

DAY 1

EFM INDUSTRY SESSIONS

MONDAY, 1 MAR 2021

08:00 CET, BERLIN	09:00 CET, BERLIN	10:00 CET, BERLIN	11:00 CET, BERLIN	12:00 CET, BERLIN	13:00 CET, BERLIN	14:00 CET, BERLIN	15:00 CET, BERLIN	16:00 CET, BERLIN	17:00 CET, BERLIN	18:00 CET, BERLIN
<div>08:00 – 08:10</div> <div>EFM Morning Brief with Deadline</div>		<div>10:00 – 10:05</div> <div>Wisdom of the Day</div> <div>10:00 – 11:00</div> <div>Meet the (Doc) Festivals</div>	<div>11:00 – 12:00</div> <div>Meet the (Doc) Festivals</div>		<div>13:30 – 13:45</div> <div>EFM Daily Studio</div>	<div>14:00 – 15:00</div> <div>Round Table Session #1</div> <div>14:00 – 15:30</div> <div>SFI Diversity and Inclusion Report Presentation</div>	<div>15:55 – 16:00</div> <div>Tiny Yoga Break</div>	<div>16:00 – 18:30</div> <div>Opening Session (incl. Mix &amp; Mingle)</div>	<div>17:30 – 17:40</div> <div>Digitising the Business: Marketing Hacks #1</div>	

DAY 2

EFM INDUSTRY SESSIONS

TUESDAY, 2 MAR 2021

08:00 CET, BERLIN	09:00 CET, BERLIN	10:00 CET, BERLIN	11:00 CET, BERLIN	12:00 CET, BERLIN	13:00 CET, BERLIN	14:00 CET, BERLIN	15:00 CET, BERLIN	16:00 CET, BERLIN	17:00 CET, BERLIN	18:00 CET, BERLIN
08:00 – 08:10 EFM Morning Brief with Deadline		10:00 – 10:05 Wisdom of the Day	11:30 – 18:00 Archive Day – Consultations							
		10:00 – 11:15 The Latest Buzz in Archival Research		12:00 – 13:00 Archive Day				16:00 – 17:00 Archive Day		18:00 – 19:00 Round Table Session #2
			11:00 – 13:00 Perspectives for the Future of the Audiovisual Industry in Europe				15:30 – 16:45 Unlocking the Mysteries of Archives	17:30 – 19:00 Who Frames the Narrative: Shifting the Paradigm		
							15:30 – 17:00 Overcoming Obstacles: How Film Commissions Can Support Producers			
				12:00 – 14:00 Mix & Mingle hosted by Goethe	14:00 – 15:40 EFM Startups: The Forecast is Bright				17:00 – 18:15 Mix & Mingle hosted by EUFCN	18:30 – 18:50 Film Music
					13:30 – 13:45 EFM Daily Studio		15:55 – 16:00 Tiny Yoga Break	16:00 – 16:30 Transforming Storytelling Together: Producers in Focus	17:30 – 17:40 Digitising the Business: Marketing Hacks #2	

# DAY 3

## EFM INDUSTRY SESSIONS

## BERLINALE SERIES MARKET

**WEDNESDAY, 3 MAR 2021**

08:00 CET, BERLIN		09:00 CET, BERLIN		10:00 CET, BERLIN		11:00 CET, BERLIN		12:00 CET, BERLIN		13:00 CET, BERLIN		14:00 CET, BERLIN		15:00 CET, BERLIN		16:00 CET, BERLIN		17:00 CET, BERLIN		18:00 CET, BERLIN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
08:00 – 08:10 EFM Morning Brief with The Hollywood Reporter				10:00 – 10:05 Berlinale Series Market & Conference Opening Remarks		10:05 – 10:30 Opening Keynote Conversation with Russell T Davies		10:30 – 11:00 Upcoming Series From Germany: PARA – WIR SIND KING		11:00 – 11:25 Upcoming Series From Germany: WILD REPUBLIC		11:25 – 11:45 Upcoming Series From Germany: BLACKOUT – MORGEN IST ES ZU SPÄT		11:50 – 12:10 Upcoming Series From Germany: TERRA VISION				13:00 – 13:30 Killing Stereotypes about Central & Eastern Europe, Vol. 2		13:30 – 14:00 Nordic Drama Series Showcase from TV Drama Vision		14:00 – 14:30 Norwegian Meltdown – Moneymen, Cavemen, Murder and Madness		14:30 – 15:00 How to produce with Netflix online (fast)		15:00 – 15:40 Prime Video presents Germany 2021 + Live Q&A		15:45 – 16:00 Creating for Global Audiences		16:00 – 16:30 The Executive Role – Reveals and Revealed		16:30 – 16:50 Content Strategies #1: Navigating the Trends		16:50 – 17:15 Content Strategies #2: Producers' Perspective		17:15 – 17:40 Content Strategies #3: Programming and Commissioning Perspective		17:40 – 17:55 Content Strategies #4: Creation and Storytelling		18:00 – 19:00 Social Impact Series – A Conversation with Maurício Mota + Live Q&A																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

