



THE SCHOOL
ENTIRELY
DEDICATED
TO SERIES

SERIES MANIA INSTITUTE

TRAINING TALENTS FROM DIVERSE
BACKGROUNDS TO SHAPE TOMORROW'S SERIES

WORKSHOP

EXECUTIVE PROGRAM

ACADEMIC DEGREE

INITIATION PROGRAM

SERIES MANIA INSTITUTE

THE SCHOOL ENTIRELY DEDICATED TO SERIES

THE EXISTING OFFER OF SERIES MANIA INSTITUTE

3 PROFILE TYPOLOGIES FOR OUR TRAININGS

PROFESSIONAL

STUDENT

BEGINNER

PROFESSIONAL

TARGETS	Screenwriters, producers, agents, story editors, development executives, production assistants or managers,...			
OBJECTIVES	To encourage the development of series projects and create a network of cooperation between professionals across the world			
TYPES TRAINING	Extensive trainings (8 to 10 weeks)	Short programs (3 to 10 days)		
		Workshops	Capsule Trainings	
EXISTING PROGRAMS	Eureka Series Production accounting	Writers Campus	Serial Bridges Asia, Rio, Istanbul	Pitch your series AI Writers Bootcamp



Training positioned across the entire series production value chain

In 2021, Series Mania, Europe's largest event dedicated to series, established Series Mania Institute, a school entirely dedicated to this form of artistic expression. Our training institution is committed to opening up the sector to a diversity of backgrounds and career paths: beginners, students, and professionals. From script development to directing, from pre-production to post-production, our programs cover the entire creative process of series production.

OUR OBJECTIVES

- ▶ Break down the barriers between series professions.
- ▶ Accelerate the development of skills in the audiovisual sector (screenwriters, producers, commissioners, etc..).
- ▶ Facilitate connections with the international series industry (through Series Mania Festival and Forum).

STUDENT

Postgraduate students

To train qualified audiovisual executives

Academic degree

Master MMI with Sciences-Po Lille

BEGINNER

Young people (18-25) from Hauts-de-France

To develop the pathway to employment in the audiovisual profession in Hauts-de-France

Initiation program

Tremplin



Training positioned across the entire series production value chain

SUMMARY

Click on the program that interests you to access the information directly

EXECUTIVE PROGRAM

EUREKA SERIES

A 10-WEEK TRAINING PROGRAM FOR EUROPEAN SCREENWRITERS WHO WANT TO GAIN EXPERIENCE IN A EUROPEAN WRITERS' ROOM

PITCH YOUR SERIES

A 3-DAY PROGRAM TO DEVELOP AND FINE-TUNE A PITCH IN AN INTERNATIONAL MARKET

PRODUCING A DOCUMENTARY SERIES

A NEW PARTNERSHIP WITH EURODOC DEDICATED TO DEVELOP FRENCH PRODUCERS' EXPERTISE IN DOCUMENTARY SERIES PROJECTS.

PRODUCTION ACCOUNTING

AN INTENSIVE 8-WEEK TRAINING PROGRAM DESIGNED FOR FRENCH PROFESSIONALS SEEKING TO ADVANCE THEIR CAREERS

AI WRITERS BOOTCAMP

A 3-DAY ONLINE PROGRAM TO UNDERSTAND THE IMPACT OF GENERATIVE AI ON THE CREATIVE PROCESS

SCREENWRITING RIGHTS

A 3-DAY PROGRAM TO BECOME AN EXPERT IN CONTRACTS AND NEGOTIATIONS

WORKSHOP

WRITERS CAMPUS

AN INTENSIVE WORKSHOP FOR PROFESSIONAL WRITERS WORLDWIDE WITH A SERIES PROJECT, OFFERING THE OPPORTUNITY TO PITCH IT AT THE SERIES MANIA FORUM.

SERIAL BRIDGES : RIO DE JANEIRO

A ONE-WEEK WORKSHOP AIMED AT BRAZILIAN PRODUCER/SHOWRUNNER DUOS WITH A SERIES PROJECT.

