

A director's chair is positioned on the right side of the slide, set against a blue background. The chair is dark-colored with a lighter-colored frame and is angled towards the left. The background is a gradient of blue, darker at the top and lighter at the bottom.

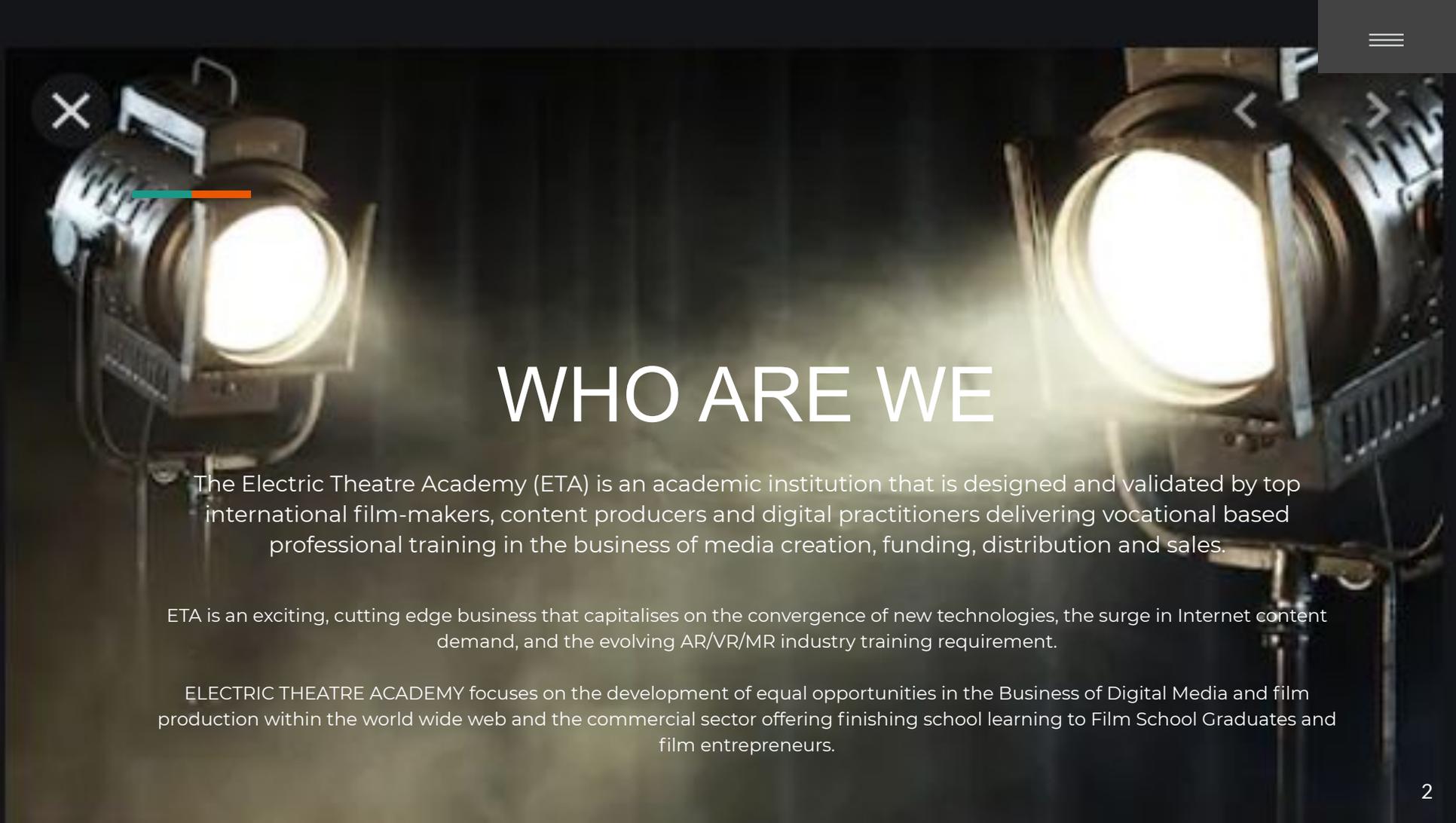
Electric Theatre Film Academy

PROSPECTUS

Linked to:

The Electric Theatre Co MEDIA CHANNEL
BELIFF International Film School &
QISAH Festival of Film from the Muslim World

Building new digital media skills and entrepreneurial skills with courses online from world-class producers and technicians from the world of film and television. Learn how to become a film producer in the new digital age and make money from the film and content creation business.



WHO ARE WE

The Electric Theatre Academy (ETA) is an academic institution that is designed and validated by top international film-makers, content producers and digital practitioners delivering vocational based professional training in the business of media creation, funding, distribution and sales.

