



HOW TO
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COMMISSIONED
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How to Get Your TV Ideas Commissioned

This course is for researchers, A.P.'s, P.D.'s, New Media companies and anyone who wants to succeed in TV Development. The key objectives are to give delegates:

- An understanding of the development process
- An insight into what makes a good idea for a television programme and what to then do with it
- An idea how to understand the market and how to find out what commissioning editors want
- The golden rules for writing proposals
- Key information about taster tapes – why some work and some don't
- The ways to pitch
- An idea how to make money from development
- A step-by-step insight into a prime time network commission

The course runs for one day from 10am to 5pm. It's illustrated throughout with proposals and taster tapes that have, and haven't been successful.

The tutor is Dee Marshall, former Head of Development at ITV Yorkshire, as well as at indies True North and Daisybeck. Dee has an enviable track record for successful network and regional, programme and series commissions.

9.45 – 10.00	Coffee and registration
10.00 – 10.30	What is development? <ul style="list-style-type: none"> • The development process – where development starts and finishes • Dispelling development myths
10.30 – 11.00	What to do with a good programme idea <ul style="list-style-type: none"> • Who to contact with your programme idea • How to protect your idea • How to make money from it
11.00 - 11.30	The Newspaper Cutting Exercise!
11.30 - 11.45	Coffee
11.45 - 12.15	Know your market <ul style="list-style-type: none"> • Where to pitch your programme ideas. • How you find out what commissioners want
12.15 - 12.30	Know your commissioners <ul style="list-style-type: none"> • The hierarchy of commissioning • How much you need to know about who's who when it comes to commissioning editors
12.30 – 13.00	Programme ideas Delegates will be asked to outline a programme idea
13.00 – 14.00	Lunch (not included)

14.00 – 14.30	Debrief of Programme Ideas Discussion on the strengths and weaknesses of the programme ideas
14.30 – 15.00	How to write a brilliant proposal <ul style="list-style-type: none"> • The dos and don'ts of writing a proposal • Examples of proposals that have won commissions and those that haven't!
15.00 - 15.15	360 Degree Commissioning <ul style="list-style-type: none"> • Do programme ideas need cross platform potential? • How to illustrate cross platform potential
15.15 - 15.45	Taster Tapes <ul style="list-style-type: none"> • Why taster tapes are not always a good idea • What makes a perfect taster tape
15.45 – 16.00	How to pitch Ways to pitch - which are the best and which are the worst
16.00 - 16.15	Can it be delivered? <ul style="list-style-type: none"> • Good ideas that will never be commissioned because they can't be delivered • The issues that cause alarm bells to ring for commissioning editors
16.15 - 16.30	A commission From a vague idea in the pub to getting it on the telly...the story of one prime time network commission.
16.30 – 17.00	Q&A