

## ABOUT THE IMZ ACADEMY

The IMZ Academy is a master class series for young and established professionals in the area of audiovisual music and dance production and was launched by the IMZ International Music + Media Centre in 2013.

Practically-minded workshops and interactive seminars foster intense interaction between highly-regarded experts and new talents. As a professionalisation initiative, the IMZ Academy not only provides training and development but also facilitates the establishment of valuable networks and promotes international exchange.

The ultimate goal is to further empower the cultural and creative sector through industry-specific know-how, interdisciplinary collaborations and sustainable, international networks.

### HANDS-ON ADVICE FROM THE BEST

Experienced professionals and renowned experts of the industry – film producers, broadcasters, distributors, new media authorities, cultural managers and artists – share their know-how on current issues in the performing arts film sector.

Training sessions provide insights into technical issues like performance capture – whether for television, cinema or online – or innovative technologies like 360° experiences. In addition, the workshops also cover audience development and marketing strategies, including digital communication and branding considerations.

Led by IMZ Academy Director Peter Maniura, formerly Head of Digital Development at BBC Music and Board Member at Opera North, the IMZ Academy invites experts and guest speakers from renowned institutions to share their expertise with IMZ Academy participants.

### YOUNG TALENT PROMOTION & NEW IDEAS FOR ESTABLISHED MARKET PLAYERS

A prime objective of the IMZ Academy is supporting the professionalisation of a younger generation in the performing arts film industry and serving as a career springboard. However, due to the ever-evolving best practices in the performing arts film sector, the IMZ Academy addresses the needs of young professional and established market players alike.

Another objective is to offer specific state-of-the-art know-how for cultural institutions in the field of new media and audience development through audiovisual + digital content.

Bringing together professionals from different backgrounds and institutions, the IMZ Academy's third goal is to promote intercultural and interdisciplinary exchange, foster professional networks and open up new opportunities for collaborations.

### REAL-LIFE CASE STUDIES AND PRACTICAL WORKSHOPS

Lasting between 1-3 days, IMZ Academies are held in small groups of no more than 30 participants in order to ensure that everyone is fully involved in the course. The learning experience is enhanced with practical, real life case studies. Moreover, workshop sessions allow participants to practice in small groups, tackling concrete challenges and future-oriented initiatives. Finally, IMZ Academies promote peer-learning so participants can gain insight and inspiration on how comparable institutions from around the world handle specific challenges + opportunities.