ETA is an exciting, cutting edge business that capitalises on the convergence of new technologies, the surge in Internet content demand, and the evolving AR/VR/MR industry training requirement.

ELECTRIC THEATRE ACADEMY focuses on the development of equal opportunities in the Business of Digital Media and film production within the world wide web and the commercial sector offering finishing school learning to Film School Graduates and film entrepreneurs.

1: Executive Summary

The Electric Theatre Film Academy (ETA) is an academic institution that will be designed, delivered and validated by leading global production practitioners in traditional and new media. The Academy has a mission to provide a broad range of career and business-oriented educational programs with the aim of producing innovative, creative graduates from diverse backgrounds who are well-prepared for the rapidly growing field of digital marketing and VR/AR/MIXED REALITY production as well the more conventional forms of film-making.

The programs follow a simple 'How to Succeed' principle, utilising advice and recommendations from working professionals – award-winners and celebrities – to help new content producers avoid the pitfalls and learn how to succeed in the emerging demanding areas of content production - to provide a valuable, much needed service, via online study courses, for people interested in learning more in the key and evolving areas of film and tv and 'Virtual' production.

The courses are all to be run by instructors who are working industry professionals. They will provide of the moment tech craftsmanship and the kind of information & networking opportunities film makers need. Many new content producers are uninformed about others aspects of film-making than their specialism, and can benefit from guided support in project creation and initiation. For most, the traditional film school route only takes them half-way.

The ACADEMY's approach is refreshingly different and most importantly, sales & marketing orientated for those building their careers. Students will learn from today's film-makers; witnessing case-studies of sometimes unorthodox evolving production methods that change as fast as the industry does.

New requirements in the age of 'Convergence'

At a time when so many people are keen to enter the world of production and so many are 'producers' of content on the web in the converging world of tv and the internet, there is a growing need to teach the new practicalities of production, marketing and sales. The challenge facing any new producer or director is finding a way to make their films pay for themselves and, better still, make them a living. These career orientated Programs offer step by step solutions.



2: The Demand

The growth in each category of production is being driven by smaller home based producers with perhaps lower skill levels and understanding of the business of the industry. There is a limited supply of quality training with those that do exist finding difficulties in gaining access to the market due to lack of resources and contacts. Current market circumstances offer ELECTRIC THEATRE ACADEMY a window of opportunity for rapid growth.

There is today no obstacle to producing relatively high quality film (technically) for dissemination on the web or to a terrestrial or satellite channel or for retail sale. With **video expected to make up 80% of global internet traffic by 2022**, demand is at historic levels, yet quality and content is still 'king' and demand for high quality content is stronger than ever. So often however, novice 'web directors' may not have the creative or visual skills to perfect a production worthy of being offered for sale, to achieve success at Film Festivals or to attract funding. This new learning initiative has two aims:

Firstly it addresses the task of learning the key skills required for any independent Director/Producer and helps the new film-maker begin to engage with the real life practice element of her/his chosen craft and how the demands are evolving particularly in the area of VR and AR and MIXED

MEDIA production that is the rapidly expanding new growth market known by many as "The 4th Industrial Revolution" set to dominate, training, commerce and



Secondly, since production for film and television is a business first and a creative medium second, it is vital that students learn creative and effective means for finding and exploiting markets for their content. The ACADEMY directors have spent many years finding new and

innovative means of funding, and distributing and promoting content. This has included, Sponsorship, Product Placement, bespoke book-end commercials, web distribution, TV pre-sales, feature film multi investor funding, sale and leaseback.

Whilst there is no set formula for making these varied funding, marketing and promotion strategies work, there is a general approach to innovative film and tv production that we have found to be highly effective and will continue to be central to the success of the emerging young producer in today's cross platform environment.

3: The Programs

The Academy will deliver a series of modular and physical courses. They will examine not only how to create content but also how to exploit it across across different platforms for those seeking a career in production. Courses are both virtual and hosted live at 3 Mills Studios centre. The Academy has a mission to provide a broad range of career-oriented educational programs with the aim of producing innovative, creative graduates who are well-prepared for the rapidly growing field of content production and digital Marketing that observes ethical, responsible content creation guidelines.

The OPEN CONTENT creator program is designed in collaboration with leading UK Universities and Colleges, allowing the academy venture to help aspiring content creators make an impact and learn the art of making a great movie or content that sells and build a professional career whether they be actors seeking to produce their own content, or digital content creators seeking a wider professional film-making engagement. In addition to learning the nuts and bolts of content creation, students will learn how to build impactful long-term digital brand strategies for the businesses they lead or for their own brand, and access world class case studies. Film marketing, sales, promotion and funding are the bedrock of each course delivered, teaching filmmaking and content creation with an emphasis on entrepreneurial development. Future programs enable graduates to be capable of delivering social media communication strategies, creating content for distribution across digital media platforms, designing engaging interactive products for contemporary devices, evaluating performance of digital marketing campaigns.



