

BANFF NEW MEDIA INSTITUTE

2004

**Interactive Screen 0.4 and
Accelerator Workshop One: Money and Law
July 11th – 18th, 2004**

This event is made possible through the support of:



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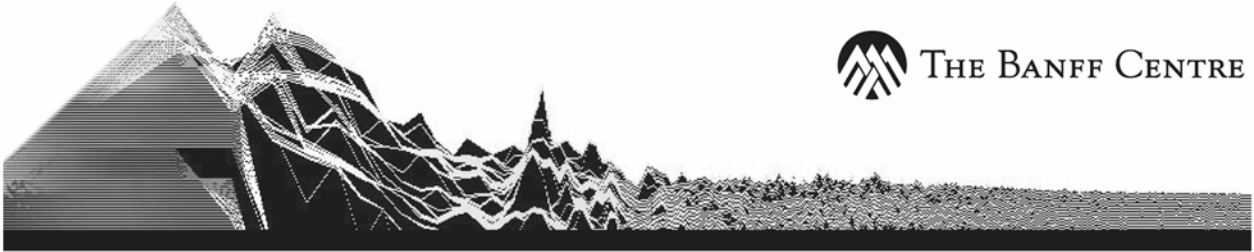
Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

Arts Training programs at The Banff Centre are supported by the Department of Canadian Heritage and Human Resources Development Canada through the National Arts Training Contribution Program.

Listen live at www.horizonzero.ca OR
www.banffcentre.ca/bnmi

Agenda: Interactive Screen 0.4 and
Accelerator Workshop One: Money and Law



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THEMES AND GOALS

Now in its tenth offering, this year's Interactive Screen and Money and Law continues to explore the potential of interactive content and software. We will pay attention to the expanding world of mobile new media and look at applications that successfully span from the big screen to the small.

Led by an international faculty with the participation of leading creative producers, technologists and artists, Interactive Screen and Money and Law, explore the conceptualizing, writing, design, development, planning, the financing and pitching of ideas and projects.

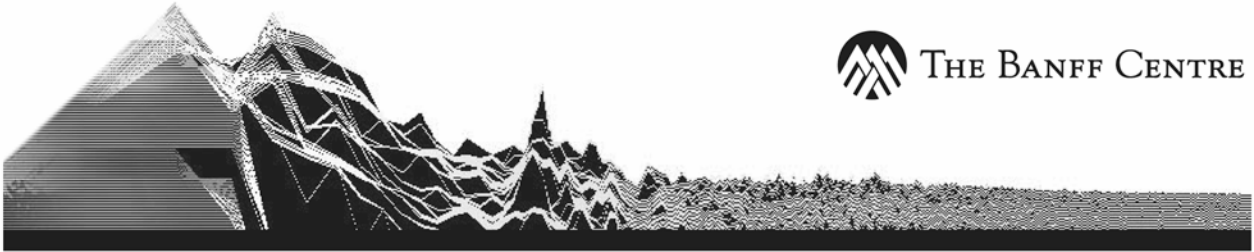
The first part of Interactive Screen focuses on creating new media content: interactive experiences for wireless and broadband networks, effective www sites, games, and next generation responsive environments. As well as formal presentations, participants take part in small projects, collaborations, individual project development, and one-on-one mentoring and peer learning sessions. 2004 will include an intensive writing for interactive media workshop and a special session on interactive design.

The second part of Interactive Screen is Money and Law. We will gather leading companies in Canada, international partners, government and investors. This strategy session will consider how to amalgamate and better support the new media industry in Canada and build international links. It will focus on capacity building, distribution strategies, rights models and international co-production. It will explore financing. Money and Law will also discuss distribution models for Canadian content creation, strategies for approaching media consolidation and the form that companies might best take, including alliances between specialty companies.

In 2004, Money and Law will run side by side with the Banff New Media Accelerator, a new media company development initiative. We will encourage future working relationships between Accelerator participants and Interactive Screen participants and faculty. During the Money and Law and Accelerator sessions, participants develop the ability to negotiate the complex and ever-shifting world of financing, rights and legal strategies for new media.

The goal of Interactive Screen is to stimulate the creation of emotionally powerful, creatively inspired, and economically viable interactive media in Canada and abroad.

Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law



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AGENDA

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Agenda: Interactive Screen 0.4 and
Accelerator Workshop One: Money and Law

Sara Diamond, Director of Research and Artistic Director, BNMI, The Banff Centre, will moderate or co-moderate most sessions unless otherwise noted. **Justine Bizzocchi**, Technology Manager, University-Industry Liaison Office, Simon Fraser University (Burnaby, BC) and **Susan Kennard**, Executive Producer, BNMI, The Banff Centre will also moderate Interactive Screen. Accelerator and Money and Law moderators vary.

Saturday, July 10th

9:00pm

Meet and Greet Reception: Interactive Screen

Location: Room 301, Professional Development Centre (PDC)

There will be an opportunity to introduce yourself and your goals for the summit. We will play some collaborative games.

Interactive Screen DAY ONE: Sunday, July 11th

8:00am – 9:00am

Technical Run Through

Location: Room 103, Professional Development Centre (PDC)

***ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.**

9:00am – 9:45am

Welcome and Goals

Location: Room 103, Professional Development Centre (PDC)

- **Sara Diamond**, Director of Research and Artistic Director, BNMI, The Banff Centre

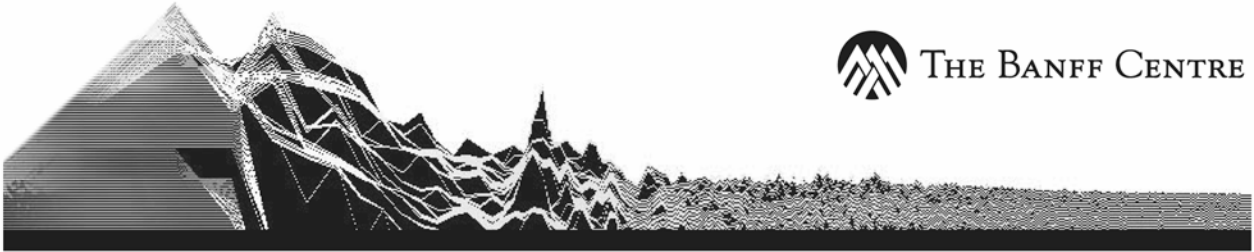
Share your objective and tell us a skill that you will share in peer-to-peer counseling

9:45 am – 10:45 am

Kickoff Keynote: Participant Driven Design, Participant Driven New Media - Modeling the Future

Location: Room 103, Professional Development Centre (PDC)

- **Jan-Christoph Zoels**, Senior Associate Professor, Interaction Design Institute Ivrea (Italy)



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Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law

10:45am - 11:00am
BREAK

11:00am – 12:30pm

Cross-Platform? Vertical Integration? What about Convergence?

