



India – ‘The Big Picture’ Conference 2007

22nd – 23rd November 2007, Marriott Hotel, Goa

“Bridging Business and Creativity”

(Knowledge Partner – AT KEARNEY)

PROGRAMME OUTLINE (17-Oct-07)

Thursday, 22nd November 2007

0930 - 1000 hrs	:	Registration
1000 - 1100 hrs	:	Inaugural Session
1100 - 1130 hrs	:	Tea/Coffee Break
1130 - 1300 hrs	:	Session I : Emerging Finance Options <i>Venture Capitalism & Private Equity, Bonds, Insurances, Debt Financing, EXIM’s initiatives in Film Exports. An eye opener on how opportunities in this sector have been transformed by the availability of new financing options!</i>
1300 - 1345 hrs:		Lunch
1345 - 1500 hrs :		Session II : Panel discussion on Emerging Studio Culture
1500 - 1530 hrs	:	Tea/Coffee Break
1530 - 1645 hrs	:	Session III : Digital Entertainment <i>Digital Cinema, New Formats – Animation, Gaming & Mobile. A view of the possibilities opened up by the intelligent use of technology which is likely to revolutionise the industry!</i>
1645 - 1800 hrs	:	Session IV : Managing Creative Processes <i>Communicating a film – Marketing, Advertising & Merchandising</i>
2000 hrs:		Inaugural Dinner, Marriott Hotel, Goa

Friday 23rd November 2007

1000 - 1100 hrs	:	Session V: Impact of retail in entertainment business <i>Home Video Growth & Challenges. As mature markets get saturated, value added services are likely to fuel growth. Invaluable insights into an exciting new industry!</i>
1100 - 1115 hrs	:	Tea/Coffee Break



1115 – 1215 hrs	:	Session VI: New markets – opportunities for Indian entertainment business at the global level
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1215 – 1315 hrs	:	Session VII : Media Process Outsourcing & Creative Content Development <i>Threats & Challenges, New Delivery Platforms, New Technologies, Piracy, Legal issues. A wide spectrum look at the possibilities and perils inherent in the new developments!</i>
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1315 - 1400 hrs	:	Session VIII : The Big Fight <i>Hollywood vs Bollywood</i>
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1400 – 1500 hrs	:	Valedictory Lunch Session
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1500 hrs	:	Conference Closed
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