**NEWMEDIA
PRODUCTION**

4: Collaborative Association

ELECTRIC THEATRE Academy is an original enterprise developed as part of a wider collaborative association. The COMPANY is creating an 'authentic' Film Academy brand linked to the marketing of a new Film Festival featuring films from the Muslim world and the stories behind them. The venture builds links between the creative media and vocational training environment in a unique marketing and promotional opportunity:

- The Muslim Film Festival ; CINE MUSLIM
- Electric Theatre Co 'Clip Matters' Media Channel.

Case study interviews, new film projects and news from the world of production are featured on the dedicated Electric Theatre Co channel.

ETA follows the successful RAINDANCE festival model in bringing a film festival together with training to build a community of engagement. It is initiated by ELECTRIC THEATRE CO (THE COMPANY) established **with the support and assistance of leading educational learning centres** and intends to work from the prestigious 3 Mills Studios complex in Stratford, London. Unique associations and existing contacts within the industry, offer a privileged position to negotiate the establishment of this prestigious new learning innovation and raise the profile of the professional community that it creates.

Given the current massive surge of interest in producing content online and through traditional channels. The demand for content of a high quality has never been higher. The COMPANY will launch ELECTRIC THEATRE Academy as a professional training initiative, to coincide and merge with the pre-publicity, and release promotion of the new Film Festival supported by the independent BELIFF International Film Festival. It's promoted by the Electric Theatre Co channel, social media network and web site in an innovative cross-promotion. The launch campaign will promote the combined operation.

The COMPANY has invested the last 20 years in developing the training Programs with leading industry figures and this has attracted a team of highly experienced leading industry co-producers including Emmy Award™ and BAFTA nominees and winners.



5. Building Network & Community

ELECTRIC THEATRE ACADEMY represents a commitment to diversity in vocational learning, not just for the new student, and professional but also for young people and school aged students seeking pathways into the industry. The program aims to upgrade digital skills of full-time media professionals in both the public and private sector, to enable them to thrive in the new digital media landscape. The intention is to build bridges with those already working in the industry with the aim of providing employment as a longer term professional career within the remit of Skillset and other UK training bodies. We have always been passionate about quality film production and see this wider project as an initiative in building trust and integrity and cultural diversity in the world of content production. Our vision is to promote professional business and vocational driven film and media production with the help of experienced producers, marketers and influencers in the film and content creation business, with the goal of producing influential and creative individuals who are qualified to lead the media and digital content sector.

Our wider purpose is to widen exposure to the filmmaking community and to reinforce a cultural linkage between the UK and International filmmakers through both the festival and outreach projects.

The Academy will offer the benefits of a Central London filmmaking community harnessed with work ethic and tech innovation initiatives to contribute the generation of cross-border intercultural exchange between the UK and other centres of film-making, for example the Muslim filmmaking diaspora, with potential links to Film Academies and Festivals in these spheres of influence. Closer to home, the Academy seeks to offer equal opportunities to underprivileged regions and has established links with learning centres to facilitate these outreach aspirations.

The emphasis is on building a community, enabling film-makers and ultimately engendering the spirit of entrepreneurial business that is essential to success in the new media production landscape. We value diversity and cultural exchange, hence the heavy emphasis on our links with overseas students wishing to join a multicultural learning setting.



6. Keys to Success - The USP

The concept for the creation of ELECTRIC THEATRE ACADEMY came from filming and working with experienced and highly respected members of the filmmaking community.

The unique selling point is the focus on the commercial element of production – making a living in the business. Our credible location and centre for international training at the highest level and reflects the enterprise's commitment to collaborative associations and community building across the industry.

By embracing this theme we reinforce our duty of care to both employees and the consumer, both in the environments where we are building our communities and in sustainable employment practices in the communities in which the training is offered and reinforced in the cultural message to the students and businesses who choose to train with the Academy.

- Unique differentiated proven training curriculum as approved by **the University of London** and **St Martins College of Art and Design**
- **Targeted focus on business, marketing & producer entrepreneurial skills**
- Dynamic Marketing operation cross promoting the Film Festival and the Channel
- Grassroots marketing campaign direct to the filmmaking industry
- Successful delivery programme linked to an established respected London production facility
- Team of experienced industry professional tutors
- TV channel and Case Study on-line broadcasts
- B2B sales initiative – direct to business training programs.
- Linkage with an existing film acting college.
- Association with BELIFF FILM FESTIVAL
- Location in prestigious studio complex in London establishing a community of film-making endeavour with a high-profile media following.