SERIAL BRIDGES : ASIA

A WORKSHOP IN 4 SESSIONS AIMED AT WRITER/PRODUCER DUOS FROM TAIWAN AND EAST ASIAN COUNTRIES WITH A SERIES PROJECT

SERIAL BRIDGES : ISTANBUL

A ONE-WEEK WORKSHOP AIMED AT WRITER/PRODUCER PAIRS FROM TURKEY, GEORGIA OR AZERBAIJAN WITH A SERIES PROJECT IN DEVELOPMENT.

INITIATION PROGRAM

TREMLIN

A 7-MONTH PROGRAM FOR YOUNG PEOPLE IN HAUTS-DE-FRANCE THAT INTRODUCES THEM TO NARRATIVE TECHNIQUES AND TECHNICAL PROFESSIONS IN THE FRENCH AUDIOVISUAL INDUSTRY.

ACADEMIC DEGREE

MASTER "MANAGEMENT DES MÉTIERS DE L'IMAGE" BY SCIENCES PO LILLE

AN INTERNATIONAL PROGRAM THAT PROVIDES THE KNOWLEDGE NEEDED TO NAVIGATE THE CONTEMPORARY CHALLENGES IN THE FIELD OF IMAGE PROFESSIONS.

EXTENSIVE TRAININGS

EUREKA SERIES

EXPLORE EUROPEAN COLLABORATIVE WRITING

Divided into groups after a few days of training, participants learn to write collaboratively by developing original series concepts in a writers' room.

Throughout the training, each group is accompanied by a mentor. Additionally, each week is dedicated to a specific aspect of series creation taught by professional tutors.

At the end of the training, each group pitches its original series concept at the Final Presentation, assessed by a professional panel.

WHO CAN APPLY?

Emerging screenwriters from all over Europe, with a strong professional interest in series writing.

PROGRAM

Participants will create in groups an original series concept from scratch throughout the training.

NUMBER OF PARTICIPANTS

12 Maximum

OBJECTIVES

- ▶ Master the creative process of collaborative writing
- ▶ Understand how the European series ecosystem operates
- ▶ Acquire the skills to pitch and sell a European series to investors
- ▶ Develop a European professional network





PRODUCTION ACCOUNTING



The new training program in Production Accounting is aligned with the needs of the serial industry and the proliferation of international projects shot in France, especially in the Hauts-de-France region.

A production accountant manages the financial, social and fiscal administration of an audiovisual production. They ensure compliance with legislation on shooting locations throughout the project's duration. This is a critical role from pre-production to post-production.

WHO CAN APPLY ?

French-speaking production assistants, post-production assistants, accountants

FORMAT

8 WEEKS IN FRENCH

NUMBER OF PARTICIPANTS

12 Maximum

OBJECTIVES

- ▶ Get the certification CQP Production Accounting in Cinema and Audiovisual, created and delivered by CPNEF de l'Audiovisuel
- ▶ Master the use of essential software: Peplum, Studio and Louma (Xotis suite).
- ▶ Become operational quickly through case studies and practical applications.

CAPSULE TRAININGS

PITCH YOUR SERIES

HOW TO WIN OVER AN INTERNATIONAL MARKET

You have a series project but you struggle to pitch it efficiently? Presenting a series project has become an essential part of audiovisual markets in an increasingly international industry. With this three-day training program, develop and fine-tune your pitch for maximum impact, and gain the confidence to communicate your series project and vision clearly.

TARGET AUDIENCE

SCREENWRITERS AND PRODUCERS

FORMAT

3 DAYS IN ENGLISH

NUMBER OF PARTICIPANTS

12 MAXIMUM

AI WRITERS BOOTCAMP

UNLEASH YOUR CREATIVITY

With this online three-day workshop, you will understand the impact of generative AI on the entire audiovisual chain, as well as the art of the prompt and chatbots to add AI to your creative toolbox. This unique workshop is designed for professionals looking to harness the power of artificial intelligence for narratives.

TARGET AUDIENCE

CREATIVES AND CREATORS, SUCH AS SCREENWRITERS, AGENTS, DEVELOPMENT EXECUTIVES AND STORY EDITORS

FORMAT

3 DAYS ONLINE IN ENGLISH

NUMBER OF PARTICIPANTS

24 MAXIMUM

SCREENWRITING RIGHTS

BECOME AN EXPERT IN CONTRACTS AND NEGOTIATIONS

This three-day course provides you with the tools to enhance your legal knowledge and, through practical exercises, to defend your screenwriting rights and negotiate with potential partners.

