

SASKATCHEWAN'S BUSINESS AND EXECUTIVE LEADERSHIP DEVELOPMENT FOR PRODUCERS

July 12, 2007 – SaskFilm is pleased to offer the second installment of ***Saskatchewan's Business & Executive Leadership Development for Producers*** program to members of Saskatchewan's film, television and interactive industry from September 23 – 28, 2007 in Moose Jaw, Saskatchewan.

This program is presented by and modeled after the prestigious Banff Executive Program. It provides a targeted, intensive agenda aimed at developing business acumen skills; business planning and budgeting; market and export evaluation; developing successful banking relationships; strategic planning; and interpersonal leadership and team building specifically for the film, television and interactive industry.

This program is an outstanding opportunity for those working in the industry as producers and distributors, as well as those in business affairs, communications, marketing and accounting, to hone their business skills and strategic plans to effectively compete on the international stage.

In 2005, twenty-one members of Saskatchewan's production community attended the inaugural edition of the program. Their testimonials speak to its value:

"The Banff Executive Leadership Program was a fantastic experience; it has helped me in so many ways, both personally and in my business. Specifically, the business plan developed at the week-long workshop was directly responsible for Angel (Entertainment) successfully securing bank financing for our company and allowed us to produce two new projects." Wally Start, producer, Angel Entertainment.

"My business plan & strategies for growth & accomplishments are now jet fuelled! This is a program that brought new ideas and approaches as well as reinforced some approaches and strategies I use today and will apply tomorrow." Stephen Onda, producer.

To apply: Applicants must submit a covering letter indicating their interest, how the program will fit into their overall development plan, a current resume, and registration payment by August 15, 2007 to SaskFilm, 1831 College Avenue, Regina, Saskatchewan S4P 4V5.

Dates: September 23-28, 2007. Participants must arrive by September 23rd at 7:00 p.m.

Location: Temple Gardens Mineral Spa, 24 Fairford St. E., Moose Jaw

Registration fee: \$1,500 covers five nights accommodation, three meals per day and all program materials. Participants will be responsible for their own transportation.

For addition information contact:

Charlene Hilkewich
Program Coordinator
SaskFilm
Tel: 306-798-3317
Email: Charlene@saskfilm.com