7: The Background

Mark Ubsdell (CEO) was a co-founder of Europe's largest film promotion house PPC (London/LA) leading the world in the creation of trailers, documentaries and commercials for the major U.S. studio campaigns. In a career beginning in Film marketing, then independent production and distribution. This included such areas as funding options, pre-production planning, scripting, camera, working with crews, location logistics and scheduling, editing and sound post production, and finally, procuring television and video sales in the rapidly changing international marketplace.

In 2004-6 he developed the (ABC LEVEL 3) course in Independent Film & Television Production together with a further Diploma course Module from the perspective of the Independent Producer for University of London College of Communication and St Martins College of Art & Design in the areas of independent film and video/television production. The two courses concern 'The new role of the independent producer' and 'Independent Feature Film Production - Funding & Marketing'. The ACADEMY's curriculum was born from the success of these courses and is designed to prepare students to meet the needs and requirements of the industry and evolving production climate. It offers a comprehensive study programme for students with serious intent to be employed in the industry or start up their own production companies in new media and VR/AR production. The new online Academy will firmly link students with the industrial sector surrounding studies in film & television to create more professional students in response to a growing industry demand and student's own requirements.



- ABOUT
- THEATRICAL
- VOD & HOME
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At the forefront of film promotion & production

8: Online Film Courses

The Academy introduces the principle of “Open Learning” - a unique applied learning concept of blended learning that combines theoretical virtual study with practical application in our dedicated studio and seminar room settings. Students will be creating, posting and analysing content in real-time after each course, under supervision of instructors and the extended programs offer the facility to complete their courses with attendance at the London studios for graduation and certification. The ELECTRIC THEATRE CO Channel and the ACADEMY online learning platform itself feature celebrity guest-speakers in real-time chat sessions filmed on set. Veteran and innovative film-makers and media creators share their experiences and secrets of success in their respective fields.



The modular course curriculum is being built on a dedicated on-line learning platform which permits interactivity, project supervision, student account management and fee collection. The academy community links cross platform to the bespoke online television channels, building a community of engagement.

The extended courses offer screenwriting, directing, sound engineering, production co-ordinating, location managing, casting, directing and acting. But most importantly, all programs focus on selling finished product to an international community hungry for content that manifests those vital ingredients; ‘quality’ and ‘professionalism’.

Details of Primary Curriculum

In an interactive modular based learning environment, the academy will equip the student with content creation skills creating stories that resonate and impact. There are six main professional programs including an introduction for youth.



Film Makers Incubator Program (Level 1)

Short Course - Introducing the basics. Helping aspiring creators make an impact and learn the art of producing an impactful and memorable short film, documentary, promo, or web program. The basics of pitching and marketing to TV are covered. Graduates can take Level 2.

Film Makers Program: Documentary & Video Production Funding, Selling and Marketing

Advanced producer skills. Detailed case studies in video, documentary and web content, production & funding strategies, selling and marketing in the new media marketplace. Alternative markets for content and securing a career in the industry.



Feature Film Makers Program

For those wanting to produce their own full length feature. Conceiving, scripting and development. Bringing your project from conception to realisation in a step by step guide. Case studies from the producer tutors guide students in the process all the way through to marketing and selling.

Expansion Programs (Phase 2)

The curriculum will evolve to include training for new media digital creators, examining the role of the internet and the skills required to optimise and monetise content online for the entrepreneur and business user.



Digital Impact Creator Course/ Open Content Creator Program (1)

Helping aspiring creators make an impact and learn the art of making a professional and memorable short film, promo, or web program. The basics of pitching and marketing to TV. The Basics of Virtual production.

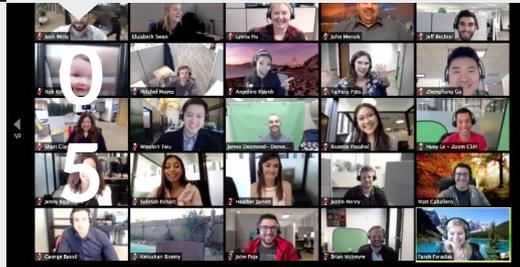
Social Media Professional & You Tube Program (2)

Upgrade or learn digital marketing skills and stay ahead of the digital curve. Learn strategy, content creation, distribution, engagement and analytics together with traditional and advanced production skills. Create and sell media content online and beyond.



Youth Director Program

Getting started in the business of production. For Sixth-formers and undergraduates seeking to enter the industry either as media entrepreneurs or mainstream movie makers. Builds the skillset required in line with UK national standards.



9. VR, AR & MR: The Future of Production

So great is the evolution of VR that it's being dubbed 'The 4th Industrial Revolution'. The **virtual reality** market is estimated at USD 6.1 billion in 2020 and is expected to reach USD 87.97 billion by 2025; It is anticipated to **grow** at a CAGR of 48.7% over the forecast period 2020 to 2025. With YOU TUBE and similar platforms offering VR experiences the demand for VR content can only increase in; training, the commercial sector, medical, and the entertainment arena. The ACADEMY's training includes Video interviews in our studios with guest speakers, industry professionals, leading the way in the field offering pathways into this new and evolving medium.

