

Press Release



FOR IMMEDIATE RELEASE: Wednesday 30 March 2011

New career development support for the East of England film industry – find out more at a special event at Elstree Studios

EM Media’s Career Acceleration Programme (East) entitles East of England film professionals to apply for up to 50% towards the costs of a bespoke package of training and skills support. Representatives of the region’s film industry are invited to find out more about the new support available to them at a roadshow taking place at Elstree Studios.

Access to training and skills development for individuals and companies working in film and the creative industries is essential to career progression. EM Media, Screen Agency for the East Midlands, has worked in partnership with Skillset – the Sector Skills Council for Creative Media - to create the Career Acceleration Programme (East), to ensure the East of England film sector can continue to access crucial skills development support following the closure of Screen East last year.

All parts of the East of England’s film sector are eligible for support through the Career Acceleration Programme (East), from those working in development, through to production, post production, distribution and exhibition. Beneficiaries of the Career Acceleration Programme (East) can receive support to attend film festivals, conferences and training courses, or costs towards a mentor if appropriate to need.

To promote the programme EM Media is hosting a series of roadshows in the East of England. The roadshows will introduce EM Media and the Career Acceleration Programme (East) and give practical advice to attendees about how they can access support through the fund. The roadshows also give attendees the opportunity to discuss the future of film support for the East of England following the closure of Screen East and the abolition of the UK Film Council.

The first roadshow will take place at Elstree Studios in Hertfordshire on Wednesday 20 April, 2011. Film industry professionals are invited to sign up to this event here:

<http://emmediaroadshow.eventbrite.com/>

To facilitate applications to the Career Acceleration Programme (East) and answer queries about the fund, EM Media has appointed Norwich-based Sam Burton on a fixed-term basis. Burton was formerly the Talent Executive at Screen East, where she Executive Produced the UK Film Council-backed Digital Shorts scheme. She is now a freelance media professional, working on a number of film projects and teaching at Norwich University College of the Arts. Sam Burton can be contacted via email at sam.burton@em-media.org.uk.

Sam Burton and members of the EM Media staff team will be available for intensive one-to-one career development sessions ahead of the roadshow on Wednesday 20 April. These sessions must be booked in advance and slots will be allocated on a first come, first served basis. To find out more and book a career development session please email event@em-media.org.uk by 5pm on Monday 18 April.

CAP (East) enquiries: please contact Sam Burton (sam.burton@em-media.org.uk / 07971 169 007)

Press: please contact Emma Hewitt (emma.hewitt@em-media.org.uk / 07967 217 994)

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Notes to editors

EM Media in the East of England

Screen Agency EM Media has been supporting the film sector in the East of England following the closure of Screen East in September 2010. In December 2010 the agency, in partnership with the UK Film Council, launched EM Media East, a special time-bound scheme to support projects that had previously been given a commitment of funding from Screen East. EM Media now builds on this work and will continue its relationships with clients in the eastern region through the Career Acceleration Programme (East).

Career Acceleration Programme (East)

EM Media's Career Acceleration Programme (East) is funded via the Skillset Film Skills Fund as part of '[A Bigger Future 2](#)', the UK film skills strategy. The Skillset Film Skills Fund is supported by the National Lottery through the British Film Institute (BFI) and the film industry through the Skills Investment Fund (SIF). www.abiggerfuture2.co.uk

EM Media

EM Media is the Screen Agency for the East Midlands region of England.

In less than a decade the profile, the reputation and impact of East Midlands' filmmaking has transformed through EM Media's interventions, which have driven creative excellence and economic growth:

- **£179m** economic benefit has been generated for the region's economy
- **42 feature films** have been co-financed by EM Media, from *Control* and *This Is England* to the forthcoming *Tyrannosaur* and *Oranges and Sunshine*, many achieving international acclaim winning 8 BAFTAs, 10 BIFAs and 3 Michael Powell awards
- **9 video games** have been co-financed and released to the global market

- **45 film projects** in development
- **82 high quality short films** have been completed launching the careers of the region's brightest new filmmaking talent

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