

Hollywood Black Film Festival Infotainment Conference 2009

**SCREENWRITING * FILMMAKING * FILM FINANCING * DISTRIBUTION *
PRODUCING * DISTRIBUTION * ACTING**

The Hollywood Black Film Festival (HBFF) will present an exciting lineup of leading entertainment industry professionals at this year's Infotainment Conference, Wednesday, June 3 - Sunday, June 7, 2009 at the Crowne Plaza Beverly Hills, 1150 So. Beverly Dr. (between Olympic and Pico Blvds.) <http://www.hbff.org>.

Wednesday, June 3, 2009

8:30-10:00am

"Meet the Guilds"

Sponsored by SAG Indie

Representatives from SAGIndie, DGA, and WGA will be talking about the many ways in which the guilds can help the independent filmmaker. Whether you're making a movie for \$1,000 or \$1million, the guilds are able to help you realize your dream. Enjoy complimentary pastries, donuts, coffee and tea.

Panelists: Darrien Michele Gipson, National Director, SAGIndie; Lisa Layer, Special Assignments Executive, DGA; Kay Schaber Wolfe, WGAW Independent Film Executive

10:00am

Kodak Presents Stop By. Shoot Film.

Discover how easy and fun it is to use motion picture film - and get the best images you've ever created. **Just "Stop By. Shoot Film."** You'll talk with a top cinematographer, learn how to use a 16mm camera and film, then shoot your own scene - all in under two hours! Following the event, we'll send you a DVD of your footage, so you can see for yourself what film quality means. There's no fee, but space is limited, so sign up now! Sign up online at <http://www.kodak.com/go/sbsf>. This experiential learning opportunity is brought to you by Kodak.

10:15-11:45pm

Packaging & Pitching Your Project and Yourself

You need to be prepared to talk about you and your project at any time or place. In this workshop you'll develop and sharpen your pitch, polish your presentation skills, and learn how to clearly convey your passion and the marketability of your film, TV or new media project.

Moderator: Producer, Ilyssa Goodman ("A Cinderella Story");

Panelists: screenplay & novel consultant and former agent, Michele Wallerstein; Franklin Leonard, Director of Development, Universal Pictures; writer/producer Catherine Clinch, CEO, Nuclear Family Films

12:00-1:00pm

Developing your Film's Business Plan

Sponsored by Baseline StudioSystem

(Brown bag lunch)

A critical component to getting your film funded is the business plan and as you know, compiling data for your plan is often a challenge. This luncheon session will show you how to put together winning business plan elements to show investors how and when they'll make money. The discussion will focus on money matters -- revenues and budgets for comparative movies, projected income statement and cash flow, and how to write a detailed explanation of the assumptions underlying your projections. This is one presentation you won't want to miss!

*Speakers: Ryan Williams, Director-Marketing & Product Support, Baseline StudioSystem
Jim Lukowitsch, Product Manager, Baseline Research*

1:30-3:00pm

It's an Option! -- It's A Greenlight! It's My first time, What Should I Do Now?

Sponsored by the Organization of Black Screenwriters

This workshop and panel discussion will focus on the first time writer and their first deal. What are you supposed to do as a first time writer? You've taken the meeting and received the greenlight on your script. What happens next? OBS will also incorporate a short intro to pitching/taking a meeting.

Panelists: Valerie M. Spiller, ABC /Touchstone Television, Executive Director/Production Est.; Seth-El, Manager, Cinematic Instinct, Charles Howard, PGA; Michael Ajakwe, WGA Writer; Excel Sharrieff, Entertainment Attorney; ND Brown, CEO - Tri Destined Studios

2:00pm

Kodak Presents Stop By. Shoot Film.

Discover how easy and fun it is to use motion picture film - and get the best images you've ever created. **Just "Stop By. Shoot Film."** You'll talk with a top cinematographer, learn how to use a 16mm camera and film, then shoot your own scene - all in under two hours! Following the event, we'll send you a DVD of your footage, so you can see for yourself what film quality means. There's no fee, but space is limited, so sign up now! Sign up online at <http://www.kodak.com/go/sbsf>. This experiential learning opportunity is brought to you by Kodak.

3:30-4:45pm

Conversations on Film

Sponsored by Black Talent News

In this annual roundtable discussion you'll hear directly from some of Hollywood's leading film professionals as they talk shop -- discussing what elements you should consider before they embark on any project - asking the questions: Who's your audience? Who's the buyer? What value does your story have? Is it a commercially viable project? Panelists will discuss what constitutes a good project to push to get made and what elements are appealing to studios.

