

**WEDNESDAY 04 DIC 2024**

## MEMBERS' MEETING\*

**11:30 - 13:30h**

ADEIT, Fundación Universidad-Empresa  
ClassroomTBC  
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 Pocecco**, 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  
**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 AP/CP 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  
CP**

**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 ACP)

**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

**Alejandra 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**

**AP  
CP**

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