Location: Room 103, Professional Development Centre (PDC)

Moderator: Sara Diamond – Director of Research and Artistic Director, BNMI, The Banff Centre

How do different media play together or play side by side in the current creative context? Share glimpses of their projects and hear their strategies for cross-platform creative development.

- **Benoit Beaudoin**, New Media Producer, Groupe ECP (Outremont, Quebec)
- **Nathon Gunn**, President, Bitcasters Inc. (Toronto, Ontario)
- **Charles Kriel**, Design Fellow, Kingston University (London, UK)

With comments on the production and legal challenges in creative crossover from **Ian Kelso**, President, New Media Business Alliance (Toronto, Ontario) and **Stephen Selznick**, Barrister and Solicitor, Cassels, Brock & Blackwell (Toronto, Ontario)

12:30pm – 1:30pm
LUNCH

1:30pm – 4:00 pm

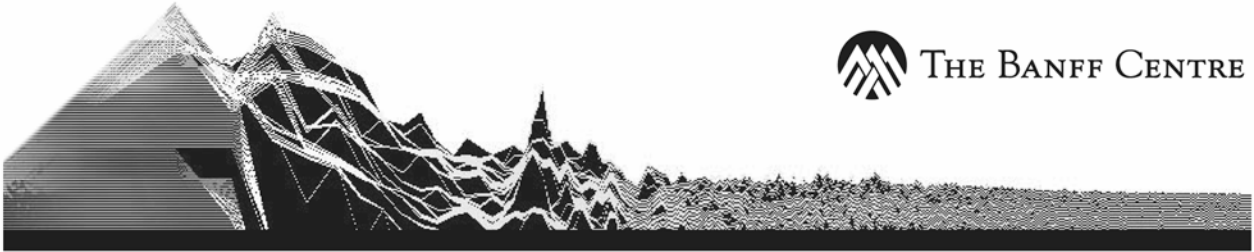
Doors of Perception Outdoor / Indoor Design Experience and Debrief

Location: Meet outside THE KILN CAFÉ (outside Jeanne and Peter Lougheed Building)

Facilitators: Sara Diamond, Director of Research and Artistic Director, BNMI, The Banff Centre with **Martha Ladly**, Associate Professor, Faculty of Design Ontario College of Art & Design (Toronto, ON) and **BNMI Staff**.

- Please wear outdoors shoes and garments.

4:00pm – 4:15pm
BREAK



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Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law

4:15pm – 6:00pm

Interaction Design Workshop: Part One

Location: Room 103, Professional Development Centre (PDC)

Over two sessions, the workshop will review principles of interaction design, looking at conceptual theories, contemporary practice and the evolution of this discipline, through a series of case studies, readings and presentations. We will look at some current trends in screen-based, wireless, object-based and installed interactive environments. Through individual and group interaction exercises, mind mapping, body-storming, discussion and personal reflection, we will build and refresh expertise. Evaluation and the practical application of these concepts to the participants' particular areas of interest and their current work in progress will follow. The Interaction Design Clinics will provide an opportunity for residents to discuss and evaluate their work in a one-on-one setting.

- **Martha Ladly**, Associate Professor, Faculty of Design Ontario College of Art & Design (Toronto, Ontario)

6:00pm – 8:00pm

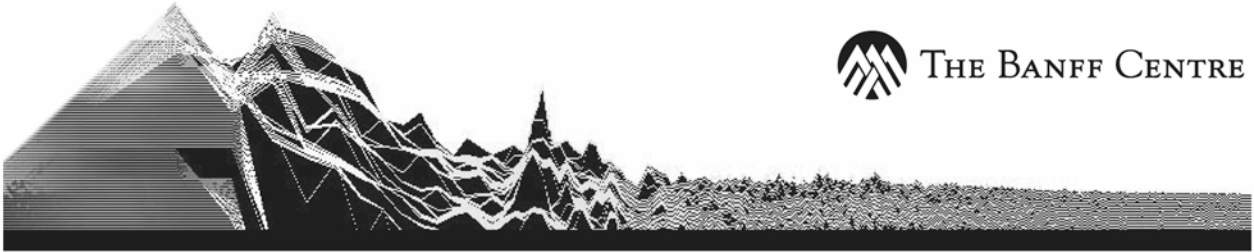
DINNER AND FREE TIME

8:00pm – 11:00pm

Show and/or Tell: 5 Minutes of Fame with Wine and Beer

Location: Room 103, Professional Development Centre (PDC)

Participants will give a brief presentation of their work. You can share a current project, or give a brief overview. You only have five minutes though. Your tech should be simple and you must use the presentation table computers (Exception: Participants who have provided full presentations as part of panels are not requested to show their work in this context).



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Interactive Screen DAY TWO: Monday, July 12th

8:00am – 9:00am

Technical Run Through

Location: Room 103, Professional Development Centre (PDC)

***ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.**

9:00am – 9:30am

Review of previous day: Check in and debrief

Location: Room 103, Professional Development Centre (PDC)

- **Sara Diamond**, Director of Research and Artistic Director, BNMI, The Banff Centre

9:30am – 11:15 am

Going Mobile: Going Global

Location: Room 103, Professional Development Centre (PDC)

Moderator and Introductory Talk: Sara Diamond, Director of Research and Artistic Director, BNMI, The Banff Centre

- **Fee Plumley**, Production Director, the-phone-book Limited (Manchester, UK)
- **Marshall Golden**, Convergence/Revenue Catalyst, Catalyst Consulting (Toronto, Ontario)
- **Sheila Robinson**, Managing Director, Solvebrand Ltd., Amtek UK Ltd. (Edinburgh, UK)

11:15am – 11:30am

BREAK

11:30am - 12:30pm

Introduction to Machinima

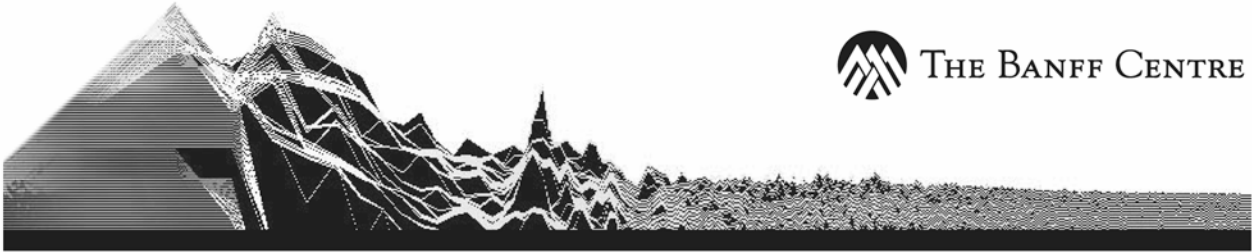
Location: Room 103, Professional Development Centre (PDC)

- **Paul Marino**, Executive Director, Academy of Machinima Arts & Sciences (Brooklyn, New York)

12:30pm – 1:30pm

LUNCH

Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law



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Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law

1:30pm – 3:45pm

Writing and Interactive Media: An Introduction

Location: Room 103, Professional Development Centre (PDC)

This will be an introduction to the writing clinics that will follow.