Moderator: Tanya Kersey, HBFF founder/executive director

Panelists: writer-director-producer Preston Whitmore ("This Christmas"); writer-producer-director Antwone Fisher ("Training Day 2"); Brett Dismuke, Vice-President, Acquisitions and Urban Programming, One Village Entertainment; Actor-director Rockmond Dunbar ("Pastor Brown")

5:00-7:00pm

HBFF Happy Hour

Mix and mingle with festival attendees, filmmakers and industry professionals at the festival's nightly industry networking mixer.

Crowne Plaza Beverly Hills Lobby Lounge

6:00pm-midnight

"Live on Wilshire"

6:00-8:00pm: Happy Hour Mix & mingle with spoken word

8:00pm - midnight: "Live on Wilshire" captures the rhythm and the blues, the syncopated beat of all that jazz and the heat of Hollywood when celebrities, musicians, poets, comedians, industry tastemakers and partygoers converge for a night of fine dining, networking and entertainment

Location: Opus, 3760 Wilshire Boulevard (next door to the legendary Wiltern Theater at the corner of Western Ave.)

Thursday, June 4, 2009

10:00-11:30am

Finding Investors, Raising Money & Structuring the Film Financing Deal

This panel of film investors, financiers, bankers and attorneys will discuss how to identify potential investors, raise money, and structure a film deal.

Moderator: Cora Olson and Jennifer Dubin (the Sundance hit "Good Dick")

Panelists: Danae Ringelmann, Founder & Finance Chief, IndieGoGo; securities/entertainment attorney John Cones Esq.; entertainment attorney Elsa Ramo, Esq.; Duane C. McKnight, General Partner, Syncom Venture Partners; Film financier Steve Belser

10:00am

Kodak Presents Stop By. Shoot Film.

Discover how easy and fun it is to use motion picture film - and get the best images you've ever created. **Just "Stop By. Shoot Film."** You'll talk with a top cinematographer, learn how to use a 16mm camera and film, then shoot your own scene - all in under two hours! Following the event, we'll send you a DVD of your footage, so you can see for yourself what film quality means. There's no fee, but space is limited, so sign up now! Sign up online at <http://www.kodak.com/go/sbsf>. This experiential learning opportunity is brought to you by Kodak.

12 noon-1:30pm

Creating Content in Today's Multi-Platform Marketplace

(Brown bag lunch)

This luncheon session will address the new landscape and opportunities facing content creators working across platforms in film, television and new media technologies.

Moderator: Amie Mays, Manager, Programming, MTV Digital Networks

Panelists: Malik Ducard, Vice President, Digital Distribution, Paramount Digital Entertainment; Curt Marvis, President, Digital Media, Lionsgate; Mike Williams, Filmmaker Relations & Acquisitions, Indieflix

1:30-3:00pm

Online Social Networking, Promotions & Building Audiences in Cyberspace

Presenter DMA/Donna Michelle Anderson will discuss how filmmakers, writers, directors, actors and other industry professionals can network online and promote their brand and build audiences online. Will talk about how to capitalize online at the click of a mouse. The Internet can help you generate word of mouth "buzz," promote your products and talents, and to build a world-wide audience and fan base.

Presenter: DMA/Donna Michelle Anderson, CEO, CLIC

2:00pm

Kodak Presents Stop By. Shoot Film.

Discover how easy and fun it is to use motion picture film - and get the best images you've ever created. **Just "Stop By. Shoot Film."** You'll talk with a top cinematographer, learn how to use a 16mm camera and film, then shoot your own scene - all in under two hours! Following the event, we'll send you a DVD of your footage, so you can see for yourself what film quality means. There's no fee, but space is limited, so sign up now! Sign up online at <http://www.kodak.com/go/sbsf>. This experiential learning opportunity is brought to you by Kodak.

2:00-5:00pm

Actor's Boot Camp with Michael Beach & Friends

Actors Eriq LaSalle and Wren Brown, and casting director Tracy 'Twinkie' Byrd join Michael Beach in this audition techniques and preparation workshop.

Moderator: Michael Beach

Panelists: Eriq LaSalle, Wren Brown, Tracy 'Twinkie' Byrd

3:30-4:45pm

Dissecting Distribution

Sponsored by Film Specific

This panel will discuss the basics of distribution including festivals and markets, working with producer's reps and sales agents, U.S. and foreign distribution, and alternative distribution from Internet and VOD to DIY.

