

→ thelocationguide presents



THE LOCATION PRODUCTION
EVENT

VARIETY

FILM • TELEVISION • COMMERCIALS

FOCUS - LONDON'S FIRST INTERNATIONAL TRADE SHOW, SUMMIT AND NETWORKING EVENT FOR FILM, TELEVISION AND COMMERCIALS

Registration is FREE: www.tlgfocus.com

APA is involved with the following -

Monday 14th December 2015

Presentation Theatre: **Free**

11.00 AM – 11.45 AM

Incentives for Commercials

An in-depth look at the increasing trend of government incentives for TV commercial productions

For a full list of all the free presentations at FOCUS go here:

<http://www.tlgfocus.com/visit/presentation-theatre-events>

Tuesday 15th December 2015

FOCUS Summit: You need to buy a ticket to attend the following.

See <http://www.tlgfocus.com/summit>

13.45 PM

Introduction to Patrick Collister by Steve Davies

2.15 PM – 3.15 PM

Convergence, Collaboration & Creativity: the Choices

Today's audience increasingly prefers catch-up TV & the internet. The view is the screen industries, have had to re-think & change; not only the way it works, but what it makes, & also its relationship with the audience.

Now there is so much choice than ever before, how do you attract & sustain an audience? No matter what its length, media or role, the one constant is the need for story & content, both now & in the future

Moderated by Steve Davies

15.30 PM- 16.15 PM

Diversity: A Question of Accessibility?

Diversity in 2015 has become a hot & loud topic, but it is not a new one.

Far from improving, the evidence would appear to suggest the screen industries are less rather than more diverse both on & off the screen, not reflecting the makeup of the audience in terms of gender, ethnicity, background, culture & age.

Session themes:

Does it require a more radical approach?

What initiatives are already in place?

Who is getting it right?

Panellist: Steve Davies

For more information about the Summit go here: <http://www.tlgfocus.com/summit>

And don't forget the FOCUS APA CHRISTMAS PARTY on Tuesday 15th December! For more information please go to: <http://a-p-a.net/news/focus-and-apa-christmas-party>