

WIFT

WOMEN
IN FILM
& TELEVISION
TORONTO



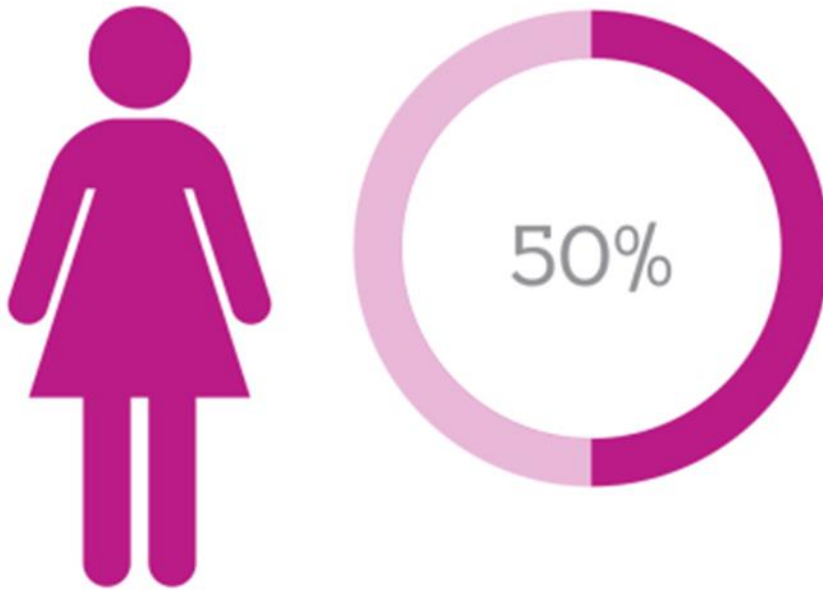
@WIFT

www.wift.com

“We need women at all levels, including the top, to change the dynamic, reshape the conversation, to make sure women's voices are heard and heeded, not overlooked and ignored.”

~Sheryl Sandberg, author of *Lean In*, COO of Facebook

WHO WE ARE



WIFT-T is a member-based organization providing programs, mentorships and networking for women in the creative and business sectors of screen-based industries, at every stage of their careers.

MISSION

Membership in WIFT-T enables women to be capable, confident, connected and successful in their careers in screen-based media.

VISION

50% of all positions at all levels in the screen-based media sector in Toronto are filled by qualified women.

THE COHORT SYSTEM

ENTRY (0-5 YEARS OF EXPERIENCE)

Basics

- | | |
|---|----------------------------------|
| • Knowledge of opportunities and how to find them | • Personal and social engagement |
| • Industry specific job skills | • Network building |
| • Career essentials and guidance | • How to gain recognition |

EMERGING (5-10 YEARS OF EXPERIENCE)

Personal Brand Development

- | | |
|-------------------------------|-------------------------------|
| • Financial literacy | • Peer support |
| • Applied skill opportunities | • Recognition and Inspiration |
| • Confidence building | • Strategy |
| • Negotiations training | • Targeted career advice |
| • Management training | |

THE COHORT SYSTEM

EXPERIENCED (10-20 YEARS OF EXPERIENCE)

Depth

- | | |
|---|--|
| • Leadership Training | • Global Industry Knowledge |
| • Managing Up & Down | • Time Management |
| • Advanced Negotiations – evaluating earnings | • PR/Media Training: Public Speaking Opportunities |

ESTABLISHED (20+ YEARS OF EXPERIENCE)

Renewal and Leadership

- | | |
|--|----------------------------------|
| • Continual updating of skills | • Retraining |
| • Use the Network | • Finding Ways to Pay it Forward |
| • Learn How to Work with New Generations | • Financial planning |
| • Support to make the leap to C-Suite | • Exit Strategies |