Keynote: Daniel Canty – Independent Writer and Director (Montreal, Quebec) and **Maria Lantin** Visualization Researcher, Manager A.R.T. Labs, The Banff Centre - *Presentation of Writing Simulation Process*

3:45pm – 4:00pm

BREAK

4:00pm - 5:45pm

International Contexts for New Media Content and Technology Development - Best Practice Overview

Location: Room 103, Professional Development Centre (PDC)

- **Peter Bruck**, Head Business Unit Interactive Media, Jet2Web Internet Services GmbH, Telekom Austria Group, Research Studios Austria (Salzburg, Austria)
- **Sheila Robinson**, Managing Director, Solvebrand Ltd., Amtek UK Ltd. (Edinburgh, UK)
- **Aidan Rowe**, Program Leader for BA (Hons) Graphic Design, Surrey Institute for Art & Design, University College (Surrey, UK) - *case study*

6:00 pm – 7:30pm

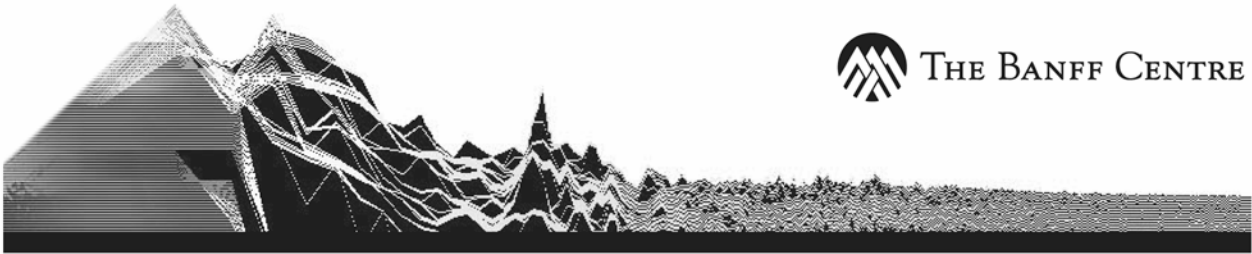
DINNER

7:30pm – 9:30pm

Project Development Time/Faculty and Participant Peer to Peer Meeting

Location: Room 103, Professional Development Centre (PDC)

(Optional) to discuss your projects or take some time on your own



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Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law

Interactive Screen DAY THREE: Tuesday, July 13th

8:00am – 9:00am

Technical Run Throughs

Location: Room 103, Professional Development Centre (PDC)

***ALL PRESENTERS FOR THE DAY MUST ATTEND) - see technical run through schedule for times.**

9:00am – 9:45am

Tour of Media and Visual Arts Facilities

Location: Room 103, Professional Development Centre (PDC)

- **Luke Azevedo**, Director of Operations and Technology, MVA/CEE, The Banff Centre
- **Maria Lantin**, Visualization Researcher, Manager A.R.T. Labs, The Banff Centre

9:45am – 10:15am

Review of previous day

Location: Room 103, Professional Development Centre (PDC)

- **Sara Diamond**, Director of Research and Artistic Director, BNMI, The Banff Centre

10:15am – 12:15pm

Interaction Design Workshop: Part Two

Location: Room 103, Professional Development Centre (PDC)

In this workshop, Daniel Canty will join Martha Ladly to case study recent innovations in interactive narrative, previewing Morten Schjødt's movie *Switching*.

- **Martha Ladly**, Associate Professor, Faculty of Design Ontario College of Art & Design (Toronto, Ontario)
- **Daniel Canty**, Independent Writer and Director (Montreal, Quebec)

12:15pm – 1:15pm

LUNCH

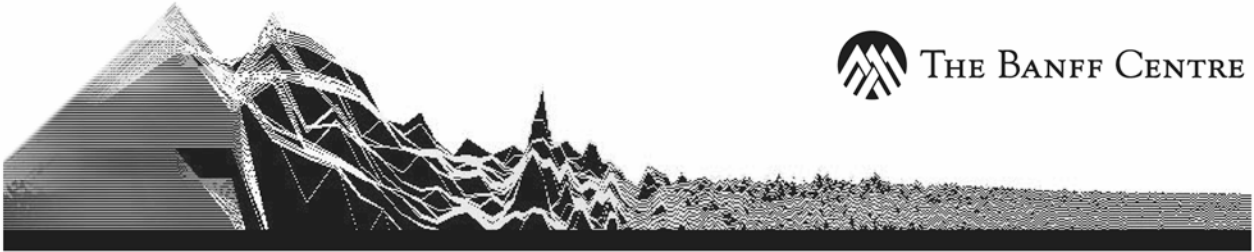
1:15pm - 3:00pm

Innovation - developing next generation technologies

Location: Room 103, Professional Development Centre (PDC)

How can we spot and develop technology development possibilities in the cultural sector? What are steps towards commercializing future technologies? How can companies work with researchers, both corporate and university?

- **Mark Resch**, CEO, Onomy Labs Inc. (Menlo Park, California)



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- **Peter Broadwell**, Thinker, SONY ePTC Lab (San Jose, California)
With comments by **Ryan Sutherland**, Producer, Nishe (Toronto, Ontario)

3:00pm – 3:15pm
BREAK

3:15pm – 3:45pm

Pitching Formats - what should be in a four-minute or elevator pitch

Location: Room 103, Professional Development Centre (PDC)

- **Sara Diamond**, Director of Research and Artistic Director, BNMI, The Banff Centre
- **Sheila Robinson**, Managing Director, Solvebrand Ltd., Amtek UK Ltd. (Edinburgh, UK)

3:45pm – 6:00pm

Clinics and Project Meetings: Please see board to sign up in advance

These are sessions where you can receive project advice from faculty and other participants, get one-on-one counseling from experts or continue your own work.