Moderator: Stacey Parks, Veteran Film Distribution Executive and Founder, Film Specific

Panelists: Mark Borde, CEO, Freestyle Releasing; producers Cora Olson and Jennifer Dubin (the Sundance hit "Good Dick")

5:00-7:00pm

HBFF Happy Hour

Mix and mingle with festival attendees, filmmakers and industry professionals at the festival's nightly industry networking mixer.

Friday, June 5, 2009

10:00-11:30am

From the Page to the Screen

Sponsored by The Cosby Program

Moderator: Doreen Hamilton

Panelists: Meg DeLoach ("Eve"), Dwayne Johnson-Cochran ("United States"), Doreen Spicer ("Jump In," Proud Family")

12 noon-1:30pm

Doing Business with Show Business

(brown bag lunch)

Sponsored by the West Angeles CDC Entertainment Project

There are a multitude of business opportunities in the studio and network systems outside of acting, directing, writing and producing. From accounting, graphic design, legal and printing services to marketing, video production and editing, there are opportunities out there for you to do business with the studios and networks. This 2-part session is geared toward small business owners who want to learn the secrets to obtaining procurement and business opportunities from the major studios and networks. Register online at <http://hbuff.org/bizwithshowbiz.htm>.

Panel 1 – The Basics (12 noon – 12:45pm)

What does it take to do business with the studios and networks? There's more to business than just doing business. In this panel supplier diversity executives will discuss the business basics that need to be in place in order for you to be considered a business and a potential supplier by the studios and networks.

Moderator: Paul Turner, Chairman, West Angeles Community Development Corporation

Panelists: Tirrell D. Whitley, Principal/CEO, Liquid Soul Media; Steven Temple, CEO, Business Affairs Management; Jamil Barne, Partner, TitleDoctors; Seth Lockhart, Partner, TitleDoctors; Rupert Francisco, Attorney and Business Manager

Panel 2 – Supplier Diversity: (12:45pm - 1:30pm)

Supplier diversity executives from ABC, FOX & NBC/Universal will discuss how to do business with the studios/networks. They will answer a wide range of questions including: What does it take to obtain procurement opportunities with the studios/networks? How to cultivate contacts within the studio and network systems? How does a supplier determine what the studios and networks want and need? How can a supplier diversity representative help me? How do I meet and find the right advocates within the studio and network?

Moderator: Stephanie Fredric, Producer

Panelists: Delynnne Ano, Director – Supplier Diversity & Sustainability, ABC/Disney; Daphne Harvey, Vice President of Corporate Sourcing, NBC/Universal;

Mike Smyklo, Director, Strategic Sourcing, CBS Corporation; Jerry Jacobson, Executive Director, Diversity Development, FOX Entertainment Group.

1:30-3:00pm

Cast of Notorious Film

Moderator: Tracey "Twinkie" Byrd

3:30-4:45pm

Building a Career as a Film Director

Directors discuss their films and careers, the industry, and the building blocks needed to successfully develop a directing career.

Moderator: Nischelle Turner ("Good Day LA")

Panelists: George Tillman ("Notorious"), Benny Boom ("Next Day Air"), Oz Scott ("CSI:NY," "The Unit," "Everybody Hates Chris")

5:00-7:00pm

HBFF Happy Hour

Mix and mingle with festival attendees, filmmakers and industry professionals at the festival's nightly industry networking mixer.

Crowne Plaza Beverly Hills Lobby Lounge

7:00-10:00pm

Storyteller Competition Live Staged Reading & Reception

Live staged reading of the 3 finalist scripts in the festival's storyteller competition. The readings will be directed by veteran stage director/writer/producer Don Welch ("The Bachelor Party" and "The Bachelorette Party")

Saturday, June 6, 2009

10:00-11:30am

Agents and Managers

A panel of agents and managers discuss what they look for in taking on a new client, and how to find the best representation for you and your project.

Moderator: Charles Belk, President, Charles Belk Management

Panelists: Brad Kushner, Partner/Literary Manager, Creative Convergence; Larry Williams, agent WTA Talent Agency, Kevin Turner, agent at Daniel Hoff Agency

11:45am-1:30pm

Secrets of Successful Screenwriting – Interactive Seminar on the challenges of full conceptual development with Writers Boot Camp founder Jeffrey Gordon

Sponsored by Writers Boot Camp

This is an informative, educational, and interactive event revolving around the most challenging aspect of writing: full and entertaining conceptual development. The insight writers can gain just from this seminar can have a tangible impact on their craft. In these candid, comprehensive discussions, Writers Boot Camp founder Jeffrey Gordon sheds light on some commonly held fallacies about writing for film and television and provides an introduction to potent tools designed to facilitate conceptual brainstorming and manage the resulting distinctions and decisions. Learn tools that have empowered an ever-growing list of Writers Boot Camp alumni

<http://www.writersbootcamp.com/company_info%5Csuccess.asp> to transition to careers as professional writers.

facilitator: Jeffrey Gordon, founder, Writers Boot Camp

12 noon-1:15pm

Hollywood's Top Guns: The Truth About Packaging, Negotiating & Dealmaking

Panel of some of Hollywood's top legal minds will discuss a broad range of legal topics from how to get a top gun to represent you - to structuring favorable deals.

