

# PITCH YOUR SERIES IN ENGLISH

Lille & Paris editions

Edited on 13 September 2023

## RULES & REGULATIONS

### 1. Introduction

PITCH YOUR SERIES IN ENGLISH – hereby referred to as “the program” or “the training program” – is a training program initiated and organized by SERIES MANIA (Association du Festival international des séries de Lille / Hauts-de-France).

PITCH YOUR SERIES IN ENGLISH is one of the training programs carried out by SERIES MANIA INSTITUTE. SERIES MANIA INSTITUTE is an initiative created by SERIES MANIA to **train series professionals**, with three main objectives:

- Sharing European expertise to create a network of cooperation between professionals
- Decentralizing the TV series industry to fluidify the creative process and respond to increasing production volumes
- Opening up the sector to diverse backgrounds and origins to enable all talent to access TV and creative professions

PITCH YOUR SERIES IN ENGLISH is a **3-day training program** targeting **series writers and producers of series from all over Europe**. The training program takes place in Lille, in the Hauts-de-France region, from December 11 to 13, 2023 for a first edition, and in Paris from January 15 to 17, 2024 for a second edition.

The focus of this three-day training program is on developing and fine-tuning a **pitch for maximum impact**. This program will help the participants to build confidence to communicate their project and vision in English, to **pitch a series project convincingly**, and prepare them for competitions held entirely in English.

This is a project-based program: each participant will work on a pre-existing series project that they developed and intend to pitch to a professional audience in the near future.

**Objectives:**

- Develop pitching skills in English
- Learn how to get your message and vision across clearly & confidently
- Learn how to stand out and influence your audience

**Method:**

- Theory & interactive sessions with a pitching expert
- Public speaking exercises
- Individual and peer-to-peer feedback
- Pitch session in front of a professional jury

**Format:** Three full consecutive days (21 hours of training)

**Number of participants:** 6 to 10 participants per edition

## 2. Schedule

The timeframe of the training program will be structured as follows:

**September 18, 2023:** Launch of call for applications.

**November 10, 2023** at 5pm (Paris time - CET): Application deadline for the Lille edition.

**December 15, 2023** at 5pm (Paris time - CET): Application deadline for the Paris edition.

*Anyone applying for the program will be contacted by Series Mania Institute within 15 days after the application was made, in order to validate their participation.*

**Monday December 11, 2023 to Wednesday December 13, 2023:** Lille edition of the training program

**Monday January 15, 2024 to Wednesday January 17, 2024:** Paris edition of the training program

**All selected participants must be available and physically present for the beginning until the end of the training program.** Any unauthorized absence may result in expulsion.

## 3. Language

The common working language of the program is English: this means that all written and spoken materials, at all steps of the process, must be in English.

## 4. Application rules

Applications must be submitted in accordance with the rules below and within the specified dates.

To qualify for selection, applications must be made online on the dedicated website page:  
<https://seriesmania.com/institute/en/series-pitching-in-english/>

No submission by email, post or any other means will be accepted.

All applications are **free of charge**.

Submission to the training program will be open for applications **on September 18, 2023**.

**The application deadline for the Lille edition is November 10, 2023** at 5pm (Paris time - CET), and **December 15, 2023** at 5pm (Paris time - CET), for the Paris edition.

Before finalizing the application, applicants are asked to read and accept these Rules and Regulations. Confirmation of the application therefore implies acceptance of these Rules and Regulations. Applicants must accept these conditions as they have been presented ; no modification, addition or deletion can be accepted.

If you have special circumstances and requirements, such as a disability, please contact us at [smi@seriesmania.com](mailto:smi@seriesmania.com) so that we can discuss your access needs.

#### 4.1 Eligibility criteria

In order to be eligible, candidates must be over 18 years old or above and have nationality from one of the following countries: **Albania, Andorra, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Monaco, Montenegro, the Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine or the United Kingdom.** Places may be more limited for applicants of countries outside the European Union.

#### 4.2 Type of applications

The program is aimed at screenwriters and producers of series, with projects to be financed and/or co-produced internationally.

Applications can be made by individual screenwriters and producers, as well as duos of professionals working on a joint series project (screenwriter & producer, two screenwriters or two producers).