Writing Clinic – with **Daniel Canty**, Independent Writer and Director (Montreal, Quebec)

OR

Legal Clinic

Mentors: Mary Barroll, Barristor & Solliciter (Toronto, Ontatrio), **Stephen Selznick**, Barristor and Sollicitor, Cassels, Brock & Blackwell (Toronto, Ontario), and **Ravi Shukla**, Technology Counsel, Lang Michener (Toronto, Ontario)

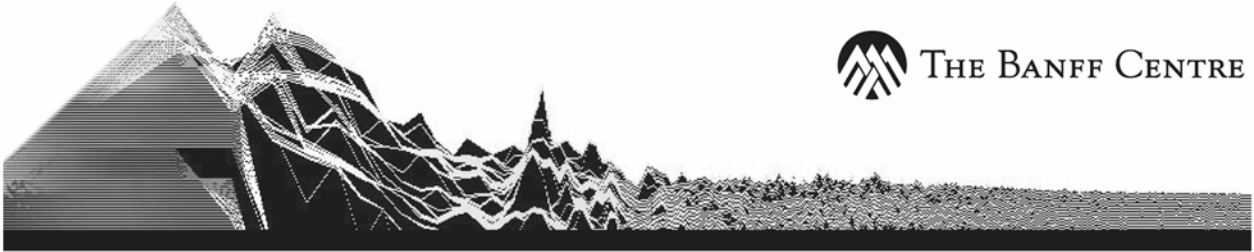
OR

Producing, Financing Clinic

Mentors: Benoit Beaudoin, New Media Producer, Groupe ECP (Outremont, Quebec), **Peter Bruck**, Head Business Unit, Interactive Media, Jet2Web Internet Services GmbH, Telekom Austria Group, Research Studios Austria (Salzburg, Austria), **Keith Clarkson**, New Unit Media Manager (PARA) Telefilm Canada (Toronto, Ontario) **and others**

OR

Educational New Media – with **Jim Bizzocchi**, Assistant Professor, School of Interactive Arts & Technology, Simon Fraser University (Burnaby,



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BC) and Justine Bizzocchi Technology Manager, University-Industry Liaison Office, Simon Fraser University (Burnaby, BC) and others

OR

Technology Developers Clinic - with Maria Lantin, Visualization Researcher, Manager A.R.T. Labs, The Banff Centre Peter Broadwell, Thinker, SONY ePTC Lab (San Jose, CA) and Mark Resch, CEO Onomy Labs, Inc. (Menlo Park, CA)

OR

Machinima Immersion - with Paul Marino, Executive Director, Academy of Machinima Arts & Sciences (Brooklyn, New York)

6:15pm - 7:30pm
DINNER

EVENING AT BANFF SUMMER FESTIVAL

Interactive Screen DAY FOUR: Wednesday, July 14th

8:00am - 9:00am
Technical Run Through

Location: Room 103, Professional Development Centre (PDC)

*ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.

8:30am - 12:00pm
Walk/Hike with Group

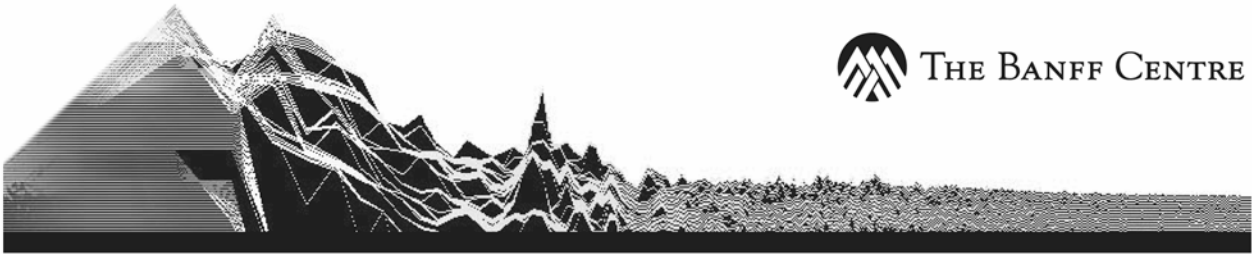
Location: Meet outside THE KILN CAFÉ (outside Jeanne and Peter Loughheed Building)

12:00pm - 1:00pm
LUNCH

1:00pm - 3:00pm
Optional Design Clinic

Mentor: Martha Ladly, Associate Professor, Faculty of Design Ontario College of Art & Design (Toronto, Ontario)

Location: Room 103, Professional Development Centre (PDC)



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Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law

OR

Documentary New Media Workshop: Presentations, discussions and workshop on interactive documentary forms

Mentors: Sara Diamond, Director of Research and Artistic Director, BNMI, The Banff Centre, and Neil Smolar, CEO & President NDi Media (Montreal, Quebec)

Location: Room 221 (Collaboration Lab) Jeanne and Peter Lougheed Building

OR

Last Chance Clinic with Sheila Robinson - The UK Market, Company Development Strategies and Other Sound Advice

Mentor: Sheila Robinson, Managing Director, Solvebrand Ltd., Amtek UK Ltd. (Edinburgh, UK)

Location: Room 103, Professional Development Centre (PDC)

3:15pm – 4:30pm

Writing Clinic II

Mentor: Daniel Canty, Independent Writer and Director (Montreal, Quebec)

Location: Room 103, Professional Development Centre (PDC)

OR

Audio in Interactive Media Clinic: From Games to DJ Culture

Mentors: Leonard Paul, Vancouver Film School (Vancouver, BC), Charles Kriel, Design Fellow, Kingston University (London, UK) and Susan Kennard, Executive Producer, BNMI, The Banff Centre

Location: Room 103, Professional Development Centre (PDC)

4:30pm – 6:30pm

SIGN UP FOR

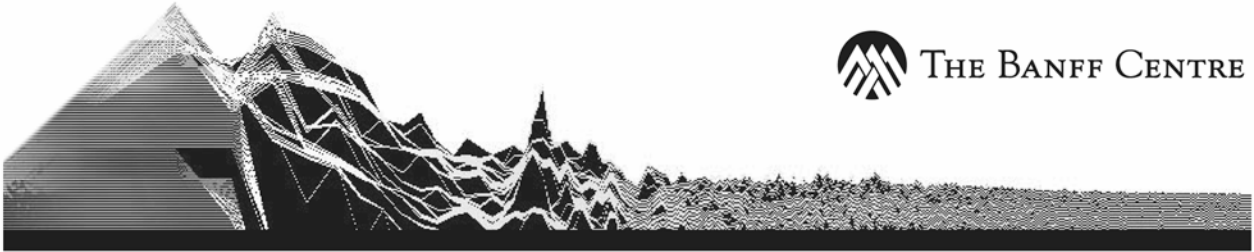
Clinics and Peer-to-peer project brainstorming: Pitch development and rehearsal time with mentors

Meet with mentors. Additional clinics will be added based on participant requests.