TARGET AUDIENCE

SCREENWRITERS AND AGENTS

FORMAT

3 DAYS IN ENGLISH

NUMBER OF PARTICIPANTS

12 MAXIMUM



PRODUCING A DOCUMENTARY SERIES

Series Mania Institute and EURODOC are partnering to launch a new training program dedicated to the production of documentary series.

WHO CAN APPLY?

French producers with a documentary series project.

PROGRAM

Series Mania Institute and EURODOC's new training program focuses on equipping producers with the skills to develop and co-produce documentary series internationally through project development, narrative refinement, and strategic planning, supported by expert-led masterclasses, case studies, and individual mentorship.

OBJECTIVES

To consolidate the expertise of producers by providing them with the tools they need to develop and co-produce their projects internationally.

FORMAT

5 DAYS IN FRENCH

NUMBER OF PARTICIPANTS

12 Maximum

**EURO
DOC** | INTERNATIONAL
LAB FOR CREATIVE
DOCUMENTARY
PRODUCTION

WORKSHOPS

WRITERS CAMPUS

An intensive workshop for professional writers with a series project in development.

WHO CAN APPLY?

Professional writers from around the world (individual or pairs) with a project in development.

PROGRAM

Online meeting with mentors.
At the Creative Bazaar: preparation for the pitch. Meetings with renowned showrunners and producers.

At Series Mania Forum: presentation of projects.

OBJECTIVES

To improve your pitch deck and deliver the best possible oral pitch to find international partners for your project.

FORMAT

7 DAYS IN ENGLISH

NUMBER OF PARTICIPANTS

20 Maximum





SERIAL BRIDGES

The Institute is developing “Serial Bridges” workshops for professionals, which are held all over the world. This initiative aims to give participants a good understanding of the international series market and, more specifically, practical advice on how to apprehend the European co-production and co-financing market better.

SERIAL BRIDGES : ASIA

In partnership with TAICCA

WHO CAN APPLY?

Writer-producer duos from Taiwan and East Asian countries, with a project in development.

PROGRAM

Onsite and online sessions, starting with a focus on the dramaturgical aspects of series projects, and gradually adding economic and production notions, culminating in a final pitch session.

OBJECTIVES

Strengthen your dramaturgical skills, understand the international financing systems and develop your ability to find co-production opportunities.

SCHEDULE

MARCH 2024

4 days at Creative Bazaar + 3 days at Series Mania Forum.

JUNE & SEPTEMBER

Online workshops.

NOVEMBER

Final workshop + pitching session at TCCF in Taipei.

SERIAL BRIDGES : ISTANBUL

The workshop is organized in partnership with the Institut Francais Turkey and m2 Film Lab.

SCHEDULE

JULY 2024

Opening of the call for applications

SEPTEMBER 2024

10/09/2024 (5pm CET): Deadline for applications.

EARLY OCTOBER 2024

Announcement of results (by e-mail to all applicants)

18/11/2024 TO 22/11/2024

Workshop in Istanbul

WHO CAN APPLY?

Duos writer/producer pairs from Turkey, Georgia or Azerbaijan with a series project

PROGRAM

In pairs, the participants will be guided for five days by two mentors, in group and individual meetings.

They will also have the opportunity to meet renowned international series professionals during exclusive masterclasses.

OBJECTIVES

The program aims to give participants a good understanding of the international series market and, more specifically, practical advice on how to apprehend the European co-production and co-financing market better.

SERIAL BRIDGES : RIO DE JANEIRO

The workshop is organized with the support of RioFilme, a public company linked to the Municipal Secretary of Culture, Projeto Paradiso, Rio Film Festival, SICAV, FIRJAN, and the French Embassy in Brazil.

WHO CAN APPLY?

Brazilian producer/showrunner pairs with a series project.

PROGRAM

A five-day intensive program, starting with a focus on the dramaturgical aspects of series projects, and gradually adding economic and production notions, culminating in a final pitch session.

