



# SERIES MANIA INSTITUTE

**PROFESSIONAL TRAINING HUB TO SHAPE  
TOMORROW'S SERIES**



**PROFESSIONALS**

**SCREENWRITERS**

**PRODUCERS**

**STUDENTS**

**BEGINNERS**



**IN LILLE,  
ABROAD  
& ONLINE**

# SERIES MANIA INSTITUTE

## FIRST INSTITUTE ENTIRELY DEDICATED TO SERIES



In 2021, Séries Mania, Europe's largest event dedicated to series, has created [Series Mania Institute](#), an professional hub 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

- ▶ Sharing European expertise to create a network of cooperation between professionals across the continent
- ▶ Decompartmentalizing 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



# PROFESSIONALS

## SCREENWRITERS

## EUREKA SERIES

STEP INTO A [EUROPEAN WRITERS' ROOM TO MASTER SERIAL AND COLLABORATIVE WRITING TECHNIQUES](#)

Eureka Series is an immersive training program in series writing designed for European screenwriters. Guided by professionals, participants experience a writers' room, refine their collaborative writing skills, and deepen their understanding of the industry. In groups, they create and develop original series concepts, which they present during a final pitch. With exclusive access to Series Mania Forum, the program offers privileged access to key industry players.

### PARTICIPANTS

European screenwriters, with a strong professional interest in series writing.

### FORMAT

12 WEEKS IN ENGLISH

IN LILLE & ONLINE

### NUMBER OF PARTICIPANTS

12 maximum

### OBJECTIVES

- ▶ Master the creative process of collaborative writing
- ▶ Understand how the European series ecosystems operate
- ▶ Acquire the skills to pitch a European series to potential partners
- ▶ Develop a European network, with exclusive access to [Series Mania Forum](#)



# PROFESSIONALS

## SCREENWRITERS

# WBD ACCESS x SERIES MANIA INSTITUTE WRITERS PROGRAMME

DEVELOP A SERIES OF PROJECTS THROUGH A PROGRAM PARTNERED WITH [WARNER BROS. DISCOVERY](#) AND UNLOCK INTERNATIONAL OPPORTUNITIES

This exclusive training program, in partnership with Warner Bros. Discovery, offers six European screenwriters the opportunity to develop their original series project in English, with the guidance of two mentors and international networking opportunities. They will work on original series concepts, participate in a writer's room simulation, and have the chance to pitch their project to a panel of professionals at Warner Bros. Discovery's offices in London.

## PARTICIPANTS

Mid-level European screenwriters from France, Germany, Spain and the United Kingdom.

## FORMAT

10 DISCONTINUOUS DAYS IN ENGLISH

IN LILLE, LONDON & ONLINE

## NUMBER OF PARTICIPANTS

6 maximum

## PARTNER



## OBJECTIVES

- ▶ Help mid-level European screenwriters develop their project
- ▶ Deliver a spec script for their series project
- ▶ To expand the pool of writers for potential collaboration with WBD programming teams in Europe.

# PROFESSIONALS

## SCREENWRITERS

## WRITERS CAMPUS

AN INTENSIVE WORKSHOP FOR [PROFESSIONAL SCREENWRITERS](#)  
WITH A SERIES PROJECT IN DEVELOPMENT

Online workshop and at the Creative Bazaar in Lille. Guided by experienced mentors, participants prepare to pitch at Series Mania Forum. They also have opportunities to meet renowned showrunners and producers.

### PARTICIPANTS

Professional screenwriters from around the world (individuals or in pairs) with a project in development.

### FORMAT

7 DAYS IN ENGLISH

IN LILLE & ONLINE

### NUMBER OF PARTICIPANTS

20 maximum

### OBJECTIVES

- ▶ Prepare participants to pitch their project to the audiovisual industry during Series Mania Forum.
- ▶ Acquire skills in project development, pitch preparation and networking.
- ▶ Participate in intensive mentoring sessions, masterclasses and networking events.