We will aspire to be a U.K. National Centre for immersive storytelling and will link with UK research and innovation (i.e. *Story Futures*) in this new industrial future. There are four major long-term vision aims:

- To offer basic principles of creative training in immersive story form in VR, AR and MR
- To give opportunities to traditional screen industry talent to work on immersive productions.
- To foster co-productions and project development

The **ACADEMY 'VR/AR/MR Introductory labs'** will provide an on-line and seminar working environment, for students to experience how immersive technologies are being deployed to tell stories, and help students develop their own projects. These sessions provide a forum for discussion and debate about immersive storytelling, develop new thinking, growing a community of practice. The program is an opportunity for participants from adjacent fields (producers, writers, directors, TV, games and other creative industries) those new to immersive that wish to learn more about the potential of the medium, and the current state of this emerging industry.

- Experience and discuss VR and AR content online
- Participate in the the introductory sessions on the technology enabling this content, and business and distribution models.
- Discuss current industry trends and challenges

This will be supported by one day in person seminars in our studios. The intention is to support further innovation in next-generation storytelling formats and fuel innovation and growth in this area by sharing cutting edge research and creative SMEs - to innovate in story form, evolve business models, develop data management processes, enhance audience experiences and help SMEs secure growth funding.

10: The Program Features

Learning Methods

The student journey is designed to provide an intensive learning experience, professional certification, mentorship, eLearning, and on-demand online learning, as well as the opportunity immediately to apply newly acquired skills in project creation, marketing and sales. The newsletter/blog/channel promotes networking and information exchange and will be published with live events and interviews and featured 'productions' online as well as pre-recorded, every month. It contains a billboard, information on festivals, funding, articles of interest and is included in the Subscription membership plan.

Building on a formula from an established traditional and well researched need identified by St Martins College of Art and Design and the University of London, for a vocational business approach to media learning, the ACADEMY is the result of a research journey to capture the essence of the spirit of the business entrepreneur with a particular emphasis on new media production where the imperatives have shifted to business and commercial returns and building communities. It's a modern spirit inspired by traditional production experience and the realised need to find solutions to low budget film making.

The programs will be delivered to maximise value and enable the student body to produce viable, commercial content of their own. The result of exploring entrepreneurial solutions to traditional production problems. Conveying to the student pathways to making a living within the industry and responding to the growing demand in the world market for high quality content for the web and for television.

The online platform offers:

1. Online courses via the interactive learning environment & community.
2. Key note seminars/tutorials from those involved in new media production
3. Training films featured on the web site and in modular form on the learning platform.
4. Online debate on the future of Independent Production and Mainstream Production.

Certification

Each student who completes the Impact Digital Creator Program will be issued a UK recognised certificate of completion. The certified program is designed to be a career-focused terminal degree. Upon completion of the program, students will receive an industry-recognised, internationally respected qualification (tbc).

11: Strategic Priorities & Outcomes

Talent Development

One of the key challenges currently facing the marketing industry is ensuring skills relevance in the fast-changing environment. The skills with the highest outcomes impact are Project Management and Communications Planning & Strategy, Audience/User Experience, Email Marketing, and Data Analysis & Reporting. These are key marketing support skills the ACADEMY intends to foster within the content creation and marketing curriculum.

Capacity Building

The current global crisis caused by Covid-19 is accelerating the pace at which consumers move online, companies are spending billions of dollars on digital advertising, and many of them need digital marketing experts to help them navigate the unique demands of marketing and advertising online. Should the job growth change prove to be accurate, there could be as many as 150,000+ new jobs in Digital Creator Marketing by the year 2024 worldwide.

Future Readiness

For companies and individuals who are looking to choose where to make the investment in time and money for urgent training of substantial numbers, the following is of importance to them: Direct/Digital skills, Data skills, Management skills and Strategy/planning.

Methods such as open online courses (MOOCs), boot camps, specialised blended learning academies, attracted rising public interest and can sharply reduce the time needed to acquire some skills that previously required classic, degree-oriented programs. Part-time education programs or non-degree certificate courses allow for broader access than classic full-time programs, especially in the education of adults.

The Academy offers ineffective combination of these elements and includes a community of engagement and support

12: Who is the Academy for?

Filmmakers and graduate film students who are interested in careers in media, film-making and digital content, work exclusively in this field, earn their livelihood from it, media officials in government agencies, private institutions who manage digital media platforms. Students will gain skills and knowledge related to social media communication strategies, as well as methods and techniques to integrate with digital marketing efforts toward maximum online campaign impact. The curriculum is designed to foster the development of both hard and soft skills that students will need in digital media and film-production.