OBJECTIVES

Strengthen dramaturgical skills, understand the international financing systems and develop the participants' ability to find co-production opportunities

SCHEDULE

JUNE 2024

Opening of the call for applications.

JULY 2024

12/07/2024 (5pm CET): Deadline for applications.

AUGUST 2024

Announcement of results (by e-mail to all applicants)

29/09/2024 TO 04/10/2024

Workshop in Rio de Janeiro



ACADEMIC DEGREE

MASTER "MANAGEMENT DES MÉTIERS DE L'IMAGE" BY SCIENCES PO LILLE

**THE ADDED VALUE
OF SERIES MANIA'S PARTNERSHIP**
Meetings with professionals,
participation at Series Mania Forum
and Series Mania Festival, core tutors
from Series Mania Institute.

An international program that provides the knowledge needed to navigate the contemporary challenges in the field of image professions.

**SCIENCES
PO
LILLE.**

OBJECTIVES

- ▶ Provide students the necessary tools and expertise to understand the ever-evolving landscape of image arts.
- ▶ Making them more professional, thanks to a second year of apprenticeship, students are prepared to enter the workforce upon receiving their diploma.

WHO CAN APPLY?

Students with a bachelor's degree (180 ECTS credits).

PROGRAM

2-year course to educate students for various audiovisual professions both in France and internationally, encompassing fields such as digital (platforms, streaming or digital distribution), television, and cinema.

SCHEDULE

Two years of the Master's program, at school and alternating between school and work. Starting in September 2024.

SEMESTER 1

Sociology of TV series, history of film and audiovisual industries, international series ecosystems, etc.

SEMESTER 2

Case studies, audiovisual writing courses, Series Mania Festival & Forum, etc.

SEMESTER 3 & 4

Case study on the mini-series created by the Tremplin program (distribution strategy, broadcasting).

INITIATION PROGRAM



TREMPLIN

A program for young people in Hauts-de-France that introduces them to narrative techniques and technical professions in the French audiovisual industry.

With the support of Afdas, France Travail and Ministère du Travail, de l'Emploi et de l'Insertion

WHO CAN APPLY?

18-25 year-olds from the Hauts-de-France region (20 participants per year) willing to work in the audiovisual industry.

OBJECTIVES

Acquire and develop knowledge and skills in the audiovisual, serial and digital media professions.

- ▶ Integrate the industry through entry-level jobs.

EACH PROFESSION IS APPROACHED THROUGH PRACTICE

Screenwriting, Directing, Editing, Sound, Production

INNOVATIVE PROJECT-BASED AND PRACTICAL PEDAGOGY

- ▶ Creation of a mini-series.
- ▶ Participation at the Series Mania Festival.
- ▶ Internship in the audiovisual industry.

With the support of

afDas
DEMAIN SERA FORMATION

 **France Travail**

 **MINISTÈRE DU TRAVAIL, DE L'EMPLOI ET DE L'INSERTION**

FINANCIAL SUPPORT

FOR FRENCH PARTICIPANTS

[CLICK HERE TO LEARN MORE](#)

Before submitting a funding request, please register or apply for the training of your choice on the Series Mania Institute website. This step is essential to obtain the necessary documents and reserve a place while your funding application is being reviewed.

For any questions regarding funding options, feel free to contact us at the following address: smi@seriesmania.com

Please note that our training programs are not eligible for CPF.

▶ ARTISTS AND AUTHORS

Training rights managed by AFDAS.

Eligibility requirements: You must be able to justify €6,990 in cumulative income as an artist-author over the last three years (excluding the current year) or €10,485 in income over the last five years (excluding the current year). These conditions allow artists and authors to benefit from an annual budget of €5,600 excluding tax to finance one or more training actions (amount for 2024).

▶ INTERMITTENT PERFORMERS

Training rights managed by AFDAS.

Eligibility requirements: You must be able to justify a minimum level of activity as an intermittent worker over several years. Please refer to the detailed conditions here.

▶ EMPLOYEES ON FIXED-TERM OR PERMANENT CONTRACTS

The Skills Development Plan refers to all training actions implemented by the employer for their employees. Your employer can therefore cover the costs of your training, either directly or more generally through the OPCO to which they belong (depending on the sector).