DAY 4

EFM INDUSTRY SESSIONS

THURSDAY, 4 MAR 2021

08:00 CET, BERLIN	09:00 CET, BERLIN	10:00 CET, BERLIN	11:00 CET, BERLIN	12:00 CET, BERLIN	13:00 CET, BERLIN	14:00 CET, BERLIN	15:00 CET, BERLIN	16:00 CET, BERLIN	17:00 CET, BERLIN	18:00 CET, BERLIN
<div>08:00 – 08:10</div> <div>EFM Morning Brief with Variety</div>		<div>10:00 – 10:05</div> <div>Wisdom of the Day</div> <div>10:00 – 11:00</div> <div>Meet the (Doc) Festivals</div>	<div>11:00 – 12:20</div> <div>Consultants Round Table Sessions with ACE Producers</div>	<div>12:00 – 13:00</div> <div>Meet the (Doc) Festivals</div>	<div>13:00 – 14:00</div> <div>Meet the (Doc) Festivals</div> <div>13:30 – 13:45</div> <div>EFM Daily Studio</div>	<div>14:00 – 15:00</div> <div>Collaborate &amp; Innovate: Projects for the Future of the Film Industry</div>	<div>15:00 – 16:30</div> <div>Engage: Perspectives on the Pan-African Screen Industries</div> <div>15:55 – 16:00</div> <div>Tiny Yoga Break</div>	<div>16:30 – 17:00</div> <div>Reality Check: A Renewed Future: The Role and Responsibilities of Festivals &amp; Markets</div>	<div>17:30 – 18:30</div> <div>Fuckup Nights at European Film Market</div> <div>17:00 – 18:00</div> <div>Strengthen your Well-being: A Journey through Creative Rituals</div> <div>17:30 – 17:40</div> <div>Digitising the Business: Marketing Hacks #4</div>	<div>18:00 – 19:00</div> <div>Round Table Session #4</div> <div>18:30 – 18:50</div> <div>Film Music</div>

DAY 5

EFM INDUSTRY SESSIONS

FRIDAY, 5 MAR 2021

08:00 CET, BERLIN	09:00 CET, BERLIN	10:00 CET, BERLIN	11:00 CET, BERLIN	12:00 CET, BERLIN	13:00 CET, BERLIN	14:00 CET, BERLIN	15:00 CET, BERLIN	16:00 CET, BERLIN	17:00 CET, BERLIN	18:00 CET, BERLIN
<div>08:00 – 08:10</div> <div>EFM Morning Brief with Indiewire</div>		<div>10:00 – 10:05</div> <div>Wisdom of the Day</div> <div>10:00 – 11:00</div> <div>Meet the (Doc) Festivals</div>	<div>11:00 – 12:20</div> <div>Consultants round table sessions with ACE Producers</div> <div>11:00 – 12:00</div> <div>Meet the (Doc) Festivals</div>	<div>12:30 – 13:45</div> <div>MEDIA presents: Stories and Talent</div> <div>12:00 – 13:00</div> <div>Meet the (Doc) Festivals</div>	<div>13:30 – 13:45</div> <div>EFM Daily Studio</div>	<div>14:00 – 15:30</div> <div>The Restorative Image: from Impact to Healing</div>	<div>15:55 – 16:00</div> <div>Tiny Yoga Break</div>	<div>16:00 – 18:00</div> <div>Closing Session (incl. Mix &amp; Mingle)</div>	<div>17:30 – 17:40</div> <div>Digitising the Business: Marketing Hacks #5</div>	<div>18:30 – 18:50</div> <div>Film Music</div>