Film and TV production will be looked at as a business. How to set up, how to raise funding, how to sponsor, how to sell into the marketplace. The emphasis will be finding new markets and audiences. Students will explore and research new areas of content provision for the web and beyond. Short-form and long-form and converging media forms with the focus on new media and content production.



Online & In Person

The Academy combines virtual learning with studio and seminar based content creating an integrated learning experience..



13: Extended student base

The aim of the Academy is to become a leader in delivering vocational, business orientated training for the private and business sectors. The international student community. Possible linkage with the Middle Eastern media centres in Dubai and Mallorcan Film Commission. Students will be targeted from the following groups:

- 01 | Underprivileged filmmaker students from development areas
- 02 | Extension or outreach program for students of UK Universities
- 03 | Content creators on the internet seeking to monetise their work
- 04 | Those following the BELIFF and MUSLIM film festivals
- 05 | Students linked to UK Universities & St Martins College of Art
- 06 | Media officials in government agencies managing digital media platforms

Outreach potential to international Universities, further education colleges and schools, based on the existing BTEC courses previously co-ordinated by the Academy's Directors.



14. History . Context . Strategy

Why Now? Future Readiness

Film, along with New Media and now VR and AR, are part of a trilogy that coin the essence of commercial content production. But these elements also play a part in a growing surging phenomenon; webcasting. The linkage with these elements will focus the market interest in the receptive sector of the industry.

There is no denying it: the Internet has changed our world. Nearly every aspect of our society has been affected by it and has had to adapt. The ability to communicate instantly with anyone in the world—with words, pictures, music and video—has forced us to change how we do business, how we interact with the world around us. The Internet has changed the movie business drastically as well, not only by affecting how movies are marketed and watched, but also by changing the pathways and entrance to the movie industry itself.

The Internet Context

It used to be that if you wanted a career in film, there was a narrow path to take to get there, the Internet has radically changed what that looks like; and the biggest change has been in *accessibility*. Combined with the advent of cheap digital technology, the Internet now makes it much easier for almost anyone to create a film project and get it seen.

Web sites like YouTube and Vimeo have made it so anyone with a camera can post a video, and computers now have editing capabilities to finesse a project. As a result, millions of aspiring filmmakers, who otherwise would have no resources to get seen, can now “go public” on their own.

The Internet simplifies the process of entering films into contests, and makes it possible to network with many more people. Most of all, it allows filmmakers to get their work “out there”, getting attention on the web before a buyer ever sees it. Not only does it help unknown filmmakers gain more access to the public and to industry professionals; it also makes a possible career in film more accessible to more filmmakers.

As with anything else, the movie business has had to adapt to the changes the Internet has brought, and is still adapting; neither is the Internet a guaranteed ticket to success. Film-Makers still have to display talent to stand out, especially with all the competition on the web. But the Internet does provide much more access than before, and forward-thinking individuals may even find more innovative ways to use the web for filmmaking in the future.

Creating responsible, informed, ethical content has become an acknowledged priority and this content creation ‘citizenship’ is a feature of the curriculum. The ACADEMY exists to navigate a considered pathway to success in this fast evolving industry whilst addressing issues of social accountability.

15. Components of the Student Subscription

Electric Theatre Co Channel (Newsletter and On-line Presenter segments)

an E-zine on the subscription channel; Bi-weekly or monthly updates. Featured stories of the week. Tips. Pointers. Case studies with leading film-makers and media entrepreneurs. Student feedback mails, Movie Reviews. Students will have access to in-depth Case Study interviews and analysis from the channel presenters with the film-makers, either in the studio or virtual video link similar in style to VICE MEDIA and BUZZFEED. Those who've 'been there' explain exactly why certain productions worked so successfully and found a market. What every film-maker can learn from various award-winning producers. Special features on the ELECTRIC THEATRE Co channel will profile these productions and show how the films were made, what problems they overcame and illustrate how ingenuity can help a concept into production and into a viable position in the marketplace. The films themselves are hosted on the linked ELECTRIC THEATRE (Clip Matters) channel for viewing or download.

Consideration by the judges panel for placement of student content on the ELECTRIC THEATRE Co channel and within the linked COMPANY Festivals and link to potential film funders through the crowd-funder database (in development). Linkage to the respected International School of Screen Acting ISSA. (tbc) offers not only the possibility of through-flow of students from the Acting school to the Production school but also wider linkage to the film-making community, essential to the success of the Academy.