# PROFESSIONALS

SCREENWRITERS  
PRODUCERS

ONLINE

## AI STORYTELLING BOOTCAMP

LEVERAGE GENERATIVE AI TO ENHANCE  
STORYTELLING

Designed for professionals interested in harnessing AI for storytelling development, this online workshop offers a deep dive into the impact of generative artificial intelligence on the audiovisual industry. Participants will master the art of prompts and chatbots, while also exploring the ethical, legal, and environmental challenges involved.

### PARTICIPANTS

Screenwriters,  
Creative producers,  
Development executives

### FORMAT

3 DISCONTINUOUS DAYS IN ENGLISH

ONLINE

### NUMBER OF PARTICIPANTS

24 maximum

## IP ADAPTATION BOOTCAMP

NEW

EXPLORE IP-RELATED OPPORTUNITIES IN THE  
AUDIOVISUAL MARKET

This workshop provides the tools to combine strategic and creative expertise on incoming or original Intellectual Properties, to enhance their narrative, economic and legal potential.

### PARTICIPANTS

Producers, Agents,  
Development executives,  
Business Affairs

### FORMAT

3 DISCONTINUOUS DAYS IN ENGLISH

ONLINE

### NUMBER OF PARTICIPANTS

24 maximum

# PROFESSIONALS

## PRODUCERS

## APOLLO SERIES

NEW

OPENING UP TO EUROPEAN SERIES COPRODUCTION

Apollo Series is a program designed and developed by Series Mania Institute in partnership with [MIA | Mercato Internazionale Audiovisivo](#) and [Göteborg Film Festival's TV Drama Vision](#).

This training program helps emerging European producers strengthen their series projects by mastering the legal, financial, and artistic aspects of European co-productions, while offering access to key industry events. It will take place over three sessions:

- The first session in Rome (Italy) at MIA | Mercato Internazionale Audiovisivo in October 2025
- The second session in Gothenburg (Sweden) at Göteborg Film Festival's TV Drama Vision in January 2026
- The final session in Lille (France) at Séries Mania Forum in March 2026

### PARTICIPANTS

European producers

### FORMAT

13 DISCONTINUOUS DAYS IN ENGLISH

IN ROME, GOTHENBURG , LILLE AND ONLINE

### NUMBER OF PARTICIPANTS

10 maximum

### OBJECTIVES

- ▶ Discover European financing systems
- ▶ Master the legal issues of co-production
- ▶ Balance a local vision with the internationalization of a project
- ▶ Understand the latest trends in the European co-production market
- ▶ Build connections with potential partners, local and international producers, and broadcasters

### PARTNERS



# PROFESSIONALS

## PRODUCERS

## PRODUCING A DOCUMENTARY SERIES

### ENHANCE EXPERTISE IN DEVELOPING AND CO-PRODUCING DOCUMENTARY SERIES PROJECTS

Series Mania Institute and **EURODOC** offer a training program that enables French-speaking producers to develop and co-produce documentary series internationally, through personalized mentoring, masterclasses, and case studies.

### PARTICIPANTS

French-speaking producers with a documentary series project.

### FORMAT

5 DAYS IN FRENCH

IN LILLE

### NUMBER OF PARTICIPANTS

12 maximum

### OBJECTIVES

- ▶ Develop a storyline and narrative tailored to the expectations of international broadcasters and co-producers.
- ▶ Identify funding and co-production opportunities

### PARTNER

**EURO DOC** | INTERNATIONAL  
LAB FOR CREATIVE  
DOCUMENTARY  
PRODUCTION





# PROFESSIONALS

## PRODUCTION ACCOUNTING

MASTER THE ACCOUNTING, SOCIAL AND FISCAL MANAGEMENT OF AN AUDIOVISUAL PROJECT

Supported by Banijay France, a leading company in the production industry, this training leads to the obtaining of the certification CQP Production Accounting Cinema and Audiovisual, created and issued by the CPNEF de l'Audiovisuel.

