



DOCUMENTARY FILMMAKERS' ASSOCIATION

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NPO number: 051-722-NPO | SASFED Member Organisation | National Association - Founded 2007

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**The Documentary Filmmakers' Association (DFA)  
and Bo Stehmeier from Off the Fence**

**in Partnership with**



Are hosting a seminar on

**“Commercial Documentaries for the International Market”**

The Seminar will take place on the 11<sup>th</sup> of February 2011 at 10h00 in Johannesburg at the Bioscope, and on the 15<sup>th</sup> of February 2011 at 10h00 in Cape Town (the venue for Cape Town will be confirmed shortly).

Entrance to DFA paid-up members is free of charge. Limited seats are available and preference will be given to DFA paid-up members. Please book your seat in advance. All bookings can be made at [thea@docfilmsa.com](mailto:thea@docfilmsa.com) – please indicate whether you wish to attend the Johannesburg or Cape Town seminar.

Seminar Programme

Welcome and Introduction 10h00	Pascal Schmitz (DFA-JHB) and Lauren Groenewald (DFA-CT)	5 min
The Business of Documentaries • Introduction	Bo Stehmeier from Off the Fence	55 min



<ul style="list-style-type: none"> <li>• How do documentaries work for channels (free to air vs paid) and what types are out there</li> <li>• How to obtain finance and the role of equity</li> <li>• The use of a distributor and what do they need to do their job</li> <li>• Setting up financial plumbing/packaging between partners to create a program supply</li> <li>• Formats and Deliverables and the importance thereof</li> <li>• The Role of the Local Broadcasters</li> </ul>		
Questions and Answers	11h00	45 min
<b>Tea/Snack Break</b>	<b>11h45</b>	<b>15 Min</b>
Panel Discussion and Finance Template Construction	12h00	45 min
Questions and Answers	12h45	45 min
Conclusion and Acknowledgements	Pascal Schmitz (DFA Treasurer-JHB) and Lauren Groenewald (DFA Co-Chair-CT)	5min