More Writing Clinic

Mentor: Daniel Canty, Independent Writer and Director (Montreal, Quebec)

OR



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Accelerator Workshop One: Money and Law

Legal Clinic

Mentors: **Mary Barroll**, Barrister & Solicitor (Toronto, Ontario), **Stephen Selznick**, Barrister and Solicitor, Cassels, Brock & Blackwell (Toronto, Ontario), and **Ravi Shukla**, Technology Counsel, Lang Michener (Toronto, Ontario)

OR

Producing, Financing Clinic

Mentors: **Benoit Beaudoin**, New Media Producer, Groupe ECP (Outremont, Quebec), **Peter Bruck**, Head Business Unit Interactive Media, Jet2Web Internet Services GmbH, Telekom Austria Group, Research Studios Austria (Salzburg, Austria), **Patrick Crowe**, Interactive Media Producer, Xenophile Media (Toronto, ON) **and others**

6:30pm – 7:30pm

DINNER

ENJOY THE BANFF SUMMER ARTS FESTIVAL!
OR WORK ON YOUR PROJECT

Interactive Screen DAY FIVE: Thursday, July 15th

8:00am – 9:00am

Technical Run Through

Location: Room 103, Professional Development Centre (PDC)

***ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.**

9:30am – 12:00pm

Simulation Presentation, Writing and Design Project Presentations and Responses: Writing and Design Workshop Presentations

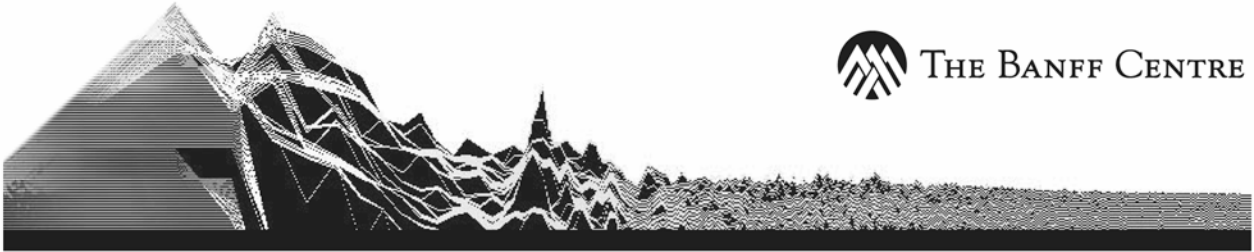
Location: Room 103, Professional Development Centre (PDC)

12:00pm – 1:00pm

Interactive Screen Analysis and Conclusions – Roundtable

Location: Room 103, Professional Development Centre (PDC)

- **Sara Diamond**, Director of Research and Artistic Director, BNMI, The Banff Centre



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1:00pm – 2:00pm
LUNCH

Accelerator and Money and Law DAY ONE: Thursday, July 15th

2:00pm – 4:15pm

Introduction to the Western Economic Diversification New Media ACCELERATOR and Money and Law

Location: Room 103, Professional Development Centre (PDC)

Moderator: Sara Diamond, Director of Research and Artistic Director, BNMI, The Banff Centre

Participants will do one minute elevator pitches - who are you, what do you do, what will you offer to the group and what do you want back?

4:15pm – 4:30pm
BREAK

4:30pm – 6:15pm

Where are the Markets?

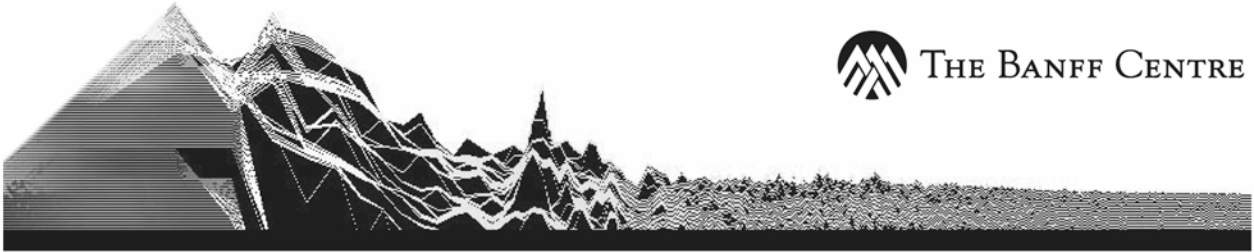
Location: Room 103, Professional Development Centre (PDC)

Do we create markets? Do we find them? How do national and international strategies balance? How can co-production work for you? Where do broadcasters fit into the picture? What are future markets? How can you build a distribution strategy?

- **Peter Bruck**, Head, Business Unit Interactive Media, Jet2Web Internet Services GmbH, Telekom Austria Group (Salzburg, Austria)
- **Richard Kanee**, Manager, New Media Business Development, CHUM Television (Toronto, Ontario)
- **Peter Broadwell**, Thinker, SONY ePTC Lab (San Jose, California) - *Sony and Emerging Technologies*
- **Sara Diamond**, Director of Research and Artistic Director, BNMI, The Banff Centre - *the potential of mobile media, devices and markets*
- **Nathon Gunn** – President, Bitcasters Inc. (Toronto, Ontario) - *Combining Content and Technology*

6:15pm – 7:00pm
DINNER

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Agenda: Interactive Screen 0.4 and
Accelerator Workshop One: Money and Law

7:00pm – 8:00pm

FREE TIME or go to a Banff Summer Arts Festival Event:

Cowgirls: Facts and Fictions of the Frontier in Film

Location: Telus Studio, Jeanne and Peter Lougheed Building (JPL)

Two award-winning flicks, *Cowgirls: Portraits of American Ranch Women* and *Cowgirls*, featuring modern-day cowgirls who ride, rope, and tough it out; trick riders, barrel racers, and rodeo queens, who shine in a male-dominated arena.