Intensive Professional Development Programs	Entry	Emerging	Experienced	Established
	(0-5 years)	(5-10 years)	(10-20 years)	(20+ years)
Media Business Essentials (Humber)	X	x		
Corus Media Management Accelerator (Ryerson)		X	x	
Digital Media Bootcamp	x	X	X	
Industry Mentorships				
CBC Business of Broadcasting Mentorship	X	X		
Deluxe Producer Internship (post-production)	X	X		
William F. White Production Manager Mentorship	X	X		
DGC Ontario Director Mentorship	X			
Meridian Artists Literary Agency Mentorship	X			
Free Member Content Sessions & Networking				
Executive Breakfast Series (3 sessions 2017)			X	X
WIFT-T Industry Session (2 sessions 2017)	X	X	X	x
New Member Breakfasts (5 per year)	X	X	X	X
Executive Network Event (2 in 2017)			X	X
WIFT-T Mentorship Program	X	X	X	X
Special Events				
Showcase	X	X	x	x
BravoFACT Pitch Competition	X	X		
WIFT-T Reception @ TIFF	X	X	X	X
Crystal Awards Gala Luncheon	x	x	X	X
GRAND TOTAL	14	13	10	8

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staying on top of the industry

LEARN

INTENSIVES



MEDIA BUSINESS ESSENTIALS

Focused on the needs of entry-level professionals, this robust intensive illuminated essentials about the business of film, tv and interactive production. Five 3-course modules were rolled out, covering crucial subjects such as financing, production management and accounting, marketing and distribution.



DEVELOPMENT INCUBATOR

As Lindsay MacKay, writer/director of *Wet Bum* attests, “it’s really difficult [to get a film made]. You kind of have to prove yourself and how do you prove yourself if no-one’s giving you the opportunity?” In 2015, our Development Incubator assisted five writer-producer teams with one piece of that puzzle. Four days + 1 Dedicated script editor = 1 Market-ready feature film script!



DIGITAL MEDIA BOOTCAMP

Continuing to help women adapt to the ever-changing digital environment, WIFT-T again offered our popular Digital Media Bootcamp. Content creators learned about interactive storytelling, designing the user experience, and defining, planning and building the project. Participants left confident and inspired, with a better understanding of what it takes to get original and digital extension projects successfully executed.

hot topics, lively conversations

PANEL DISCUSSIONS

The screen-based media industry is constantly changing. If it's not a new technology, it's a new business model to be adapted, or new thinking about how best to distribute or market your content. Then there is the frustratingly ever-present challenges facing women in particular or business in general. Our panel discussion programming revolves around giving women opportunities to stay on top of the current issues so they are able to make smart decisions with confidence.

An experienced and award-winning director, **Nimisha Mukerji** received our highly coveted and deeply enriching **Director Mentorship**, offered in partnership with the **Directors Guild of Canada Ontario**.

“There is huge value in being on a set and watching other directors work. If you don't get mentored or shadow another director how can you really see all the ins and outs of directing? It is particularly significant for women because we don't get the chances men do.”

~Mentor Gail Harvey, director, *Lost Girl*



Fostering and nurturing exciting female director voices is of utmost importance to WIFT-T, as we strongly believe that diversity in the industry serves to strengthen it.



WILLIAM F. WHITE PRODUCTION MANAGER MENTORSHIP

Holly O'Brien: Holly was given immersive hands-on production training and paired with established production managers Anna Beben (*Orphan Black*) and Melinda Ramsay (*Air Emergency*), as well as producer Lisa Baylin (*Guidestones*). She also received a \$1500 equipment rental grant at William F. White.

"I feel so privileged – the relationships and knowledge I will leave the mentorship with will certainly help propel my career to the next stage."

-HOLLY O'BRIEN, PRODUCER, POP-UP PORNO



CBC BUSINESS OF BROADCASTING MENTORSHIP

Jenenne Roculan: Through comprehensive one-on-one sessions with expert staff, Jenenne gained valuable knowledge about how CBC operates behind-the-scenes, what motivates decisions behind programming, and how various departments interconnect using a CBC show as a case study.

