

Press Release



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EM Media launches skills development strategy for the East of England, supported by Skillset

EM Media today continues its support for the film sector in the East of England with the launch of the Career Acceleration Programme (East). The programme, which builds on a successful scheme already operating in the East Midlands, offers film professionals up to 50% towards the costs of a bespoke package of training and skills support.

EM Media recognises that access to training and skills development for individuals and companies working in film and the creative industries is essential to career progression. For this reason the agency has worked in partnership with Sector Skills Council, Skillset to create the Career Acceleration Programme (East), to ensure film professionals in the East of England are able to access crucial skills support and bespoke career development advice throughout 2011.

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) could receive support to attend film festivals, conferences and training courses, or costs towards a mentor if appropriate to need. Applicants to the programme will participate in a one-to-one Development Needs Analysis session with EM Media to help identify the best means to accelerate and enhance their chances of industry success.

Throughout 2011 EM Media will deliver a series of roadshows across the East of England. The purpose of the roadshows is to promote the programme, meet potential applicants and answer any queries they may have.

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).

Debbie Williams, Chief Executive of EM Media, comments:

“EM Media has a strong track record in developing the skills of film talent in the East Midlands and we are pleased to now extend these opportunities to film professionals in the East of England. This pan-regional work will ensure film talent working across the sector can access the support which is so crucial to their career progression, and we thank Skillset for supporting this endeavour.”

For more information about EM Media’s Career Acceleration Programme (East) and for details of how to apply see the EM Media website: www.em-media.org.uk

For further information please contact Emma Hewitt (emma.hewitt@em-media.org.uk / 07967 217994) or Emily Lappin (emily.lappin@em-media.org.uk / 07966 439 902).

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Notes to editors

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 UK Film Council and the film industry through the Skills Investment Fund.



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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