



THE SCHOOL  
ENTIRELY  
DEDICATED  
TO SERIES

# SERIES MANIA INSTITUTE

A NEW INITIATIVE ENTIRELY DEVOTED  
TO TRAINING THOSE WHO WILL SHAPE  
TOMORROW'S SERIES

WORKSHOP

EXECUTIVE PROGRAM

ACADEMIC DEGREE

INITIATION PROGRAM

# Fiction is creating a thousand worlds



## with twenty-six letters.

We love storytelling here at France Télévisions. That's why – from writing to producing to directing – we'll always do our utmost to help bring your ideas to life.

# SERIES MANIA INSTITUTE, THE SCHOOL ENTIRELY DEDICATED TO SERIES

IN THE HEART OF THE LILLE  
METROPOLIS, THE SERIES CAPITAL

A EUROPEAN  
TALENT HUB  
FOR THE SERIES  
OF TOMORROW

In 2021, Series Mania, Europe's largest event dedicated to series, established Series Mania Institute, a school entirely dedicated to this form of artistic expression.

Our training institution is committed to opening up the sector to a diversity of backgrounds and career paths: beginners, students, and professionals.

From script development to directing, from pre-production to post-production, our programs cover the entire creative process of series production.

## OUR OBJECTIVES

- ▶ Break down the barriers between series professions.
- ▶ Accelerate the development of skills in the audiovisual sector (screenwriters, producers, commissioners, etc..).
- ▶ Facilitate connections with the international series industry (through Series Mania Festival and Forum).



Lille-Brussels: **35 min** train ride  
Lille-London: **83 min** train ride  
Lille-Paris: **55 min** train ride

## 4 TYPES OF TRAINING PROGRAMS:

### WORKSHOPS

- ▶ WRITERS CAMPUS
- ▶ SERIAL BRIDGES
- ▶ RIO WORKSHOP

### EXECUTIVE PROGRAMS

- ▶ EXTENSIVE TRAINING: EUREKA SERIES
- ▶ CAPSULE TRAINING
- ▶ AND MORE TO COME...

### ACADEMIC DEGREE

- ▶ MASTER'S PROGRAM SCIENCES PO LILLE MMI

### INITIATION PROGRAM

- ▶ TREMPLIN

# WRITERS CAMPUS

FOR PROFESSIONALS



**An intensive workshop for professional writers with a series project in development.**

## WHO CAN APPLY?

Professional writers from around the world (individual or pairs) with a project in development.

## PROGRAM

Online meeting with mentors  
At the Creative Bazaar: preparation for the pitch.  
Meetings with renowned showrunners and producers.

**At Series Mania Forum: presentation of projects.**

## OBJECTIVES

To improve your pitch deck and deliver the best possible oral pitch to find international partners for your project.

## SCHEDULE

**SEPTEMBER 2024**

Launch of the call for projects.

**JANUARY**

**Part 1:** online workshop for projects and mentors presentations.

**MID-MARCH**

**Part 2:** workshop at the Creative Bazaar.

**Part 3:** attendance and pitching session at Series Mania Forum at Lille Grand Palais.

# SERIAL BRIDGES

**A new workshop in partnership with TAICCA, for East Asian professionals developing international series projects.**

## WHO CAN APPLY?

Writer-producer duos from Taiwan and East Asian countries, with a project in development.

## PROGRAM

Onsite and online sessions, starting with a focus on the dramaturgical aspects of series projects, and gradually adding economic and production notions, culminating in a final pitch session.

## OBJECTIVES

Strengthen your dramaturgical skills, understand the international financing systems and develop your ability to find co-production opportunities.

## SCHEDULE

**MARCH 2024**

4 days at Creative Bazaar + 3 days at Series Mania Forum.

**JUNE & SEPTEMBER**

Online workshops.

**NOVEMBER**

Final workshop + pitching session at TCCF in Taipei.

# EUREKA SERIES

FOR PROFESSIONALS



Explore European collaborative writing.

## WHO CAN APPLY?

Emerging screenwriters from all over Europe, with a strong professional interest in series writing.

## PROGRAM

A 10-week training course to experience a European writers room and develop collaborative writing skills.

## OBJECTIVES

- ▶ Master the creative process of collaborative writing.
- ▶ Understand how the European series ecosystem operates.
- ▶ Acquire the skills to pitch and sell a European series to investors.
- ▶ Develop a European professional network.

## SCHEDULE

**MID-APRIL**

Launch of the call for applications.

**JULY**

Announcement of selected participants.

**LATE SEPTEMBER-EARLY DECEMBER**

Eureka Series Fall 2024.



# SHORT TRAINING PROGRAMS

Discover Series Mania Institute's short training programs, designed to help you achieve your professional goals in the world of series.