### PARTICIPANTS

Professionals with a first experience in filming or in a production company

### FORMAT

10 WEEKS IN FRENCH

IN LILLE

### NUMBER OF PARTICIPANTS

12 maximum

### OBJECTIVES

- ▶ Manage the accounting, social, and fiscal aspects of an audiovisual project, from pre-production through to post-production.
- ▶ Master the software: Peplum, Studio, and Louma (Xotis suite).
- ▶ Obtain the certification

### PARTNERS

Commission  
paritaire nationale  
emploi formation  
de l'audiovisuel



# MORE ABOUT SERIES MANIA INSTITUTE



## SERIAL BRIDGES

Series Mania Institute develops the 'Serial Bridges' workshops around the world for professionals [at the request of local and/or international partners](#). This initiative aims to give participants a good understanding of the international series market and, more specifically practical advice on how to better understand the European co-production and co-financing market.

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### SERIAL BRIDGES : ASIA

In partnership with TAICCA

#### **PARTICIPANTS**

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

#### **PROGRAM**

Provide an in-depth understanding of the international series market, with practical advice on how to tackle the European co-production market.

#### **OBJECTIVES**

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

#### **SCHEDULE**

##### **MARCH**

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

##### **JUNE & SEPTEMBER**

Online workshops.

##### **NOVEMBER**

Final workshop + pitch session at TCCF à Taipei.

# SERIAL BRIDGES

## SERIAL BRIDGES : ISTANBUL

The workshop is organized in partnership with the Institut Francais Turkey and m2 Film Lab.

### **PARTICIPANTS**

Duos writer/producer pairs from Turkey, Georgia or Azerbaijan with a series project

### **PROGRAM**

In pairs, the participants will be guided for five days by two mentors, in group and individual meetings. They will also have the opportunity to meet renowned international series professionals during exclusive masterclasses.

### **OBJECTIVES**

The program aims to give participants a good understanding of the international series market and, more specifically, practical advice on how to apprehend the European co-production and co-financing market better.



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## SERIAL BRIDGES : RIO DE JANEIRO

The workshop is organized with the support of RioFilme, a public company linked to the Municipal Secretary of Culture, Projeto Paradiso, Rio Film Festival, SICAV, FIRJAN, and the French Embassy in Brazil.

### **PARTICIPANTS**

Brazilian producer/showrunner pairs with a series project.

### **PROGRAM**

A five-day intensive program, 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 dramaturgical skills, understand the international financing systems and develop the participants' ability to find co-production opportunities



# STUDENTS

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

**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.

AN INTERNATIONAL PROGRAM THAT PROVIDES THE KNOWLEDGE  
NEEDED TO NAVIGATE THE CONTEMPORARY CHALLENGES IN THE  
FIELD OF IMAGE PROFESSIONS

**SCIENCES  
PO  
LILLE.**

### 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.

### 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.

### SCHEDULE

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

#### SEMESTRE 1

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

#### SEMESTRE 2

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

#### SEMESTRE 3 & 4

Case study on the mini-series created by the Tremplin program (distribution strategy, broadcasting).

# BEGINNERS

FREE & WITHOUT  
DIPLOMA  
REQUIREMENTS

## TREMPLIN

A PROGRAM FOR YOUNG PEOPLE IN HAUTS-DE-FRANCE THAT INTRODUCES THEM TO NARRATIVE TECHNIQUES AND TECHNICAL PROFESSIONS IN THE FRENCH 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.

### EACH PROFESSION IS APPROACHED THROUGH PRACTICE

Screenwriting, Directing, Editing, Sound, Production

### INNOVATIVE PROJECT-BASED AND PRACTICAL PEDAGOGY

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

### OBJECTIVES

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

### PARTNERS

**afDas**  
DEMAIN SERA FORMATION

  
RÉPUBLIQUE  
FRANÇAISE  
Liberté  
Égalité  
Fraternité

 France  
Travail



INVESTIR  
DANS VOS  
COMPÉTENCES



# FINANCIAL SUPPORT

## FOR FRENCH PARTICIPANTS

[CLICK HERE TO LEARN MORE](#)

Before submitting a funding request, please register or apply for the training of your choice on the Series Mania Institute website. This step is essential to obtain the necessary documents and reserve a place while your funding application is being reviewed.