9:00pm – 11:00pm

Meet and Greet Reception: Accelerator Money and Law

Location: Room 201, Professional Development Centre (PDC), 2nd Floor Lounge

Accelerator and Money and Law DAY TWO: Friday, July 16th

8:00am – 9:00am

Technical Run Through

Location: Room 103, Professional Development Centre (PDC)

***ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.**

9:00am – 12:15pm (with fifteen minute break)

Legal Issues and Approaches

Location: Room 103, Professional Development Centre (PDC)

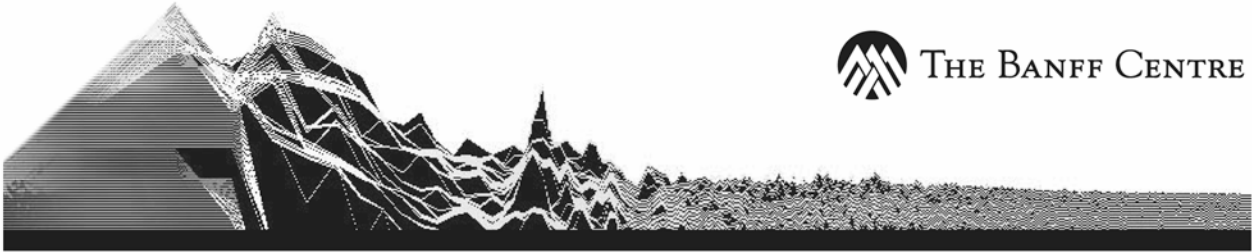
Moderator: Stephen Selznick, Barrister and Solicitor, Cassels Brock and Blackwell (Toronto, Ontario) **with assistance from Sara Diamond**, Director of Research and Artistic Director, BNMI, The Banff Centre

This overview will provide a sense of current challenges on right, patents, etc. and also provide a vision of the Creative Commons alternative to rights.

- **Ravi Shukla**, Technology Counsel, Lang Michener Barristers and Solicitors (Toronto, Ontario)
- **Mary Barroll**, Barrister & Solicitor (Toronto, Ontario),
- **Neeru Paharia**, Assistant Director, Creative Commons (Stanford, CA)
- **Jill Rosenberg**, National Organizer Digital Media ACTRA National (ACTRA - The Alliance of Canadian Cinema, Television and Radio Artists) (Toronto, ON)-
Performers Rights in New Media

12:15pm – 1:15pm

LUNCH



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1:15pm – 2:45pm

Start Up!

Location: Room 103, Professional Development Centre (PDC)

Moderator: Steve Billinger, Evaluator, Bell New Media Fund (Toronto, Ontario)

How do you know you have a good idea? How do you know you have a good idea that could make money? What kind of company should you create to develop it? What are the stages of development?

- **Rob Beamish**, Vice President, Calgary Technologies Inc. (Calgary, Alberta)

First Responses from Mark Resch, CEO Onomy Labs, Inc. (Menlo Park, CA)

Anthony Harckham, President, Ordino Inc. (Canmore, Alberta) and **Neil Smolar**, CEO & President NDi Media (Montreal, Quebec)

2:45pm – 3:00pm

BREAK

3:00pm – 6:00pm

The State of the Nation- Canada and the New Media Industry: An Analysis and Strategy Roundtable

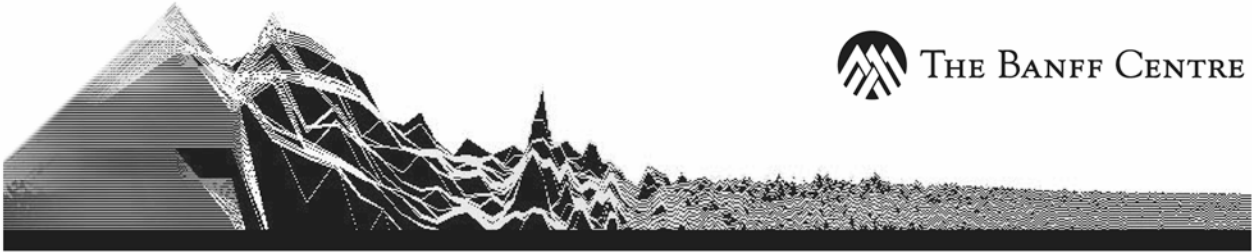
Location: Room 103, Professional Development Centre (PDC)

Moderator: Sara Diamond, Director of Research and Artistic Director, BNMI, The Banff Centre

We will tackle these and other questions in a roundtable manner, with discussion from the participants throughout:

How is the new media industry faring across Canada? What are its successes, its major challenges? How can companies and broadcasters, ISP's and other distributors work together? How can companies work together? What policies are needed from government? What programs are needed? What strategies can we take forward?

- **Steven J.P. Comeau**, President, Co-Conspirator, Collideascope Digital (Halifax, Nova Scotia) **Note: Phone in Participant at 3:00pm**
- **Ian Kelso**, President, New Media Business Alliance and Executive Producer, Modern World (Toronto, Ontario)
- **Keith Clarkson**, New Unit Media Manager, (PARA) Telefilm Canada (Toronto, Ontario)
- **Richard Kanee**, Manager, New Media Business Development, CHUM Television (Toronto, Ontario)
- **Alain Clavet**, Director Research & Planning, Department of Canadian Heritage, (Gatineau, Quebec)
- **Benoit Beaudoin**, New Media Producer, Groupe ECP (Outremont, Quebec)



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6:00pm – 8:00pm
DINNER

8:00pm

Banff Summer Arts Festival Event:

New Media Spinning the World Around Us with DVJ Charles Kriel

Location: Room 103, Professional Development Centre

After a shocking two decades trailing in the wake of the mainstream, the usually innovative clubland culture has embraced the audiovisual entertainment evolution. Interactive Screen welcomes Dr Charles Kriel (also known as DVJ Kriel, BBC Radio 1's Resident VJ) and invites you to come to this special North American presentation/demo and check out one of the UK's most innovative mixmasters as he examines the embrace, demonstrates the new technique, and explains why it may change the music industry forever.

Accelerator and Money and Law DAY THREE: Saturday, July 17th

8:00am – 9:00am

Technical Run Through

Location: Room 103, Professional Development Centre (PDC)

***ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.**

9:00am – 9:30am

Review of Previous Day

Location: Room 103, Professional Development Centre (PDC)

- **Sara Diamond**, Director of Research and Artistic Director, BNMI, The Banff Centre

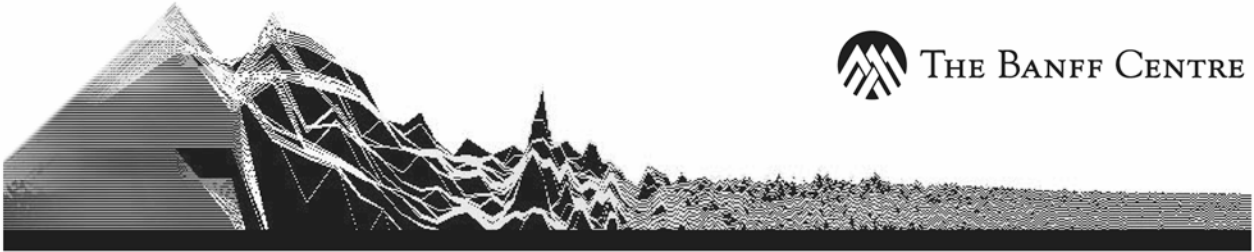
9:30am -10:45pm

Keep it Going! Developing your company business plan

Location: Room 103, Professional Development Centre (PDC)