## CAPSULE TRAINING

### PITCH YOUR SERIES PROJECT IN FRENCH

You have a series project, but you struggle to pitch it efficiently? Our three-day course is the right fit for you to enhance your pitching skills in French. It will help you not only to build confidence to communicate your project and vision, but also to stand out to potential partners or collaborators.

TARGET AUDIENCE  
FRENCH-SPEAKING SCREENWRITERS  
AND PRODUCERS

TYPE  
PROJECT-BASED

FORMAT  
3 DAYS IN FRENCH

DATES  
JUNE 2024

## CAPSULE TRAINING

### MASTER & NEGOTIATE YOUR SCREEN-WRITING RIGHTS

Understanding the legal aspects of screenwriting rights is crucial to protecting and exploiting creative work within the series industry. This three-day course provides you with the tools to enhance your legal knowledge and, through practical exercises, to defend your screenwriting rights and negotiate with potential partners.

TARGET AUDIENCE  
EUROPEAN SCREENWRITERS  
AND SCREENWRITERS' AGENTS

TYPE  
PARTICIPANT-BASED

FORMAT  
3 DAYS IN ENGLISH

DATES  
JUNE 2024

## CAPSULE TRAINING

### PRODUCE A DOCUMENTARY SERIES

**In partnership with EURODOC**  
Documentary series have experienced significant growth since the emergence of platforms and the rise of short formats on prime public broadcasters. This training course aims to consolidate producers' expertise, helping them to develop their projects and giving them the tools they need to co-produce internationally.

TARGET AUDIENCE  
FRENCH-SPEAKING  
DOCUMENTARY PRODUCERS

TYPE  
PROJECT-BASED

FORMAT  
5 DAYS IN FRENCH

DATES  
SEPTEMBER 2024

For French participants, depending on your eligibility, all training programs can be funded in part or in full by AFDAS or other funding organizations.

For other participants, we encourage you to contact local funds or writers' guilds to inquire about potential funding.



## CAPSULE TRAINING

## CONCEIVE AN IMPACTFUL SERIES PITCH DECK

A series pitch deck is essential to secure funding, partnerships or distribution deals. It introduces the series concept, market potential and the creative team, providing a concise overview of the project's vision and commercial viability. Through this three-day course, you will learn to create a compelling pitch deck for your series project and its strategic use.

TARGET AUDIENCE  
EUROPEAN SCREENWRITERS  
AND PRODUCERS

TYPE  
PROJECT-BASED

FORMAT  
5 DAYS IN ENGLISH

DATES  
END OF OCTOBER 2024

## CAPSULE TRAINING

## PITCH YOUR SERIES IN ENGLISH

Presenting a series project in English has become essential in an increasingly international industry. The focus of this three-day training program is on developing and fine-tuning your pitch for maximum impact. It will give you tools and insights on how to stand out to potential collaborators and communicate your project effectively.

TARGET AUDIENCE  
EUROPEAN SCREENWRITERS  
AND PRODUCERS

TYPE  
PROJECT-BASED

FORMAT  
3 DAYS IN ENGLISH

DATES  
NOVEMBER 2024

## EXTENSIVE TRAINING

## PRODUCTION ACCOUNTING

With the increase in the number of shootings in France, the need for well-trained production accountants is growing. This course enables you to master the financial and administrative management tools of audiovisual productions and quickly familiarize yourself with industry-standard software, with a special emphasis on the specific features of series and their international dimension.

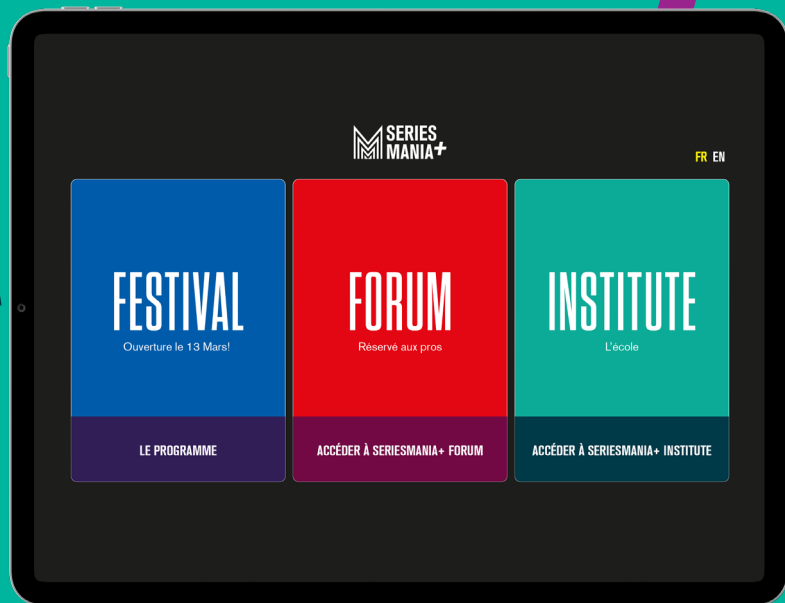
TARGET AUDIENCE  
FRENCH-SPEAKING PRODUCTION  
ASSISTANTS, POST-PRODUCTION  
ASSISTANTS, ACCOUNTANTS

