots of international secondary use and co-pro opportunities. Are vampires and zombies over? What's next in horror? Musical/Dance? Drama: Passing fad or enduring new genre?

3b Collective Bargaining Rights   >> 14:00 – 15:00, Kultura Cinema

Participants
Moderator  
David Kavanagh, Executive Officer of the FSE and Writers Guild of Ireland

Panelists  
Robert Taylor, Vice President of the FSE, UK  
Bob Schneider, Secretary-Treasurer of the Writers Guild of America, East  
Chuck Slocum, Assistant Executive Director of the Writers Guild of America, West  
Anne Zeegers, Director of the Dutch Screenwriters Guild  
Henner Merk, Lawyer, Germany

Talking Points
Collective bargaining and prohibitions to setting minimum rates due to competition law. How does this vary internationally? How does this impact the writer? How can the Guilds help? Recent agreements – US success with reality companies: German success through their best-seller law; French success with recent negotiations; etc. Can information exchange between guilds be improved?

3c Writers in Independent Cinema   >> 15:00 – 16:00, REJS Cinema

Participants
Moderator  
Howard Rodman, Vice President of the Writers Guild of America West

Panelists  
Carolin Otto, Writer/Director, Germany, and FSE board member  
Jeremy Pikser, Vice-President of the Writers Guild of America East  
Olivier Gorce, Vice-President, Génie du Scénario Française des Scénaristes (France)

Talking Points
Does the writer have more control in Independent Cinema? Is it a more collaborative process than a big studio production? Is there more creative freedom? Do guilds have low-budget incentive rates for indie productions?
**3d Negotiation Primer**  
**>> 15:00 – 16:00, Kultura Cinema**

**Participants**
- **Moderator**  
  Bernie Corbett, General Secretary of the Writers Guild of Great Britain
- **Panelists**  
  Maureen Parker, Executive Director, Writers Guild of Canada  
  Steven Gannaway, Executive Director of the New Zealand Writers Guild  
  Bill Armstrong, Writer, TV Committee Chair of Writers Guild of Great Britain  
  Michael Winship, President of the Writers Guild of America, East

**Talking Points**
Who we negotiate with. Why we negotiate with them. Why they negotiate with us. What we seek to achieve. How we go about achieving it. Whether we succeed in achieving it. How we go about setting up a negotiation. What we can do if we can't get into a negotiating position with someone we want something from. How do we ensure we get paid.

**>> COFFEE BREAK: 16:00 – 16:30**

**4 The Scandinavian Phenomenon / Panel Discussion**  
**>> 16:30 – 18:00, Kultura Cinema**

**Participants**
- **Moderator**  
  Sveinbjörn Baldvinsson, President of the FSE
- **Panelists**  
  Hans Rosenfelt, Writer, Sweden  
  Mette Heeno, Writer, Denmark  
  Katrine Vogelsang, Head of Fiction, TV2, Denmark  
  Nikolaj Scherfig, Writer, Denmark

**Talking Points**
Borgen, The Bridge, The Killing... All internationally acclaimed TV Series. How have the Danes and other Scandinavians done it? What can we learn from it?

**>> 18:00 - End of Day One**

**WCOS 03 Reception**  
**>> 20:00 at Villa Foksal Restaurant, ul. Foksal 3/5, Warsaw**  
**>> Dress Code: Smart/Casual**
Hosted by the City of Warsaw  
Presented by the Mayor of Warsaw, Mrs Hanna Gronkiewicz-Waltz
DAY TWO / 2nd October

>> 09:00 - Resume of Day 1 by Day One Moderators

1 Gender, the Lack of Representation of Women Writers
   Panel Discussion
   >> 09:30 – 10:15, Kultura Cinema

   Participants
   Moderator
   Carolin Otto, Writer/Director, Germany, and FSE board member
   Panelists
   Olivia Hetreed, Writer; President of WGGB
   Jill Golick, President of the Writers Guild Canada
   David Kavanagh, Executive Officer of the FSE and Writers Guild of Ireland
   Camilla Ahlgren, Chairman of the Swedish Writers Guild
   Guilhem Cottet, Executive Manager, Guilde Française des Scénaristes (France)

   Talking Points
   Under-representation of women in key decision-making and creative roles has been a feature of the film industry for many years. In the specific areas of writing and directing, the female percentage of screenwriters in the UK over the period 1999 to 2007 was found to be 12-15%, a situation paralleled in the USA. Discuss the reasons for this under-representation and how it may be resolved.