Moderator: Rob Beamish, Vice President, Calgary Technologies Inc. (Calgary, Alberta)

- **Steve Billinger**, Evaluator, Bell New Media Fund (Toronto, Ontario)
Followed by comments from **Patrick Crowe**, Interactive Media Producer, Xenophile Media (Toronto, Ontario), **Anthony Harckham**, President, Ordino Inc. (Canmore, Alberta), **Neil Smolar** CEO & President, NDi Media (Montreal, Quebec) and **Sherry Moir**, BNMI Accelerator Manager, The Banff Centre



BANFF NEW MEDIA INSTITUTE

2004

Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law

10:45am – 11:00am
BREAK

11:00am – 1:00pm

Creating a Successful Company: Roundtable

Location: Room 103, Professional Development Centre (PDC)

Moderator: Sara Diamond, Director of Research and Artistic Director, BNMI, The Banff Centre

Five companies briefly share their experiences with: 1) key successes and failures, 2) managing growth and contraction, 3) finding markets, 4) how they structure their company, 5) financing their company, 6) how they manage their teams and 7) the challenges they feel are ahead.

- **Lynn Leboe**, CEO, President, Leboe & Grice Multimedia (Vancouver, BC / Atlanta, GA)
- **Matthew Hornburg**, Producer/Partner, MarbleMedia (Toronto, Ontario)
- **Steven J.P. Comeau**, President, Co-Conspirator, Collideascope Digital (Halifax, Nova Scotia) **Note: Phone in Participant at 12:00 noon**
- **Ava Karvonen**, Producer/President, Reel Girls Media Inc. (Edmonton, Alberta)
- **Mark Resch**, CEO, Onomy Labs, Inc. (Menlo Park, CA)

1:00pm – 2:00pm
LUNCH

2:00pm – 3:30pm

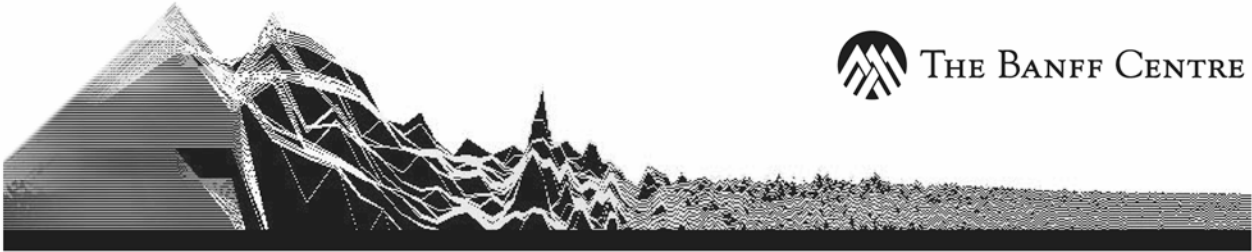
Funding Your Project! Where to Go and How to Get Lucky

Location: Room 103, Professional Development Centre (PDC)

Moderator: Justine Bizzocchi –Technology Manager, University Industry Liaison Office, Simon Fraser University (Burnaby, BC)

What are the stages of financing? What sources can you access? Content and technology financing are included in this discussion.

- **Sara Diamond**, Director of Research and Artistic Director, BNMI, The Banff Centre
- **Anthony Harckham**, President, Ordino Inc. (Canmore, Alberta)
- **Patrick Crowe**, Interactive Media Producer, Xenophile Media (Toronto, Ontario) - *Pioneering Content*
- **Julia Walden**, President Borden Street Productions Inc. (Toronto, ON) - *Working with CIDA's Global Classroom*
- **Alain Clavet**, Director Research & Planning, Department of Canadian Heritage (Gatineau, Quebec)- *Canadian Culture Online Program*



BANFF NEW MEDIA INSTITUTE

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Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law

- **Mark Resch**, CEO, Onomy Labs, Inc. (Menlo Park, CA) - *US Sources, Technology and Application Investment*
- **Keith Clarkson**, New Unit Media Manager, (PARA) Telefilm Canada (Toronto, Ontario) – *A Brief Note on Telefilm*

3:30pm – 3:45pm
BREAK

3:45pm – 4:15pm
How to structure a pitch

Location: Room 103, Professional Development Centre (PDC)

- **Sara Diamond**, Director of Research and Artistic Director, BNMI, The Banff Centre

4:15pm – 6:00pm
Sign up for Individual Mentorship Sessions for your company

Producing, Financing, Company Development

Mentors: **Steve Billinger**, Evaluator, Bell New Media Fund (Toronto, Ontario), **Peter Broadwell**, Thinker, SONY ePTC Lab (San Jose, California), **Anthony Harckham**, President, Ordino Inc. (Canmore, Alberta), **Justine Bizzocchi**, Technology Manager, University-Industry Liaison Office, Simon Fraser University (Burnaby, BC), **Fee Plumley**, Production Director, the-phone-book Limited (Manchester, UK), **Mark Resch**, CEO, Onomy Labs, Inc. (Menlo Park, CA), and **Nathon Gunn**, President, Bitcasters Inc. (Toronto, Ontario)

OR

Legal Advice

Mentors: **Stephen Selznick**, Barrister and Solicitor, Cassels Brock and Blackwell (Toronto, Ontario), **Ravi Shukla**, Technology Counsel, Lang Michener Barristers and Solicitors (Toronto, Ontario), **Mary Barroll**, Barrister & Solicitor (Toronto, Ontario)

OR

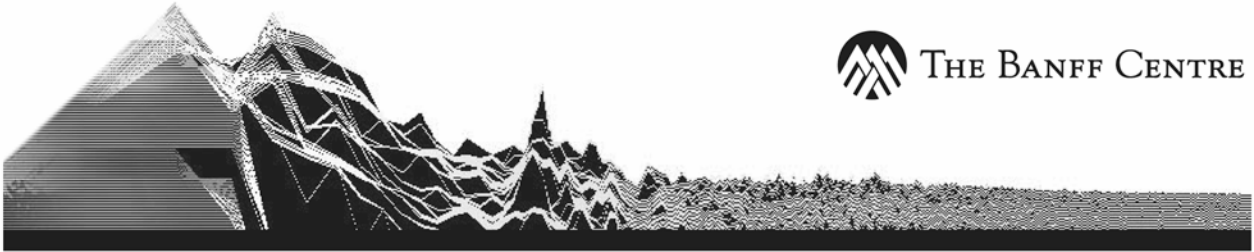
Legal Open Source and Creative Commons Strategies

Mentor: **Neeru Paharia**, Assistant Director, Creative Commons (Stanford, California)

OR

Design and Creative Content

Mentors: **Martha Ladly**, Associate Professor, Faculty of Design



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Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law

Ontario College of Art & Design (Toronto, Ontario) and **Leonard Paul**, Vancouver Film School (Vancouver, BC)

OR

Telefilm Canada Workshop - in depth view of programs, requirements and budgeting for Telefilm

Mentor: Keith Clarkson, New Unit Media Manager, (PARA) Telefilm Canada (Toronto, Ontario)

6:00pm – 8:00pm
DINNER AND FREE TIME

8:00pm – 12:30am
Sara's House Party

Meet at the roadside in front of Lloyd Hall at the Banff Centre to take the bus to Sara's house. The bus will stop at the liquor store on the way to Sara's house in Canmore (BYOB). Return trip is at 12:30 a.m. P.S. No shoes allowed in the house.

