

In the framework of the



Brussels – September 7-11, 2009

**CALL FOR PROPOSALS “THE SECOND WAVE”**

During the week of 7-11 September 2009, Brussels will become the meeting place for the international documentary community and related new media practitioners.

Advancing from the success of the 2008 European Media Event, the 2009 edition will be a series of inspiring events - set in the welcoming environment of the Beursschouwburg, (a dynamic arts and cultural centre) and the Town Hall in the city centre. We will examine the influence of new media on formats and storytelling for documentaries and the possibilities the cross-platform media area offer.

The world of Cross-media is exciting, but also somewhat daunting since everything is so new, the tools and relationships with people are more complex, and the paths to revenues and financial sustainability are not always so clear. Mediamakers now need to be effective intelligence agents, capable of grasping and acting upon useful information in a swift and efficient way. This isn't easy and, thankfully, there have been more and more successful examples of integrated media. THE SECOND WAVE will draw off of those successful examples and the talents who created them.

**THE SECOND WAVE (7, 8 and 10 September)** will be an immersive and collaborative experience. There will be plenty of useful insights in project development, with plenty of permutations of content, subject matter, old and new media components, and approaches to audiences.

There will also be useful and actionable ideas on where to find funds, how to cut costs, how to research and develop effective partnerships, and how to find and maximize in-kind resources.



In addition, there will be guidance on how to track the best practices in comparable projects and also help on where to go for inexpensive tools and delivery platforms, legal and marketing tips, technical advice, and guidance on levels of interactivity.

**THE SECOND WAVE** workshop will select **up to 20** international (documentary) media projects that seek to be developed, financed, produced and/or distributed in new and innovative ways, using cross media techniques and new distribution platforms.

Are you passionate about your subject, but do you hit a wall when trying to pitch it to a public broadcaster? Are you trying to figure out which entry point in a media company to approach for a pitch and for support? And are you looking for new ways to reach an audience? If so, this workshop is the place to be!

During this three-day workshop, under the guidance of **Neil Sieling**, from Link TV ([www.linktv.org/](http://www.linktv.org/)) and The Center for Social Media (<http://www.centerforsocialmedia.org/>), and Docagora ([www.docagora.org/](http://www.docagora.org/)) in the United States, the participants will first be asked to pitch their project in its current form to the gathered experts, organizers and fellow participants before then being given the opportunity to work intensively on the further development of their project, assisted by international experts.

We are looking for innovative filmmakers with excellent stories and visions, who intend to fully and creatively exploit the opportunities offered by the new media and the cross media environment to produce their films and bring them to the audience. If you're an out- of- the- box thinker, then we're looking for you.

New media project concepts for development in this Lab are open – an interactive component of a TV series or the next long-form creative documentary, a mobile-doc, a gaming application for e-learning, among others. The options are endless, as long as the project is demonstrated to be practical and ultimately doable by the producing team, and offers a unique contribution to the digital documentary realm.

We will invite a **two- persons team** for each project selected, **but one-person projects are also eligible**. The participation fee is **300 € for the first participant + 235 € for the second participant**.



This fee covers the technical equipment, coffee breaks and the lunches during the three days workshop, as well as a networking dinner on the first evening and a closing dinner the last evening.

Lodging is not included but assistance will be offered to find reasonably priced accommodation.

**Ten observer seats will be made available at 200 €/ seat.**

Participants can get a lot of value back for their participation:

- \* A valuable prize to the best project(s) in the workshop.
- \* In depth and very functional help for cross-platform projects no matter what the media components are or what stage the project is in before coming to the workshop. The experts for the workshop will be chosen to provide offer the greatest possible breadth and depth for the workshop projects, and are experienced bridges between a variety of media platforms and approaches.
- \* The value of “the space between” experiences, meaning connecting to the other 19 project teams and the teams of experts and workshop organizers over the course of the sessions.

Participants and experts for the 2008 Second Wave sessions were impressed with the quality of the collaborations and generous sharing of information, experiences, and insights, the ‘The 2009 Second Wave sessions’ also aim to maximize the degree of generosity and collaboration.

Interested? Subscribe on-line + send a two-page presentation of your project to [eme@injoyproductions.com](mailto:eme@injoyproductions.com)  
(put “second wave” in the subject line ) : **The deadline is by July 15. 2009.**

Tell us why your proposal is new, surprising and innovative and how your project will be different from “traditional” projects. And tell us where you and your project team think you need the most help.

**You will be informed about being selected or not being selected before August 7, 2009**



The workshop will take place on 7,8 and 10 September, but the **participants are expected to arrive on Sunday, the 6th of September to attend the Opening Dinner.**

Apart from THE SECOND WAVE workshop, there will be other events taking place during the EME week:

We strongly recommend the participants of the Second Wave workshop to participate in the Meet the Players session that will be organised on **September 9**. This **MEET THE PLAYERS SESSION** will be a speed-dating event, during which decision makers of different platforms and media will be present to discuss about projects and platforms. This will provide an excellent networking opportunity that will allow you to meet your European colleagues and potential partners. **Normal participation price: 175€, Preferential price for participants of the Second Wave workshop: 125€**

We also invite you to stay with us for the **OUT OF THE BOX sessions (10-11/ 9)** a 2-day experience with debates, a webplex session, case-studies, discussions, as well as for **DocScapes**, a **free** film festival with cutting-edge films - curated by Cis Bierinckx - during the whole week.

Participants in the SECOND WAVE workshop will also benefit from preferential rates for this symposium too (**125€ instead of 200€**)

**For all further queries please contact Inge Rochette at [inge@injoyproductions.com](mailto:inge@injoyproductions.com)**