2 What Does the 60-Minute Episode Mean in 2014?
   Panel Discussion
   >> 10:15 – 11:00, Kultura Cinema

   Participants
   Moderator
   Michael Winship, President of the Writers Guild of America, East
   Panelists
   Jean-André Yerlès, Writer, Board Member, Guilde Française des Scénaristes (France)
   Lisa Holksworth, TV Writer, UK
   Peter Mohan, Writer/Executive Producer, Canada

   Talking Points
   Episodic television vs. the arced story. Decoding the changing nature of viewing habits. Water cooler episodes versus binge viewing: does it change how writers work? What countries find it difficult to sell broadcasters on an arced script and why? Is it subscription versus advertising based: when the audience pays, you can arc it?
>> COFFEE BREAK: 11:00 – 11:30

3 Workshops & Break Out Sessions

>> 11:30 – 12:30

3a Copyright  >> 11:30 – 12:30, Kultura Cinema

**Participants**

**Moderator**
Katharina Uppenbrink, Managing Director, Initiative Urheberrecht (Copyright Initiative), Germany

**Panelists**
Anjum Rajabali, Writer, Film Writers Association, India
Judit Fischer, Policy Officer, Copyright Unit of European Commission's Internal Market Directorate-General
Rafał Kownacki, Chief International Officer of ZAiKS
Bernie Corbett, General Secretary of the Writers Guild of Great Britain
Janine Lorente, Director of International Affairs of SACD, France
Sylvie Lussier, President, SARTEC

**Talking Points**
Copyright has been under attack by those who want free content. How do we fight back? Reforms seem certain in the EU. What’s happening with the EU / US and Canada trade agreement?

3b Writing for Children & Young Audiences  >> 11:30 – 12:30, REJS Cinema

**Participants**

**Moderator**
Jill Golick, WGC President, Screenwriter, Transmedia Creator

**Panelists**
Andrezej Maleszka, Screenwriter/Director, Poland
Emma Reeves, Chair of the Children’s Committee, UK
Katja Grübel, Writer, Germany
Gail Renard, Comedy and Children’s writer, UK
Cyril Tysz, Board Member, Guilde Française des Scénaristes (France)

**Talking Points**
Writers of Children’s Programming serve many masters. They create and write shows that serve the interests of children, deliver curriculum and satisfy educational advisors. In a co-production environment, writers may have to meet the demands of broadcasters from different countries whose interests
may or may not align. And then there are the commercial forces at work in kids’ TV – shows that are almost commercials for toys, video games and so on. Given the pressures of the children's television environment, how does a writer create great shows that enchant, entertain and educate?

3c  Your Agent, Your Guild, Your Collecting Society

>> 12:30 – 13:30, Kultura Cinema

Participants

Moderator
Maureen Parker, Executive Director, Writers Guild of Canada

Panelists
Carl Gottlieb, Writer, USA
Julian Friedmann, Co-owner Blake Friedmann Literary Agency, UK
Robert Staats, joint CEO of VG Wort, Germany
Guilhem Cottet, Executive Manager, Guilde Française des Scénaristes (France)
Dominik Skoczek, General Counsel of the Polish Filmmakers Association

Talking Points

What are the roles for each and how to ensure they work together on your behalf so you can concentrate on creating. Differences in Europe and North America. How to resolve conflict.

>> LUNCH: 13:30 – 14:30
Hotel Bristol, Salon Reception Hall, 1st floor,
Krakowskie Przedmieście 42/44, Warsaw

4  Writers in the Room / Panel Discussions

>> 14:30 – 16:30, Kultura Cinema

4a  The Showrunner Model  >> 14:30 – 15:30

Participants

Moderator
Christina Kallas, Writer/Producer, Patron of the FSE, USA/Germany

Panelists
Tom Fontana, Writer/Producer, USA
Ilona Lepkowska, Writer/Producer, Poland
Chris Keyser, Writer, President of the Writers Guild of America, West, USA
Peter Mohan, Writer/Executive Producer, Canada

Talking Points

Skills necessary for being a successful showrunner. Balancing producer versus writer functions. The mechanics of running a writers’ room.
4b The Solitary Writer and the Writers in the Room

>> 15:30 – 16:30

Participants

Moderator
Christina Kallas, Writer/Producer, Patron of the FSE, USA/Germany

Panelists
Andrew Davies, Writer, UK
Denis McGrath, Screenwriter/Playwright/Producer, Canada
Howard Rodman, Writer, Vice President of the Writers Guild of America, West, USA
Grant Cathro, Screenwriter/Head Writer, UK
Lucy Alibar, Writer, USA

Talking Points

Good and bad experiences working as a solitary writer, as a double act, and as part of a writers’ room.

5 Closing Comments

>> 16:30 – 17:00, Kultura Cinema

Thank you
Maciej Karpinski, Screenwriter, President of Polish Screenwriters Guild

Closing words
Sveinbjörn Baldvinsson, President of the FSE

Concluding Resolution
Presenter: Chris Keyser, President of the Writers Guild of America, West