Accelerator and Money and Law, DAY FOUR: Sunday, July 18th

9:00am – 10:00am
Technical Run Through

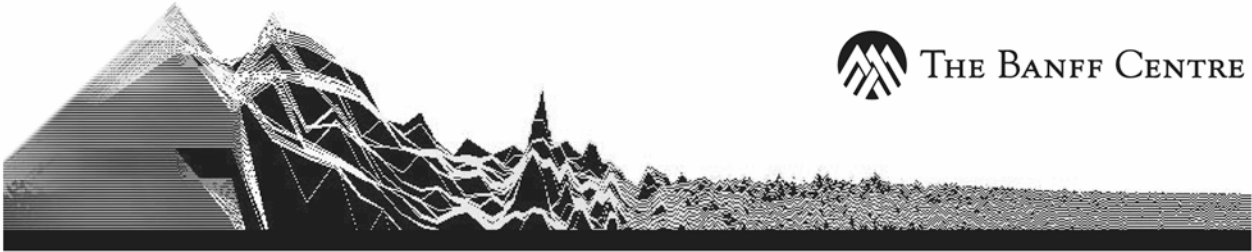
Location: Room 103, Professional Development Centre (PDC)

***ALL PRESENTERS FOR THE DAY MUST ATTEND (return early from the hike if necessary) - see technical run through schedule for times.**

8:45am – 10:45am
RISE AND SHINE WALK UP THE MOUNTAIN

Location: Meet outside THE KILN CAFÉ (outside Jeanne and Peter Lougheed Building)

- Refresh yourself after the party with a walk up Tunnel Mountain.
- You can arrange to do part of the hike with a mentor or possible business collaborator!



BANFF NEW MEDIA INSTITUTE

2004

Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law

10:45am – 11:45pm

Games: Cross-media, game development, and gaming economies - from commercial to learning - building games into your product

Location: Room 103, Professional Development Centre (PDC)

Moderator: Jim Bizzocchi, Assistant Professor, School of Interactive Arts & Technology, Simon Fraser University (Burnaby, BC)

- **Karen Middleton**, Producer, Flourish Media Inc. (Vancouver, BC) - *Case Study*
- **Leonard Paul**, Vancouver Film School (Vancouver, BC) - *Advice on Games Development*

11:45am – 2:45pm

Sign up for Individual Mentorship Sessions for your company:

(You can also arrange to “do lunch” with a mentor from 12:30pm -1:30pm)

Producing, Financing, Company Development

Mentors: **Justine Bizzocchi**, Technology Manager, University-Industry Liaison Office, Simon Fraser University (Burnaby, BC), **Fee Plumley**, Production Director, the-phone-book Limited (Manchester, UK), **Sara Diamond**, Director of Research and Artistic Director, BNMI, The Banff Centre and **Nathon Gunn**, President, Bitcasters Inc. (Toronto, Ontario)

OR

Technology and Technology Transfer

Mentors: **Mark Resch**, CEO, Onomy Labs, Inc. (Menlo Park, California), **Peter Broadwell**, Thinker, SONY ePTC Lab (San Jose, California)

OR

Legal Advice related to Producing - Structuring Deal Memos, International Coproduction, etc.

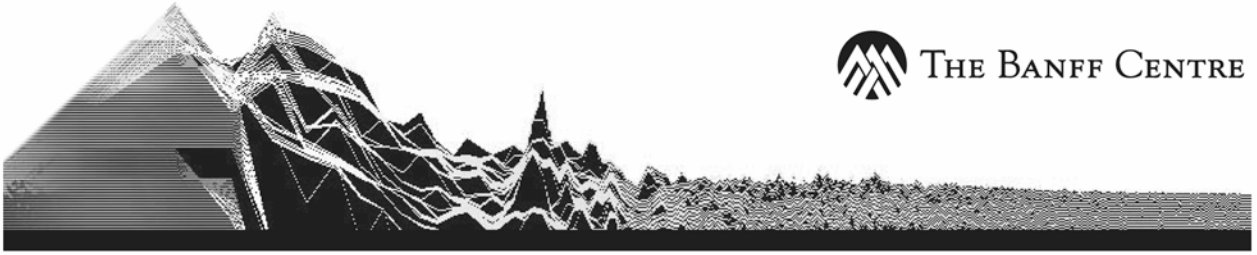
Mentors: **Mary Barroll**, Barrister & Solicitor (Toronto, Ontario), **Stephen Selznick**, Barrister and Solicitor, Cassels Brock and Blackwell (Toronto, Ontario), **Ravi Shukla**, Technology Counsel, Lang Michener Barristers and Solicitors (Toronto, Ontario)

OR

Legal Open Source and Creative Commons Strategies:

Mentor: **Neeru Paharia**, Assistant Director, Creative Commons (Stanford, CA)

OR



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Design and Creative Content

Mentors: **Martha Ladly**, Associate Professor, Faculty of Design Ontario College of Art & Design (Toronto, Ontario) and **Leonard Paul**, Vancouver Film School (Vancouver, BC)

2:45pm – 5:00pm

Project Pitching Se: (3 minute pitch and 3 minutes of Questions and Answers)

Location: Room 103, Professional Development Centre (PDC)

- **Accelerator Projects**
- **Money and Law/Interactive Screen Projects**

5:00 pm – 5:45pm

Next Steps with the Accelerator

Location: Room 103, Professional Development Centre (PDC)

Assessment of Money and Law and Accelerator

5:45pm – 7:00pm

CLOSING RECEPTION

Location: 3rd Floor Balcony, Glyde Hall

7:00pm – 7:30pm

DINNER

7:30pm

Optional trip to Hot Springs and Drinks at the Rimrock Hotel

Agenda: Interactive Screen 0.4 and Accelerator Workshop One: Money and Law