

WEDNESDAY 04 DIC 2024

MEMBERS' MEETING*

11:30 - 13:30h

ADEIT, Fundación Universidad-Empresa
Classroom **TBC**
Plaza Virgen de la Paz, 3, (Ciutat Vella, Valencia)

*Access only to production partners

15:00h

ACCREDITATION

ADEIT, Fundación Universidad-Empresa
Assembly hall
Plaza Virgen de la Paz, 3, (Ciutat Vella, Valencia)

OPENING XII COMMERCIAL FILM WORKSHOP

15:30h

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

15:55 - 16:25h

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

16:30 - 17:00h

A SMALL FAVOUR: LET'S UPDATE

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

Speakers:

Jose Manuel Ferrater, fashion photographer & film director
Vito Reig, Executive Creative Director of McCann
Pablo Pérez-Payá, Senior Production Consultant of
MurphyCobb & Associates Ltd.
Massimo Poccocco, Partner and head of agents of Bendita

Moderator:

Leo Solanes, Director and Executive Producer of Solanes

17:05 - 17:35h

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

17:40 - 18:20h

A SMALL FAVOUR: LET'S RESPECT EACH OTHER DO CLIENTS STILL CARE ABOUT AUDIOVISUAL PRODUCTION?

*Discussion on the European audiovisual advertising
outlook.*

Speakers:

Florence Jacob, Managing Director of Caviar (France)
Nico Cabuche, Managing Director and EP of Landia

18:20 - 18:40h

BREAK

VII EDITION APCP AWARDS

18:45 - 19:30h

ADEIT, Fundación Universidad-Empresa
Plaza Virgen de la Paz, 3, (Ciutat Vella, Valencia)

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

COCKTAIL*

19:30 - 21:00h

ADEIT, Fundación Universidad-Empresa
Plaza Virgen de la Paz, 3, (Ciutat Vella, Valencia)

*Only with invitation

AP
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MORE
TEAM
THAN EVER

XII COMMERCIAL FILM
WORKSHOP IN VALENCIA

THURSDAY 05 DIC 2024

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:

Iñaki Bendito, President and Creative Managing Director of Kitchen

Eva Santos, Creative director and founder of Delirio & Twain

Jesús Lada, Independent Creative Director

Laura Alfaya, Senior strategist of El Ruso Rocky

María López-Chicheri, Founder of Sioux meet Cyranos

Pablo Torreblanca, Creative Managing Director and founding partner of Pingüino Torreblanca

Rubens Pérez, Production director of Fuego Camina Conmigo

Moderator:

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

10:50 - 11:20h

A SMALL FAVOUR: LET'S SHOOT IN VALENCIA

Round table on the situation of audiovisual production in Valencia.

Speakers:

Arturo Fons, Executive producer of Fonktown

Jorge Acosta, Director of Pasarela

Nacho Merita, Location manager

Sandra Mora, Vice-president of the Valencian Audiovisual Academy

Moderator:

Armando Romero, Valencia Film Office representative

11:25 - 11:40h

BREAK

11:45 - 12:15h

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

John Prieto, Creative Director of Statement

12:20 - 13:10h

CASE STUDY: 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

13:15h

CLOSURE OF THE XII COMMERCIAL FILM WORKSHOP

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