Moderator: Gary A. Watson, Esq.

Panelists: Stephen Barnes, Esq., Morris, Yorn, Barnes & Levine; Kevin Monroe, VP, Business & Legal Affairs, Overture Films; Darrell Thompson, Esq.

1:30-3:00pm

Producers Roundtable

Sponsored by EURweb

All projects face the same basic challenges – from developing material, finding the money, building strong collaborative teams, and ultimately, taking the project from script to screen. This is a roundtable discussion with seasoned and successful film and television producers and production executives who share their experience and offer concrete advice on producing for film and television.

Moderator: Lee Bailey, CEO, EURweb

Panelists: Traci Blackwell, Director, Current Programming, The CW; Jill Dickerson, VP, Programming, OWN: The Oprah Winfrey Network; Scott Aronson, CEO/producer, Melee Entertainment ("Next Day Air")

3:30-4:45pm

Pitchathon

The first half the Pitchathon features studio development executives, producers and distributors sharing their insights and tips on how to successfully pitch a completed film, finished script and/or ideas. In the second half you'll have a chance to actually pitch your projects and get valuable feedback and creative input from industry pros who are "in the know."

Moderator: Richard Willis, Mozzell Entertainment Group

Panelists: David Levine, HBO; Charisse Nesbit, Lionsgate

10:00am - 4:00pm

Attorney Meet & Greet

Meet one on one with some of Hollywood's top attorneys including *Danny Andrews of Manatt, Phelps & Phillips, Josh Kaplan of Stahl Cowen Crowley Addis LLC, Amber Holley, Attorney/Entertainment Litigator and Intellectual Property Specialist of Kinsella Weitzman Iser Kump & Aldisert LLP, Prof. Russell Robinson, Professor of Entertainment and Media Law, UCLA School of Law, Beverly Williams of Margo Bouchet Law Office of Margo Bouchet. Sign-up required.*

5:00-7:00pm

HBFF Happy Hour

Mix and mingle with festival attendees, filmmakers and industry professionals at the festival's nightly industry networking mixer.

9:00pm-1:00am

Party at The X-Bar

Hyatt Regency Century Plaza
2025 Avenue of the Stars, Century City, CA

Sunday, June 7, 2009

10:00-1:30pm

'Get The Hollywood Look' Workshop

(brown bag lunch)

During the Golden Age of Hollywood, the studio "image machines" would mold actors and actresses into marketable box office stars by changing their names, hair color, and wardrobes, and by training with voice and diction lessons, etiquette lessons, dance lessons, and the like. That's no longer the case and its every man (woman) for themselves. But we live in an image driven culture and actors and even filmmakers and producers, who are under the media microscope, understand and pay close attention to the power of image. They know their personal image can inspire confidence, attract friends and business opportunities, as well as assure career success and financial prosperity. This workshop will help you define and develop an individual style identity and personal power image to help you stand out from the crowd and take you to the top! A panel of Hollywood image-makers (aesthetician, hairstylist, makeup artist, stylist, personal trainer/nutritionist, publicist and photographer) discuss etiquette training, apperance management, perception management, personal branding and visual branding.

Speakers: Dimitry L (photographer), Valerie Noble (makeup artist), Greg Elmore (makeup artist), Nina Curtis (aesthetician), Erica Lane, Lanre' Idewu (personal trainer), Boogie, Andrew Scott (publicist)

2:30-4:00pm

What Next: Where Do I Go From Here?

Where do we go from here? Hear from a broad range of industry professionals on how to move forward from this film festival experience and use your festival connections to take your career to the next level. The discussion will focus on post-festival follow-up; marketing, promoting and audience building for your film, post-festival publicity and "buzz" building; and making sure you don't lose the momentum.

Moderator: Entertainment journalist and writer Karl Gibson

Panelists: Lamese Williams, partner/producer, Freeze Frame Entertainment ("Blackout"); entertainment attorney Danny Andrews; Tanya Kersey, founder/executive director, Hollywood Black Film Festival & Hollywood Career Strategist