Elements of the Package

The combined project extends beyond the channel and content curation therefore to include:

- Studio 'link' interview slots with those who made the channel's films talking about routes to funding, getting it made, getting it sold in the changing world of tv sales and new media.
- On-Line Academy film-production Programs (Independent Film Production as a Business)
- These will be effectively on line courses as well as entertaining 'HOW TO' 'MAKING OF' slots LIVE streamed and recorded as a supporting off-shoot of the channel itself.
- Route to facilitate crowd funding and investment for the film-makers themselves.
- Evolving subsidiary film-makers 'Agency directory' for new and would-be producers to get registered and get noticed and network to find work as well as learn from industry professionals interviewed on the channel about their productions.
- Users can either initiate projects on the platform and channel or become producers of the films in development by the production company and its associates.

16. Outreach Elements & Scalability

We will present to UK colleges that draw together the potential and content of the venture thus far and outlines the credible linkage within Europe as well as the Middle East as described previously.

It is proposed to establish communication with institutions in the UK exploring the options for twinning with UK colleges; i.e. Farnham College (Surrey), University of London, St Martins College, with the proposal of offering Graduate programmes which will be part of the initial development phase of launching the Academy.

A possible association has been discussed with ESCAC - <http://www.escac.es/> with a view to organising some post-grads and summer courses in Mallorca, for East european and Middle eastern film students. The notion of a possible partnering of the Film Academy was discussed. The Academy/Hub would aim to bring together a network of UK (and eventually European) Academies, universities and film schools with the focus on an overseas Mallorcan Graduate programme (in association with the Film Commission) - a learning forum. The advantage to UK colleges is a potential reverse flow of students from the Academy to their schools and subsequent raising of their brand profiles.

Linkage with the Mallorcan film commission.

Developing a studio in Palma Mallorca in association with Pinewood Studios to provide an extended production facility there. It is proposed that the Academy can provide additional training for students to provide vital skills to those seeking to work in the newly established facility when it opens.

Linkage with Dubai Film Production

Proposed to link with the Dubai new media college and the Film Festival. Educational links to be established with leading figures in the Dubai film production industry.

17. Scalability Strategy

The Academy will target international participants. The following differentiating factors have been considered:

- 1) The academy will be a **model of career engagement**, its purpose to connect experienced Film and TV industry employees with aspiring new entrants via the proposed Forum and to provide vocationally based courses with direct links to the industry. It will stress the importance of high-quality and relevant teaching linked with real pathways into professional careers.
- 2) The academy will **broker partnership programmes** around the film and TV courses with universities/colleges in the UK, with scope for work placements and a broadening of the areas of study.
- 3) Producers and Technicians will be invited as **guest speakers to give practical advice**, discuss cutting edge developments in the film industry world and with contemporaneous "currency" in the film world (aired on the channel and modified for the modules, and may provide advanced mentoring on the courses.

4) **Opportunities to link up** with Spanish broadcast organisations, such as TVE, TV3, Canal 9, Canal Sur, Telemadrid, Antena 3, Telecinco, Canal+, Forta, plus newer Digital Terrestrial TV channels). These are channels which are relevant to the Academy's vocational purpose.

We are also exploring linkage with international broadcasters or media outside Spain who may also be interested in sponsorship, as well as government educational and cultural departments, or charitable institutions.

The academy can be described as a Film and TV Industry Learning Forum where international students, both those already working in the industry and yet to enter it can interact, learn and exchange ideas. There would also be some entrepreneurial input and a scholarship programme attached where those who want to learn more and air new ideas in a public forum can do so online and via TED style talks on the COMPANY's channels and multi-layered on-line environments."

Online purchasing of on-line training is rising rapidly. ETA will be primarily available on the ELECTRIC THEATRE CO web site and the cross-media dedicated channels.

18: Outcomes of the Academy Programs

The Electric Theatre Academy has a mission to provide a broad range of career-oriented educational programs with the aim of producing innovative, creative graduates who are well-prepared for the rapidly growing field of new media film & content production and Digital Marketing.

All programs are designed by a group of experienced media producers who have specialised in their fields; from academics, seasoned producers and influencers with a wide international reputation.

The student journey is designed to provide an intensive learning experience, professional certification, mentorship, eLearning, and on-demand online learning, as well as the opportunity immediately to apply newly acquired skills.

Each student who completes one of the six programs run by the Academy will be issued a 'UK Skills'(BTEC) recognised certificate of completion. The final weeks of each course will be conducted at the centre in London leading to final graduation and post-production and completion of student's projects under supervision and direction of the tutors and mentors. The certified program is designed to be a career-focused terminal degree.





Strategic Priorities

Talent Development

One of the key challenges currently facing the marketing industry is ensuring skills relevancy in the fast-changing environment. The largest number of skills with the highest outcomes impact are Project Management and Communications Planning & Strategy, Audience/User Experience, Email Marketing, and Data Analysis & Reporting. These are key focus areas of the Academy's curriculum.