TYPE  
PARTICIPANT-BASED

FORMAT  
8 WEEKS IN FRENCH

DATES  
DECEMBER 2024 TO FEBRUARY 2025

Training program leading to the certification CQP Production Accounting in Film and Audiovisual, created and issued by CPNEF de l'Audiovisuel.



# LOOKING FOR NEW TALENTS IN THE AUDIOVISUAL INDUSTRY? THIS PLATFORM IS FOR YOU!

Access the Institute Directory and connect with emerging and established talents who have completed programs at Series Mania Institute.





# MASTER "MANAGEMENT DES MÉTIERS DE L'IMAGE" BY SCIENCES PO LILLE

FOR STUDENTS



IN PARTNERSHIP WITH SERIES MANIA INSTITUTE

An international program to understand the contemporary challenges of audiovisual professions.

## WHO CAN APPLY?

Students with a bachelor's degree (180 ECTS credits).

## PROGRAM

2-year course to educate students for various audiovisual professions both in France and internationally, encompassing fields such as digital (platforms, streaming or digital distribution), television, and cinema.

## OBJECTIVES

- ▶ Provide students the necessary tools and expertise to understand the ever-evolving landscape of image arts.
- ▶ Making them more professional, thanks to a second year of apprenticeship, students are prepared to enter the workforce upon receiving their diploma.

## SCHEDULE

Two years of the Master's program, at school and alternating between school and work. Starting in September 2024.

### SEMESTER 1

Sociology of TV series, history of film and audiovisual industries, international series ecosystems, etc.

### SEMESTER 2

Case studies, audiovisual writing courses, Series Mania Festival & Forum, etc.

### SEMESTER 3 & 4

Apprenticeship



© Manuel Braun

### THE ADDED VALUE OF SERIES MANIA'S PARTNERSHIP

Meetings with professionals, participation at Series Mania Forum and Series Mania Festival, core tutors from Series Mania Institute.



# TREMP-LIN

FOR BEGINNERS



## A young talent program to explore the audiovisual industry.

With the support of Afdas, France Travail and Ministère du Travail, de l'Emploi et de l'Insertion

### WHO CAN APPLY?

18-25 year-olds from the Hauts-de-France region (20 participants per year) willing to work in the audiovisual industry.

### PROGRAM

A year of pre-qualification and orientation towards audiovisual and digital professions, as well as an introduction to techniques of expression and storytelling.

### OBJECTIVES

- ▶ Acquire and develop knowledge and skills in the audiovisual, serial and digital media professions.
- ▶ Integrate the industry through entry-level jobs.

FREE & WITHOUT  
DIPLOMA  
REQUIREMENTS



### SCHEDULE

#### MAY-JULY

Launch of the call for applications (with the support of Mission locale Lille Aveniris and Unis Cité).

#### SEPTEMBER-OCTOBER

Discovery of audiovisual professions.

#### NOVEMBER-DECEMBER

2 tracks: technical professions and narrative techniques (taught by audiovisual professionals).

#### JANUARY-FEBRUARY

Creation of a mini-series from A to Z.

#### MARCH

Immersion at Series Mania Festival.

#### APRIL-MAY

Internship.

### EACH PROFESSION IS APPROACHED THROUGH PRACTICE

- ▶ Screenwriting
- ▶ Directing
- ▶ Editing
- ▶ Sound
- ▶ Production
- ▶ ...

### INNOVATIVE PROJECT-BASED AND PRACTICAL PEDAGOGY

- ▶ Creation of a mini-series.
- ▶ Participation at the Series Mania Festival.
- ▶ Internship in the audiovisual industry.

# NEXT SEASON IS YOURS!

## INTERESTED IN SHARING YOUR EXPERTISE AT SERIES MANIA INSTITUTE?

Contact us directly at [smi@seriesmania.com](mailto:smi@seriesmania.com)

To stay updated on all the latest news from Series Mania Institute,  
sign up for our newsletter and follow us:



10, RUE DES POISSONCEAUX, 59800 LILLE, FRANCE

TO LEARN MORE  
ABOUT OUR PROGRAMS:

