



## AMBIKA PITCHING AND PRODUCTION FORUM (APPF)

10<sup>th</sup> to 21<sup>st</sup> October 2016  
Nairobi, Kenya

**Ambika** is a Kiswahili word meaning *connect* or *bring together*.

The purpose of the Ambika Pitching and Production Forum is to promote and strengthen the African story. The forum seeks film ideas from filmmakers in all countries in Africa for a jury to select the best ideas. The filmmakers whose ideas are selected receive training and financial support towards the actualization of their ideas.

A call was issued to African and African Diaspora filmmakers, particularly youth and women, for scripts submission for the production of short films and documentaries. The 10 filmmakers whose film scripts have been selected will receive training on how to develop their scripts as well as budgeting and how to protect intellectual property amongst other important areas. The filmmakers will attend Ambika Afrika Safari Film Festival (AASFF) activities to enrich their experience.

Training will be carried out in a residential workshop as well as follow-up online workshops. The Forum has been designed to serve the current needs of African filmmakers with a hands on, mentoring, instructional approach.

The workshop will cover:

- ✓ Script polishing
- ✓ Production scheduling
- ✓ Budgeting
- ✓ Marketing and writing a pitch that works
- ✓ Intellectual property protection
- ✓ Entrepreneurship

APPF presents a unique opportunity for filmmakers to receive specialized training and finance to produce their films. The APPF will create a demonstration effect to spur action from public and private sector entities involved in promoting the production of films and documentaries.

The working languages of the workshops are English and French.

