

🕒 9:30am

National Anthem & Opening Address



🕒 10:00am

Tea Break



🕒 10:30am

How can Nigeria crack the international TV market?



- Lessons that Nigerian TV producers can learn from global players
- Tapping into global demand for drama
- How to develop and sell original unscripted formats
- How the international distribution

📱 f t in

🕒 12:00pm

Master Class / Breakout Sessions



HALL 1: Adaptation of International Drama

[Register For Master class / Breakout Sessions](#)

📱 f t in

🕒 1:00pm

Master class / Breakout Sessions 2



HALL 1: How to pitch your idea or script

[Register For Master class / Breakout Sessions 2](#)

🕒 2:00pm

Master Class / Breakout Sessions 3



HALL 1: Working with Brands for sponsorship & Brand Extension

🕒 3:00pm

The Power of Drama



(An immersive session explain the creative vision and process behind global drama hits)

🕒 3:30pm

30 MINS Question and answer session with Mo abudu



30 MINS Question and answer session with Mo abudu

🕒 4:00pm

Lagos State & The Creative Industry



🕒 4:30pm

Ripple Effects of Taxation: benefits to the Creative Industry



Ripple Effects of Taxation: benefits to the Creative Industry - (Federal Inland Revenue Service/ Lagos State Internal Revenue)

🕒 9:30am

National Anthem & Opening Address



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Tea Break



🕒 12:00pm

Master Class / Breakout Sessions



HALL 2: Writing & Developing an original script

[Register For Master class / Breakout Sessions](#)

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🕒 1:00pm

Master class / Breakout Sessions 2



HALL 2: Casting, developing stars & the role of professional agencies

[Register For Master class / Breakout Sessions 2](#)

🕒 2:00pm

Master Class / Breakout Sessions 3



HALL 2: Game shows and audience engagement shows

🕒 3:00pm

The Power of Drama



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Opening Address & Breakfast



🕒 10:30am

Panel Discussion: Co-Production



How co-production works:

- Examples of successful co-productions
- Ownership issues/ Leveraging strengths of all parties
- Co-production and Investment strategies

🕒 12:00pm

Master Classes / Breakout Sessions



HALL 1: Telenovelas: How to create them locally

[Register For Master class / Breakout Sessions 2](#)

🕒 1:00pm

Master Class/Breakout Sessions 2



HALL 1: Distribution of Content - Welcome to the Digital Era

[Register For Master class / Breakout Sessions 2](#)

🕒 1:30pm

The Role of Content in a world of Data. – NCC



🕒 2:00pm

Lunch Break



🕒 2:30pm

Why Nigeria? Keynote speech – Freemantle Media



- Freemantle Media – who are we and what do we do in Africa?
- Genres & global format trends – TBC
- Why international formats?
- The FM

🕒 3:00pm

Meet the Advertisers, Marketing Directors & Financiers.



- What are they looking to buy?
- What roles do agencies play in brand decisions on Sponsorships
- Alternative financing models for independent TV production. Syndication of

🕒 4:00pm

Content for Social Media



Creating Content for social media: Viral videos, short plays, etc

🕒 5:00pm

Vote of Thanks



🕒 9:30am

Opening Address & Breakfast



🕒 10:30am

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🕒 12:00pm

Master Classes / Breakout Sessions



HALL 2: Kids Programming, Animation 101 and local folklore

[Register For Master class / Breakout Sessions](#)

🕒 1:00pm

Master Class / Breakout Sessions 2



HALL 2: Audience Measurement, The way forward, The NBC position

[Register For Master class / Breakout Sessions 2](#)

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