



Showreel Tender for Creative Cities Convention

Background

The Creative Cities Convention is a broadcast industry conference where around 300 delegates come together to be inspired and debate key issues and speakers offer their own unique insights. It is supported by the BBC, ITV, Channel 4, Channel 5 and Pact. For the first time, the conference will take place in multiple locations across a region (usually hosted just in one city). North East Screen are working with organisers to help codesign the conference activity. This includes;

- Main event - The professional conference at the Boiler Shop in Newcastle.
- Student masterclasses in Teesside
- An 'In Conversation with' event in Sunderland

We want to showcase the incredible growth of the industry in the North East to delegates who will be travelling from across the UK to attend the conference by producing an opening video.

Brief:

To produce 1 x opening welcome showcase video: a glossy, powerful and dynamic 2.5 minute opening video to the conference, showcasing to delegates from across the UK the incredible growth of the film and TV industry in the North East. It should include the programmes shot in the region, skills and talent development, the region's filming friendly commitment, stunning locations in the North East, soundbites from key industry contacts.

To produce 2 x one-minute videos showcasing studio plans for the region: making two very short videos showcasing the current studio plans (Sunderland and Hartlepool) so that people can really grasp the scale of the opportunity. These short videos would play into the main conference session on studio development outside of London.



About Creative Cities Convention

The Creative Cities Convention is a national media conference held annually in a different city each year. The 2023 conference will be held in Newcastle on 26th and 27th April with additional events and sessions in other areas of the North East.

The conference attracts top industry professionals from all of the main broadcasters with a schedule of sessions and activities reflecting the recent boom in the UK's film, tv and digital production.

The convention is a unique meeting place where content creators working outside of London can network together and discuss the big media issues that affect them every day.

The Creative Cities Convention team are working in partnership with North East Screen to deliver the conference, and with the North of Tyne, North East and Tees Valley Combined authorities, who have together formed the North East Screen Industries Partnership (NESIP) to rise to the challenge of growing production in the region across all genres.

BBC Newsnight journalist and broadcaster, Kirsty Wark, will be host at the conference.

The Creative Cities Convention has five principal stakeholders: the BBC, ITV, Channel 4, Channel 5/Paramount and the industry trade body Pact, whose CEO John McVay was co-founder of the event along with media executive Ruth Pitt, MD of screen sector consultancy, Under The Moon Ltd.

[Creative Cities Convention](#)

About North East Screen

North East Screen (formerly Northern Film + Media) is the screen agency for the North East and is responsible for managing the growth of the screen sector in partnership with the North East Screen Industries Partnership (NESIP).

We develop and champion North East England as one of the UK's leading film and TV production hubs where exceptional screen industry talent can live, create, and work.



We support all incoming productions with crew, locations and facilities shooting anywhere in North East England through our free and invaluable Production Service. We work with production companies based in the North East proving them with business and commission development support.

We offer talent and professional development support for home grown freelancers (writers, producer, directors, and artist filmmakers). We connect experienced crew to job opportunities and, for those just starting out and wanting to work in film and TV, we run the North East Screen Crew Academy.

Our Comedy Hot House champions regional comedy talent on and off screen.

We are funded by the 12 local authorities and three combined authorities of the North East and have recently had significant investment following the BBC's commitment to spend at least £25 million in the region over the next five years.

Audience for this project

- Broadcasters and commissioners (such as BBC, ITV, Channel 4, Channel 5/Paramount)
- UK film and TV professionals
- UK based production companies
- North East film and tv production professionals
- Film and tv production professionals from the North East who no longer live in the region

Budget

We have a budget of up to £15,000 (inclusive of VAT) to complete this work.

Please note that because we champion the North East of England, we will only work with a North East based agency.



Agency presentations

Agencies are expected to present a proposed way of working which would deliver the project and satisfy the requirements highlighting:

1. Account management and team set up
2. Timings
3. Approval

All pitches should include:

- Brief introduction to the agency
- Examples of previous work – preferably showing your understanding of our audience
- Proposed cost for project

The outcome of the tender process will be a two-month project starting in February and will result in a high profile showcase of the final videos.

Please send your pitches to communications@northeastscreen.org by Thursday 9th February

Key Dates

Deadline for applications	09/02/2023
Interviews with shortlist	w/c 13/02/2023
Final decision	w/c 13/02/2023
Project start	17/02/2023
Project completion	End of March 2023