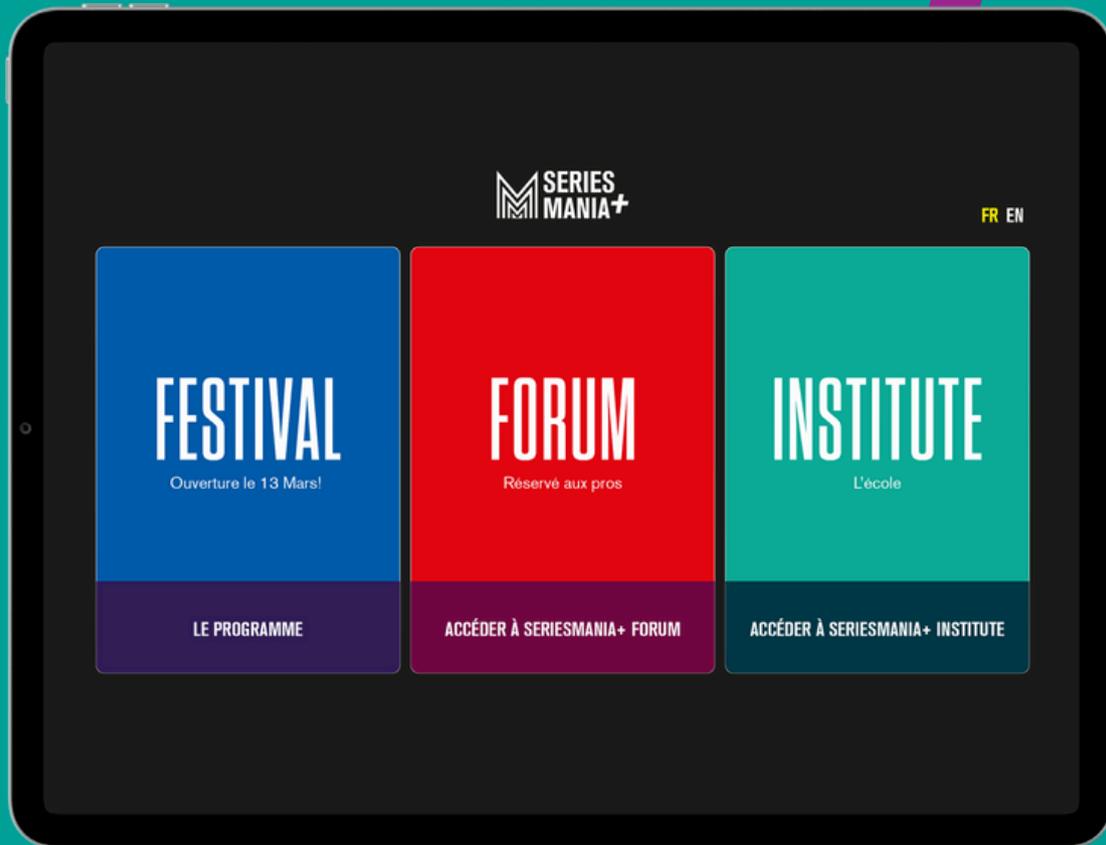
Please consult with your employer or your organization's human resources department.

FOR INTERNATIONAL PARTICIPANTS

We encourage you to contact local funds or writer/producer guilds/federations to inquire about potential funding.

SERIES MANIA INSTITUTE'S TALENTS





LOOKING FOR NEW TALENTS IN THE AUDIOVISUAL INDUSTRY? THIS PLATFORM IS FOR YOU!

Access the Institute Directory and connect with emerging and established talents who have completed programs at Series Mania Institute.



THE SCHOOL
ENTIRELY
DEDICATED
TO SERIES

NEXT SEASON IS YOURS!

INTERESTED IN SHARING YOUR EXPERTISE
AT SERIES MANIA INSTITUTE?

Contact us directly at smi@seriesmania.com

To stay updated on all the latest news from Series Mania Institute,
sign up for our newsletter and follow us:



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L'ART DE COOPÉRER
ENTREPRISES
ET CITIES



afdas
DEMAIN SERA FORMATION

