



APA

Masterclass  
2025

<b>LEAD TUTORS THROUGHOUT THE WEEK</b>	Andrew Levene	Stink	<a href="http://www.stinkfilms.com">www.stinkfilms.com</a>
	Helen Hadfield	Snapper	<a href="http://www.snapperfilms.tv">www.snapperfilms.tv</a>
	Jeremy McWilliams	Original Branded Entertainment	<a href="http://www.obe.studio">www.obe.studio</a>
	Jenny Beckett	Partizan	<a href="http://www.partizan.com">www.partizan.com</a>
	Polly Du Plessis	Freelancer	
	Kate Arton	PI Film Network	<a href="http://www.pifilmnetwork.co.uk">www.pifilmnetwork.co.uk</a>
	Charlotte Fuller	PI Film Network	<a href="http://www.pifilmnetwork.co.uk">www.pifilmnetwork.co.uk</a>
<b>MONDAY SPEAKERS</b>	Aaron Rocca	Mother	<a href="http://www.motherlondon.com">www.motherlondon.com</a>
	Andrej Caruso	BAS Productions	<a href="http://www.basproduction.com">www.basproduction.com</a>
	Ella More O'Ferrall	Partizan	<a href="http://www.partizan.com">www.partizan.com</a>
	George Coyle	Saatchi & Saatchi	<a href="http://www.saatchi.co.uk">www.saatchi.co.uk</a>
	Lucrecia	Prettybird	<a href="http://www.prettybird.co">www.prettybird.co</a>
	Rose Reynolds	Saatchi & Saatchi	<a href="http://www.saatchi.co.uk">www.saatchi.co.uk</a>
	Saman Aminzadeh	Love Song	<a href="http://www.lovesong.tv">www.lovesong.tv</a>
	Shirley O'Connor	Love Song	<a href="http://www.lovesong.tv">www.lovesong.tv</a>
	Tara McKerr	Little Black Book	<a href="http://www.lbbonline.com">www.lbbonline.com</a>
	Tom Berendsen	Business Club	<a href="http://www.businessclub.tv">www.businessclub.tv</a>
<b>TUESDAY SPEAKERS</b>	Amy Allen	Suz Cruz	<a href="http://www.suzcruz.co.uk">www.suzcruz.co.uk</a>
	Antoinette De Lisser	Consultant	
	Charlotte Fraser	APA	<a href="http://www.a-p-a.net">www.a-p-a.net</a>
	Chris Chaundler	Quite Brilliant	<a href="http://www.quitebrilliant.co.uk">www.quitebrilliant.co.uk</a>
	Chris McNally	First Option Safety	<a href="http://www.data-firstoption.group">www.data-firstoption.group</a>
	Claire Lewis	Call Box	<a href="http://www.callboxdiary.com">www.callboxdiary.com</a>
	Mark Graeme	AMV BBDO	<a href="http://www.amvbbdo.com">www.amvbbdo.com</a>
	Matt Gordon	APA	<a href="http://www.a-p-a.net">www.a-p-a.net</a>
	Paul Mann	Machine Shop	<a href="http://www.machineshop.co.uk">www.machineshop.co.uk</a>
	Ross Beard	Miller Insurance	<a href="http://www.miller-insurance.com">www.miller-insurance.com</a>
	Sascha Darroch-Davies	DLMDD	<a href="http://www.dlmdd.com">www.dlmdd.com</a>
	Steve Davies	APA	<a href="http://www.a-p-a.net">www.a-p-a.net</a>



<b>WEDNESDAY AM</b>	OFFLINE EDIT SESSION	You have been assigned companies that you will be visiting throughout the day. Please see allocated post groups within the 'Student groups' folder	
	ONLINE VFX SESSION		
<b>WEDNESDAY PM</b>	SOUND DESIGN SESSION		
	Ed Jones   ARRI Rental   <a href="https://www.arrirental.com">https://www.arrirental.com</a>		
<b>THURSDAY SPEAKERS</b>	Sophie Broadbent	Freelance Creative Producer	<a href="http://www.weareadgreen.org">www.weareadgreen.org</a>
	Leanne Flinn	Leanne Flinn Casting	<a href="http://www.leanneflinn.com">www.leanneflinn.com</a>
	Algy Sloane	Scout Productions	<a href="http://www.scoutproductions.co.uk">www.scoutproductions.co.uk</a>
	Sophie Jacobs	Sets Appeal	<a href="http://www.setsappeal.co.uk">www.setsappeal.co.uk</a>
	Ina Luders	Freelance	<a href="http://www.chapterspeople.co.uk">www.chapterspeople.co.uk</a>
<b>FRIDAY</b>	This is the budgeting day. Please see your allocated budgeting day group within the 'Student groups' folder		



Monday 10 <sup>th</sup> February 2025		Location: Royal College of Nursing, 20 Cavendish Square, London W1G 0RN		
0900 - 0945	45 min	INTRODUCTION TO MASTERCLASS   Introducing Lead Tutors & The Masterclass Week	All Lead Tutors	
0945 - 1045	1 hr	ROLE OF A PRODUCER   Explaining The Role of A Producer & TV Producer	Andrew Levene	Aaron Rocca Tom Berendsen
1045 - 1100	15 min	<b>BREAK</b>		
1100 - 1200	1 hr	DIRECTOR'S TALK		Lucrecia Saman Aminzadeh Tara McKerr
1200 - 1300	1 hr	BREAKING DOWN A SCRIPT   Demonstrating How To Work With An Ad Script	Jenny Beckett	Ella More O'Ferrall
1300 - 1400	1 hr	<b>LUNCH</b>		
1400 - 1500	1 hr	CREATING A PRODUCTION SCHEDULE	Jeremy McWilliams	
1500 - 1630	1.5 hr	HOW TO PRODUCE YOUR SHOOT ABROAD   How To Brief & Share Responsibilities with a Service Production Company	Andrew Levene Jeremy McWilliams	Andrej Caruso
1630 - 1645	15 min	<b>BREAK</b>		
1645 - 1745	1hr	CRAFT SESSION	Jeremy McWilliams	Shirley O'Connor George Coyle Rose Reynolds