For any questions regarding funding options, feel free to contact us at the following address: [smi@seriesmania.com](mailto:smi@seriesmania.com)

### ▶ ARTISTS AND AUTHORS & INTERMITTENT PERFORMERS

Afdas is here to support you in identifying the appropriate funding scheme and plan for your training project, based on your eligibility.

### ▶ JOB SEEKERS

It is possible to apply for funding for our training programs through France Travail under the AIF (Individual Training Assistance) scheme.

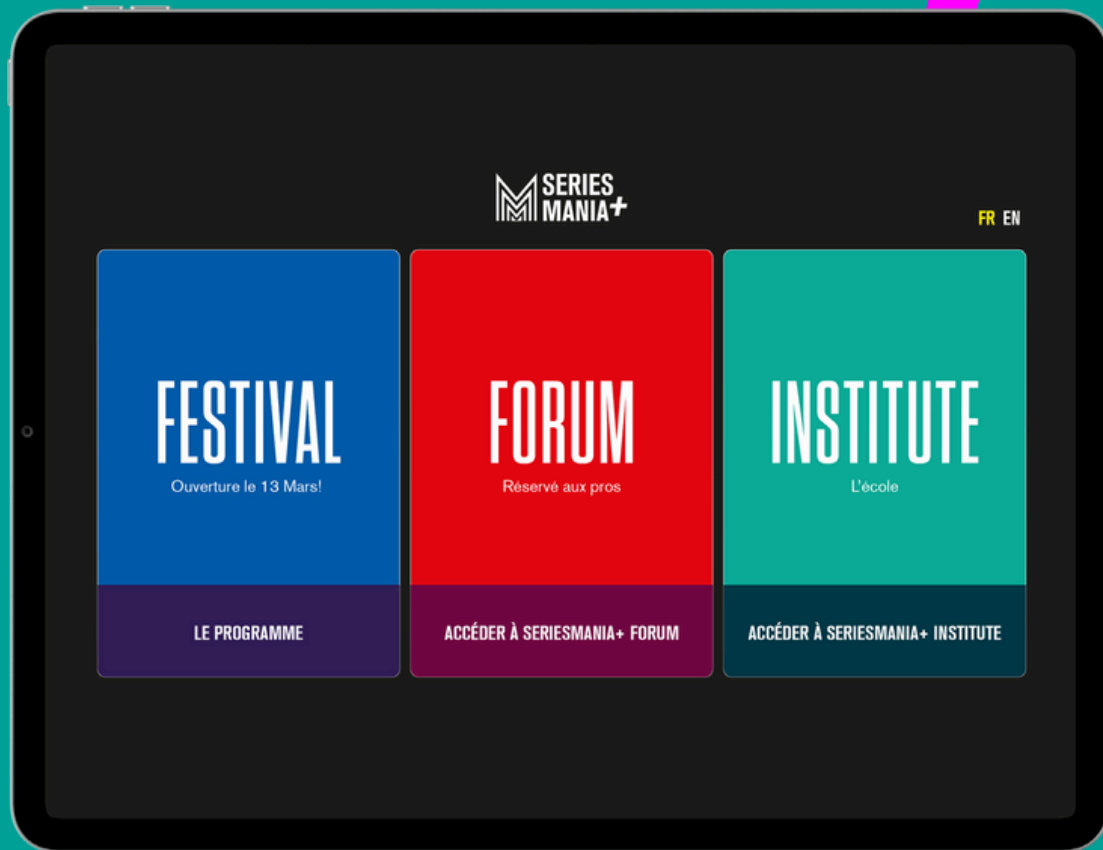
### ▶ EMPLOYEES ON FIXED-TERM OR PERMANENT CONTRACTS

Please consult with your employer or your organization's human resources department.

## FOR INTERNATIONAL PARTICIPANTS

We encourage you to contact local funds or writer/producer guilds/federations to inquire about potential funding.





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

[Access the Institute Directory and connect with participants from our programs!](#)



# NEXT SEASON IS YOURS!

INTERESTED IN DEVELOPPING YOUR SKILLS OR TO LEARN MORE ABOUT 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



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L'ART DE COOPÉRER  
ENTREPRISES  
ET CITES



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GEMAIN GEMER FORMATION

