



# Outside 'The Box'

A New Icelandic Initiative to develop TV Drama

*In association with*

**The Icelandic Film Centre &**

**Screen One, RUV, 365 Media/Channel 2, Saga Film and Pegasus**

**Airline Sponsor: Iceland Air**



**22<sup>nd</sup>-24<sup>th</sup> August, 2007**

**Smarabio Theatre - Reykjavik**

This three day event will focus on laying the groundwork for creating successful, local drama, by developing strategies for growing strong TV Drama in Iceland based on the US creative model

**David Zucker, President of Scott Free Productions**, with **Carol Flint - Executive Producer (*ER*, *West Wing* & *The Unit*)** will outline the stages of development for producers and channel executives who interact with writers

**Laurie Hutzler**, writer and creator of **The Emotional Toolbox®**, will directly address the creative issues challenging writers and producers in developing drama that will engage their audiences

## ***Wednesday, 22<sup>nd</sup> August***

### **Development Day**

A breakdown of the fundamental stages of development beginning with the Concept followed by Treatment, First Draft, Time Lines, and application of Notes to the script.

## ***Thursday, 23<sup>rd</sup> August***

### **The Emotional Toolbox®:**

**The Tools for Creating Successful Shows**  
Laurie Hutzler introduces the principles of The Emotional Toolbox including the Character Map and the Nine Character Types.

## ***Friday, 24<sup>th</sup> August***

### **The Emotional Toolbox®:**

#### **The Tools for Problem Solving**

Laurie Hutzler discusses how to create maximum conflict between characters, how to keep the ensemble dynamic, as well as the balance and diversity in the show's ensemble.

## ***The Inner Market: One – on – One Sessions***

Individual private sessions will be held throughout the three days for writers, producers, and channel executives to work on their specific, individual projects:

**Wednesday, August 22<sup>nd</sup> – afternoon only**  
**Laurie Hutzler**

**Thursday, August 23<sup>rd</sup> and Friday August 24<sup>th</sup>**  
**David Zucker or Carol Flint**

## **Creative Experts**

**David Zucker**

**President,  
Scott Free Productions**

David Zucker is President of Television for Scott Free – the production entity of feature film directing brothers Ridley and Tony Scott. David serves as Executive Producer of Scott Free's hit drama series **Numb3rs**, now enjoying its fourth season on CBS.

David recently wrapped production on **Law Dogs**, a dramedy for CBS. Scott Free has also partnered with Endemol-UK's scripted division on a BBC production, **The Network**, which posits a grass-roots organization that 'privatizes' justice.

Next up, he is the Co-Executive Producer of the TNT mini-series, **The Company**, as well as the Executive Producer for the A&E mini-series, **The Andromeda Strain**.

**Carol Flint**

**Executive Producer  
ER, The West Wing, The Unit**

Carol Flint is best known for her work on **ER** and **The West Wing**, which she wrote for and served in various supervising and executive producer roles. Most recently, Flint executive produced the first season of the television series **The Unit**.

She also wrote and produced one season of **LA Law**. She also created and executive produced the series **Earth 2**.

Carol's episodes for **The West Wing**, included "A Good Day" which was nominated for a Writers Guild Award in 2005.

**Laurie Hutzler**

**Creative Consultant  
The Emotional Toolbox®**

Based in Los Angeles, **Laurie Hutzler** assists entertainment industry professionals develop feature films and television series for both domestic and international markets. She has created the Emotional Toolbox®, a unique methodology that offers a set of specific models, exercises and tools to create and strengthen emotion-based creative content.

Laurie was a script and production advisor to the producer of **Tsotsi**, the 2006 Oscar-winning Best Foreign Language Film.

Most recently she was a consultant and staff writer on **The Black Donnellys**, a one-hour drama series created for NBC by Oscar-winners Paul Haggis and Bobby Moresco. She is also a creative consultant on Paul Haggis' upcoming feature **In the Valley of Elah**.

## Registration Form

Return of completed form:

Mail: 1 Noel Street, London W1F 8GA, England

Fax: +44 (0)20 7287 0096 or by

Email: info@mediaxchange.com

### Terms & Conditions

#### Cancellation:

If you cancel within 21 days of the event, you will forfeit the full fee unless you can provide a replacement. If you cancel prior to this, 15% of the fee will be retained to cover administration costs.

#### Please note:

Payment in full must be received 21 days prior to the event to guarantee your place.

#### Disclaimer:

As organiser of the event, MediaXchange reserves the right to change the dates, content and speakers in the programme, as circumstances dictate.

### Early Bird Special:

Be amongst the first 5 people to register for the event and get an individual one-on-one session with a creative expert for one hour included in your fee.

- ☐ **Fee: €250 to attend three day event**
- ☐ **Inner Market Session Fee: €150 per hour\***

**\*Participants requested to supply one page synopsis by 17<sup>th</sup> August**

Ms/Mrs/Mr/Dr	Surname:
First Name:	
Job Title:	
Department:	
Company:	
Approving Manager:	
Assistant:	
Type of Business:	
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#### By bank transfer

MediaXchange Ltd., Barclays Banks plc, Barclays Business Centre, 27 Soho Square, London W1D 3QR. Account: 50511498. Routing: 20-78-98

**By cheque** - Made payable to MediaXchange Ltd.

\* In signing this registration form, you agree to accept the terms and conditions opposite. \*