



COACHING PROGRAMME “SPOTLIGHT ON ITALY” • CARTOON FORUM 2024

Monday 16 September 2024

Venue:

Toulouse Business School (TBS) – Room 002 (Building Bosco)
4, place Alphonse Jourdain – 31000 Toulouse
4 min walk from the Congress Centre Pierre Baudis

The first session will start at 15:00 so please make sure to arrive on site at 14:45.

All sessions will be held in Italian

Speakers:

- Evelina Poggi (Lynx Multimedia Factory) and Federica Maggio (Enanimation Movie Production) – **Producers**
- Luca Milano (Rai Kids) and Annita Romanelli (Rai Kids) - **Broadcasters**

AGENDA: COACHING PROGRAMME « SPOTLIGHT ON ITALY »

15:00 - 16:00 “Pitching a project at Cartoon Forum and the role of the producer”
by *Evelina Poggi and Federica Maggio* (45’ followed by 15’ Q/A)

- Presentation of the concept of Cartoon Forum and its functioning
- The importance of a pitch
- Case studies on animation projects and the role of the producer and the challenges

16:00 - 16:10 Break

16:10 – 17:10 “The role of Rai Kids in financing and distributing animation content”
by Luca Milano and Annita Romanelli (45’ followed by 15’ Q/A)

- Presentation of Rai Kids
- How a broadcaster source animation content
- The challenges of the digital age and its impact

17:10 Distribution of badges for Cartoon Forum 2024

17:30 End

20:00 Welcome Dinner at Marché Victor Hugo (Place Victor Hugo, 31000 Toulouse)

Tuesday 17 September 2024

Tuesday to Thursday: Cartoon Forum (all day: pitching sessions)

Venue : Centre de Congrès Pierre Baudis

11 Esplanade Compans Caffarelli – 31000 Toulouse

17:15 – 17:45 Presentation of Cartoon Springboard (Madrid, 29-31 October) by Agnès Bizzaro

Venue : Centre de Congrès Pierre Baudis

11 Esplanade Compans Caffarelli – 31000 Toulouse

Room SPOT (Level +1)

Wednesday 18 September 2024

Pitching Sessions Cartoon Forum (all day)

Thursday 19 September 2024

Pitching Sessions Cartoon Forum (all day)