Tuesday 11<sup>th</sup> February 2025

Location: Royal College of Nursing, 20 Cavendish Square, London W1G 0RN

0900 - 0945	45 min	ESSENTIAL PRODUCTION CONTRACTS   Contractual Relationship, APA Templates & Copyright		Steve Davies Charlotte Fraser
0945 - 1030	45 min	APA CREW TERMS & Diary Services   How the APA Recommended Terms work and Examples of Common Problems and Solutions		Amy Allen Claire Lewis Matt Gordan
1030- 1040	10 min	<b>BREAK</b>		
10:40 - 11:40	1 hr	USE OF MUSIC/LICENSING MUSIC		Sascha Darroch- Davies
11:40- 12:40	1 hr	YOUR HEALTH & SAFETY RESPONSIBILITIES ON SET   Healthy & Safety, COVID, Wellbeing & Intimacy Coordination	Polly du Plessis	Chris McNally
1240- 13:40	1 hr	<b>LUNCH</b>		
13:40 - 14:40	1 hr	PRODUCTION INSURANCE   Explaining Production Insurance Issues, Wrap Cover, Pitfalls and Solutions	Polly du Plessis	Ross Beard Steve Davies
14:40- 15:40	1 hr	VIRTUAL PRODUCTION		Chris Chaundler Mark Graeme
15:40 - 16:00	20min	<b>BREAK</b>		
16:00 - 17:00	1hr	PRACTICAL SFX		Paul Mann
17:00 - 18:30	1.5 hr	INCLUSIVE PRODUCTIONS		Antoinette De Lisser



Wednesday 12 <sup>th</sup> February 2025		Designated Post Houses & Arri Rental	
0845 - 0900		STUDENTS ARRIVE AT FIRST VENUE	
0900 - 1030	1.5 hr	<b>VENUE 1: POSTPRODUCTION SESSION   OFFLINE EDITING</b> Explaining Processes & Techniques	Please see your allocated group within 'Student groups' folder
1030 - 1045		TRAVEL TO VENUE TWO	
1045 - 1215	1.5 hr	<b>VENUE 2: POSTPRODUCTION SESSION   ONLINE EDITING / VFX</b> Explaining Processes & techniques (CG, Compositing & Grade)	Please see your allocated group within 'Student groups' folder
1215 - 1230		TRAVEL TO VENUE THREE (You will be given lunch at Venue 3)	
1230 - 1500	2.5 hr	<b>VENUE 3: POSTPRODUCTION SESSION   SOUND POST</b> Explaining Processes & Techniques	Please see your allocated group within 'Student groups' folder
1500 - 1630		TRAVEL TO VENUE 4	
1630 - 1930	3 hr	<b>VENUE 4: ARRI RENTAL</b> Demonstrating Cameras, Grips & Workflow	Please see your allocated group within 'Student groups' folder

Thursday 13<sup>th</sup> February 2025

Location: Royal College of Nursing, 20 Cavendish Square, London W1G 0RN

0900 - 1030	1.5 hr	ADGREEN		Sophie Broadbent
1030 - 1045	15 min	BREAK		
1045 - 1115	30 min	INTRO TO THE SCRIPT Creative Discussion Around A Specific Script	Helen Hadfield & Jeremy McWilliams	
1115 - 1230	1 hr 15 min	DIRECTORS' RECORDINGS   Casting, Location and Production Design Briefs	Helen Hadfield & Jeremy McWilliams	
1230 - 1330	1 hr	LUNCH		
1330 - 1410	40 min	CASTING DIRECTOR	Helen Hadfield	Leanne Flinn
1410 - 1450	40 min	LOCATION MANAGER	Jeremy McWilliams	Algy Sloane
1450 - 1510	20 min	BREAK		
1510 - 1550	40 min	PRODUCTION DESIGNER	Jeremy McWilliams	Sophie Jacobs
1550 - 1630	40 min	1 <sup>st</sup> ASSISTANT DIRECTOR	Jeremy McWilliams	Ina Luders
1630 - 1645	15 min	BREAK		
1645 - 1715	30 min	STARTING THE BID PROCESS	Helen Hadfield & Jeremy McWilliams	
1715 - 1745	30 min	GAME SHOW	Helen Hadfield & Jeremy McWilliams	

Friday 14 <sup>th</sup> February 2025		Location: Royal College of Nursing, 20 Cavendish Square, London W1G 0RN	
0900 - 0930	30 min	INTRODUCTION & PITCH PROCESS	
0930 - 1030	1hr	SCHEDULES	
1030 - 1130	1hr	Q&A	
1130 - 1150	20 min	BREAK	
1150 - 1315	1hr 25	BUDGETING	
1315 - 1400	45 min	LUNCH	
1400 - 1630	2hr 30	BUDGETING	
1630 - 1730	1hr	BID LETTERS	
1730 - 1800	30 min	PRESENTATION	
1800 - onwards	DRINKS AT THE PUB	Location : The New Explorer - 23 Great Castle St, London W1G 0JA If a group finishes earlier than 6pm please make your way to the pub.	