#### 4.3 Conditions and Requirements

Applicants who wish to apply to participate in the training program must:

- Meet the eligibility criteria
- Have a good level of English (minimum level required : B1 – intermediate)
- Complete the online registration form
- Provide the following documents in English:
  - **A CV** stating the applicant(s)'s professional experience
  - **A short video** (45 seconds max), describing the applicant(s)'s profession, professional goals and objectives by following this training program
  - **A written one-sided page document** presenting an original series concept, including a synopsis of the season and a note of intent (maximum length: one page)  
Optional: **Any pitch deck elements** (e.g. visual moodboard, video trailer, etc.) already produced for the aforementioned series project
  - A copy of the applicant(s)'s **national ID or passport**

Professionals applying as a duo must **each and individually** provide the following documents: CV, short video and ID.

#### 4.4 Selection criteria

Anyone applying for the program will be contacted by the Series Mania Institute team, within 15 days after the application was made, in order to validate their participation. The organizers will validate up to 10 applications for each edition of the training program (in Lille and in Paris), validation done on a

first-come, first-served basis. The organizers reserve the right not to choose any of the applications submitted, if no suitable applications are found according to these rules and regulations.

The organizer reserves the right to cancel the training program if the number of participants is insufficient. In this case, the participant will be reimbursed the full amount of the training fees paid to Séries Mania.

## **5. Participation fees**

The tuition fee of the program is **€1,260 (including taxes) per participant**.

Professional applying as a duo will **each** be required to pay the participation fee.

The costs of travel, food and accommodation relating to the Training will be entirely borne by the Participant. For those wishing to do so, it is the responsibility of the Participant to take all necessary steps to obtain a funding or grant from a third party body.

Registration will be definitely validated upon receipt of payment or financing confirmation by a third party body, **within 15 days** after the participation has been confirmed by the organizers.

### **5.1 Training fees borne by the Participant**

After validation of the application by Series Mania Institute, the payment will be due, within 15 days after validation has been confirmed, by bank transfer to the account of SERIES MANIA according to the bank details transmitted for this purpose, in accordance with the payment instructions sent along with the training contract and the invoice. This registration can be revoked at any time without justification, as long as the enrolment is not definitive.

Registration will only be confirmed and definitive once payment has been received for the full training fee.

### **5.2 Training fees covered by a third party body**

In the event of coverage of the tuition fees by a third party body, the Participant must contact the organizers, so that a place can be reserved. The financing confirmation will have to be provided within 15 days after validation has been confirmed. This registration can be revoked at any time without justification, as long as the enrolment is not definitive.

Please note that the registration will be confirmed by e-mail to the contact details provided. It is the responsibility of the Participant to ensure that this confirmation e-mail has been received, or to contact the organizers of the training program if not.

Registration is only definitive upon receipt of a commitment of funding from the third party body.

As soon as the applicant receives the financial details from the the third party body, it is their responsibility to inform the organizers of the training program, so that registration can be validated.

## **6. Public health context**

Since the COVID-19 pandemic may affect the schedule and nature of the training program, the organizers commit themselves to informing the selected participants of any changes to the process described in these Rules & Regulations.

As international travel may be disrupted, the organizers of the training program reserve the right to suspend, cancel or change the activities offered to participants. The organizers commit themselves to informing participants of any changes to the schedule and/or activities of the training program.

Likewise, participants facing personal or professional issues in the current health context are required to contact the organizers immediately and inform them of any restrictions to travel and/or participate in the training program.

## **7. Obligation of means**

The training program complies with an educational policy drawn up by Series Mania Institute. The organizers undertake to use all the means at his disposal to guarantee the success and transmission of the educational objectives presented.

## **8. Ownership of the training program**

The training program and its training content are the property of Series Mania Institute.

## **9. Confidentiality and communication**

All documents and information supplied through the application process are strictly confidential and will not be published for any reason.

A list of the participants may be used for communication purposes and published online and in the press.

As the training program is project-based, the participants will be required to share elements of their projects to the trainer and/or the other trainees during the training program. The organizers undertake, for the duration of the Training and after, without any time limit, to maintain the utmost confidentiality regarding the information brought to its attention on the trainees' projects.

## **10. Contact**

For further information, please contact the Series Mania Institute team at [smi@seriesmania.com](mailto:smi@seriesmania.com).