Capacity Building

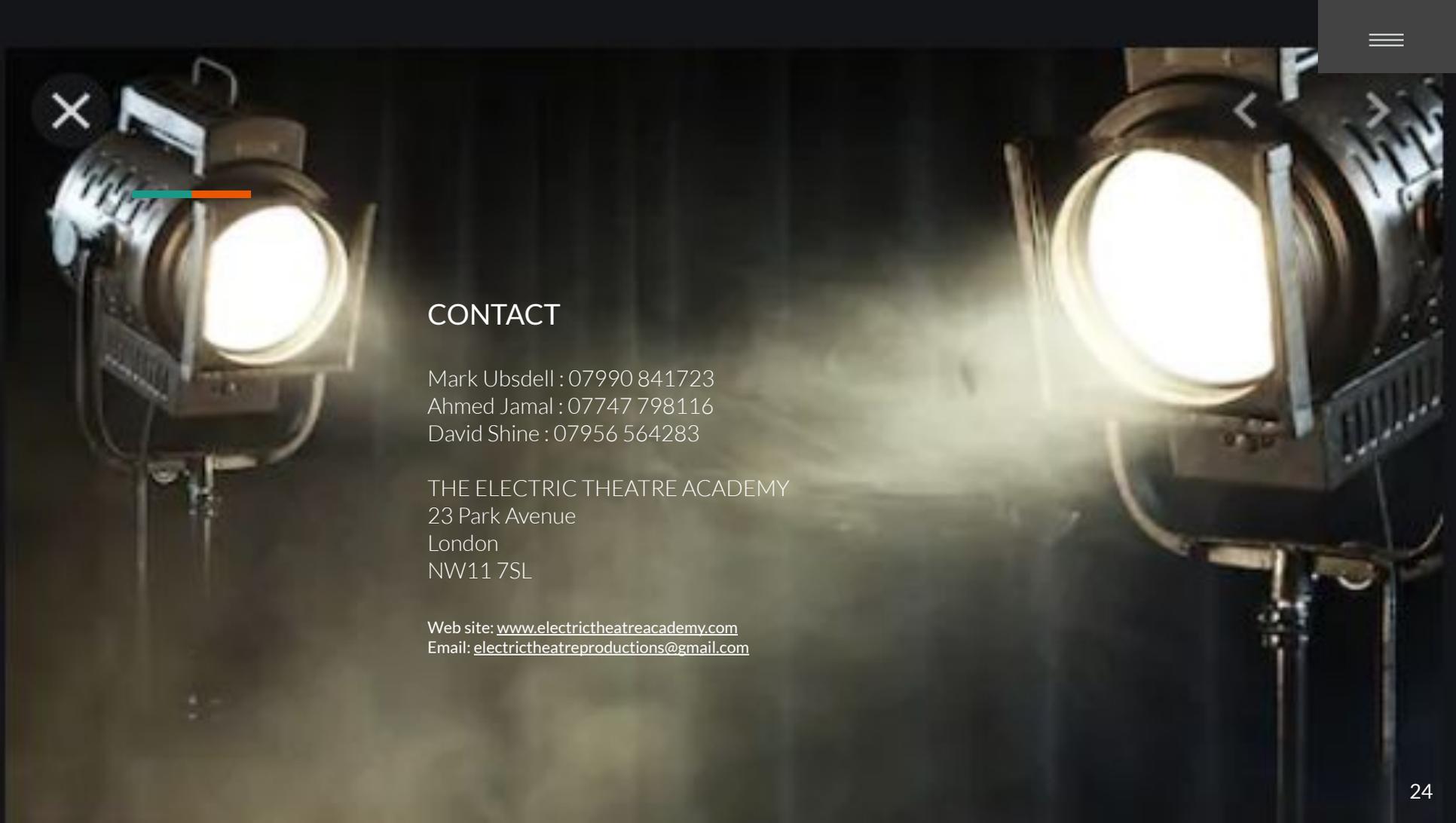
With the current global crisis in the wake of Covid-19, the pace at which consumers move online has accelerated.

Companies are spending billions of dollars on digital advertising, and many of them need digital marketing experts to help them navigate the unique demands of marketing and advertising online.

There could be as many as 150,000+ new jobs in Digital Creator Marketing by the year 2024 worldwide.

Future Preparedness

For those companies looking to choose where to make their investment in time and money for high volume learning: Direct/Digital skills, Data skills, Management skills and Strategy/planning require ad hoc methods such as massive open online courses (MOOCs), boot camps, and specialised learning academies can sharply reduce the time needed to acquire skills that previously required classic, degree-oriented programs. Part-time education programs or non-degree certificate courses also allow for broader access than classic full-time programs, for both young and adult students.



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