

THURSDAY 07 NOV 2024

MEMBERS' MEETING*

11:00 - 13:00h

Location: LA BENEFICENCIA CULTURAL CENTRE
Saló Alfons el Magnànim
C/ de la Corona, 36

*Access only to production partners

14:00h

ACCREDITATION

Lugar: TALIA THEATRE
C/ dels Cavallers, 31
VALENCIA

OPENING XII COMMERCIAL FILM WORKSHOP

15:00h

Presented by: **Ricardo Llavador and Carito Kanashiro**

15:25 - 17:55h

A SMALL FAVOUR: LET'S TEAM UP!

Opening interview

Interviewee:

Rodrigo Cortés, Director, producer and screenwriter

Interviewer:

César García, Creative managing director & partner of Sra. Rushmore

16:00 - 16:30h

A SMALL FAVOUR: LET'S UPDATE

Roundtable on creativity, trends and a contemporary view of how we produce today.

Speakers:

Leo Solanes, Director and Executive Producer of Solanes
Javier Blancazo, Creative Director of El Corte Inglés
Marta Tous, Art Director of TOUS & SUOT
Vito Reig, Executive Creative Director of McCann

Moderator:

Jonatan Andrés, Executive Producer of Somos 5

16:35 - 17:05h

A SMALL FAVOUR: LET'S TALK ABOUT SERIES, WE PRESENT THE SERIES 'LA VIDA BREVE' (THE SHORT LIFE)

Roundtable on film, fiction and advertising.

Speakers:

Cristóbal Garrido, Creator and Scriptwriter of the series
Diego Nuñez Irigoyen, Director
Paco Almazo, Head of Production Movistar+

Moderator:

Luna Esquerdo, Executive Producer and Partner of Bambina

17:10 - 18:00h

CASE STUDY I: GRAYSKULL GOOD VS EVIL AND THE DAY OUR HEADS EXPLODED

2+1 format: the production company proposes an international project that has served as inspiration and presents two of its own projects.

Speaker:

Daniel Monedero, Co-founder and Executive Producer of Grayskull

VII EDITION APCP AWARDS + PARTY*

19:30 - 23:00h

Location: CENTRO DEL CARMEN
C/ Museo, nº 2

Presented by: **Topacio Fresh**

Music: **DJ La Kapowski @elikapowski**

Cocktail by **Cuchara de Palo** and with the collaboration of **Fight Films**

*Only with invitation

**MORE
TEAM
THAN EVER**

XII COMMERCIAL FILM
WORKSHOP IN VALENCIA

FRIDAY 08 NOV 2024

Location: TEATRO TALIA
C/ dels Cavallers, 31
VALENCIA

10:00 - 10:45h

A SMALL FAVOUR: LET'S TAKE CARE OF OURSELVES

Roundtable on the sector from the point of view of independent creative agencies.

In collaboration with *c de c*

Speakers:

Carmelo Rodríguez, Executive Creative Director and Co-Founder of CYW

Eva Santos, Creative Director and Founder of Delirio & Twain

Gonzalo Fígari, Creative Director and Founder of Candy Store

Lucas Paulino, Founder Partner and Chief Creative Officer of El Ruso de Rocky

Miriam Martínez, Executive Creative Director of Watson

Moderator:

Victoria Piantini, Managing Director of Primo Content (representing APCP)

10:50 - 11:30h

A SMALL FAVOUR: LET'S RESPECT EACH OTHER DO CLIENTS STILL CARE ABOUT AUDIOVISUAL PRODUCTION?+ 'PITCH STANDARD 2.0' AND HOW WE MANAGED TO IMPLEMENT PAY-PER-PITCH IN OUR MARKET.

Round table discussion on the European audiovisual advertising outlook.

Speakers:

Myriam Zschage, Spokesperson Productions of Allianz (Germany)

Florence Jacob, Managing Director of Caviar (Francia)

European Advertising Film Associations France/Germany/Spain

Moderator:

Nico Cabuche, Managing Director and EP of Landia

11:30 - 11.45h

COFFEE BREAK

11:50 - 12:30h

WELCOME SXXIII: AN OVERVIEW OF TRENDS AND THE FUTURE OF AI

Presented by: **Statement**

Speakers:

Joan Amat, Managing Director of Statement

Inés Dueñas, Generative AI Artist of Statement

12:35 - 13:25h

CASE STUDY II: ROMA CUPRA AND ANDALUSIA OR HOW ROME WASN'T MADE IN A DAY

2+1 format: the production company proposes an international project that has served as inspiration and presents two of its own projects.

Speakers:

Pablo García Acón y Óscar Romagosa, Co-founders and Executive Producers of Roma

13:30h

CLOSURE OF THE XII COMMERCIAL FILM WORKSHOP

VENUES

Talia Theatre: C/ dels Cavallers, 31. Valencia.

La Beneficencia Cultural Centre: C/ de la Corona, 36. Valencia.

Centro del Carmen: C/ Museo, 2. Valencia.

Soldaditos de Plomo Museum: C/ Caballeros, 20-22. Valencia.

**AP
CP**

ORGANIZERS



GOLD SPONSORS



MAIN SPONSORS



COLLABORATORS



MEDIA PARTNERS