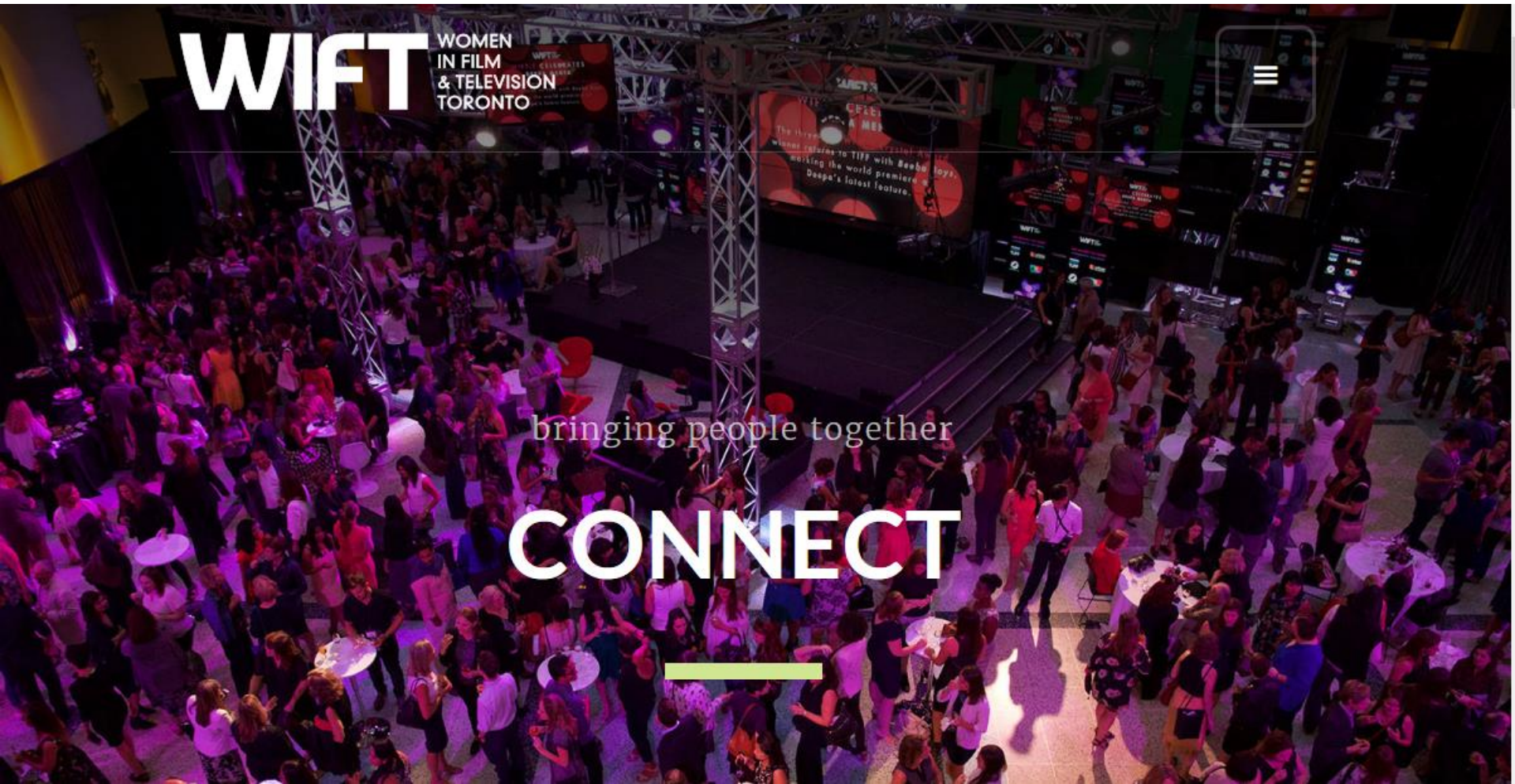
“[An] incredible and truly unique opportunity to emerging female producers.”

-JENENNE ROCULAN, PRODUCER, DARKNET

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bringing people together

CONNECT



“You have to get out there. You have to network. You have to meet people because if they know you, if they’ve met you, if they get along with you and feel like you’d be a good asset in a room, then they’ll be more likely to hire you.”

~Cynthia Knight, writer & showrunner, Mohawk Girls

We love to shine the spotlight on women's successes. In addition to providing opportunities to advance women's media-based careers, we also take time to celebrate their achievements.



WIFT WOMEN
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SHOWCASE



MAUREEN GRANT



“Events like the WIFT-T Showcase are a really important part of building this community. It’s great to get together and celebrate the work being made, and it’s also an opportunity for dialogue, and to gain insight into what stories need to be told.”

~Maureen Grant, editor, *Still*

LUCIE LALUMIÈRE



“The Crystal Awards creates a wonderful opportunity to recognize women and their accomplishments, as well as inspire others. I was deeply honoured to be the recipient of the inaugural Digital Trailblazer Crystal Award.”

~Lucie Lalumière, COO & GM, supersonic MINDS

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