



## **Unscripted Module**

**International Emmy® Education Module  
London - February 20-22, 2026**

Participant Handbook

# Friday, February 20

## The DNA of Breakthrough Unscripted Formats

### **9:00 AM – 10:30 AM | Building Global Adaptability into your Formats**

**Speaker — Justin Scroggie — The Format Doctor**

In this foundation-building session the Format Doctor shows creators how to bake international DNA into their local formats during development by answering 9 Key Questions every buyer will judge your pitch by.

### **10:30 AM – 12:00 PM | Anatomy of a format deal: selling, adapting, co-developing, and beyond**

**Speaker — Barrie Kelly — NBCUniversal**

The reality of working across a range of unscripted format IP with international producers, broadcasters and streamers. What makes a successful format and how to protect the creative vision whilst managing stakeholders, production companies and networks. How easy is it to localize and adapt formats to different audiences and cultures.

### **12:00 PM – 1:00 PM | Work Lunch with Neil Price (YouTube)**

### **1:00 PM – 2:30 PM | Designing Social Impact from Day One**

**Speaker — Claire Hoang — ITV Studios**

An in-depth look at how social media can be embedded into the creative and production journey from development through launch. Drawing on real-world examples, the discussion examines how thinking about social storytelling, audience engagement, and platform behavior at the outset can meaningfully influence reach, relevance, and viewership.

### **2:30 PM – 3:30 PM | Co-Producing Documentaries Across Borders**

**Speaker — Myriam Weil — Federation Entertainment**

This session focuses on the financing and partnership strategies that enable documentary projects to travel internationally. Participants will explore how to assemble the right co-production partners, access funding bodies, and optimize tax incentives, while maintaining creative integrity in cross-border collaborations.

### **3:30 PM – 5:00 PM | Marketing the unscripted: Creator Economy, Branded Content, and Monetization**

**Speaker — Courtney Williams — Blue Orange Europe**

How to use today's tools to market your non-fiction program internationally, and increase your social impact, reach, and revenue? How to break into YouTube? What do Social Media agencies need from experienced professionals? In what areas must producers lean into more?

# Saturday, February 21

## Storytelling & the Use of AI in the Unscripted World

**9:00 AM - 11:00 AM | Hands-on with Gen AI**

**Speakers — Anna Bortsova & George Kenwright — Google DeepMind**

An active workshop using generative AI, and a look at the technology of today and tomorrow.

**11:00 AM - 12:30 PM | AI in Action: Practical Implementation in Unscripted Television**

**Speaker — Donna Mulvey-Jones — Banijay**

This session examines how AI is being implemented in practice across unscripted genres, from development and post-production to workflow optimization and analytics.

Through real-world examples, we will explore the strategic thinking behind these applications: what problems AI is solving, where it genuinely adds value, and where it introduces new risks. The discussion will address ethical considerations, operational challenges, cultural resistance, and the realities of managing change responsibly across markets and content types.

**12:30 PM – 1:30 PM | Lunch**

**1:30 PM – 3:30 PM | The Story Behind the Footage**

**Speaker — Adam Gee — Documentary Campus**

Through an exploration of story structure, perspective, and authorial intent, participants will examine how factual stories are shaped to attract and retain attention, and how new tools — including AI-assisted research and market testing — can support the creative process without compromising integrity.

**3:30 PM – 5:00 PM | AI Cost and Security in the Unscripted World**

**Speaker — Robin Taconet — Tactimetry**

As AI becomes embedded in production workflows, understanding both its true cost and its risks is essential. This session explores the financial realities of implementing AI in unscripted television, alongside the legal, security, and ethical considerations required to protect your projects and organizations.

# Sunday, February 22

## Today & Tomorrow in the Unscripted Space

### 9:00 AM – 10:30 AM | The Show Behind the Numbers

**Speaker — Alex Cameron — Parrot Analytics**

Using Analytics to Refine Marketing Angles. Study of the recurring themes in successful unscripted content.

### 10:30 AM – 12:00 PM | Beyond the Show: Strategic Thinking & Leadership (Tim Crescenti)

From thinking about shows as multi-platform brands and predicting audience engagement across cultures, to managing international crews under pressure and mentoring emerging talent, Tim shares practical strategies, real-world examples, and his personal frameworks for innovation and decision-making.

### 12:00 PM – 1:00 PM | Lunch

### 1:00 PM – 2:30 PM | Managing Chaos: The Unscripted Challenge

**Speaker — Nigel Levy — Leviathan Films**

Focusing on the editorial realities of unscripted production, this session examines how producers and directors navigate unforeseen events and evolving situations without losing narrative direction. Participants will explore how to remain flexible while protecting story coherence, and how unexpected developments can be reframed as narrative opportunities rather than production setbacks.

### 2:30 PM – 4:00 PM | The Psychology of Pitching

**Speaker — Paul Boross — The Pitch Doctor**

This session looks at pitching as a psychological exchange built on rapport, listening, and real-time adaptation. Drawing on experience from both sides of the table, it examines what decision-makers actually listen for, how great pitchers read the room, and why the strongest pitches feel like conversations rather than performances.

### 4:00 PM – 5:00 PM | Future Proofing your Career in your Company

**Speaker — Prof. Lyndsay Duthie — University for the Creative Arts**

An analysis of the evolving nature of the unscripted market, along with the essential skills and strengths required for success for the company you work for.

### Closing Remarks

# SPEAKERS\*

**Justin Scroggie**  
The Format Doctor



Scroggie is a BAFTA-winning global content specialist, format creator and trainer known internationally as The Format Doctor. He works with broadcasters, distributors and prodcos around the world to help them create, develop, deliver, reboot and rescue their formats. He also creates hit formats including "Chef In Your Ear", produced in 13 territories to date.

**Barrie Kelly**  
VP, International Format Production & Development  
NBCUniversal Formats



Kelly is responsible for managing international format production across all NBCUniversal-owned unscripted formats. He also oversees format sales in English-speaking territories, the development of new formats, the management of format co-development deals with international broadcasters, and the sourcing and acquisition of third-party formats for international distribution.

**Neil Price**  
YouTube UK Content Partnerships  
YouTube



Price joined YouTube in New York in 2012 before relocating to London in 2014, initially supporting YouTube's efforts to unlock film and tv catalogues from across Europe for rental and purchase on the platform. Since 2019, he has led partnerships with the UK broadcasters, production companies, and film distributors. Prior to YouTube, he worked at Focus Features International in New York and PB&J Television in Los Angeles.

**Claire Hoang**  
VP Social Media  
ITV Studios



With over 20 years' experience, Hoang is a pioneer of social media in broadcasting, championing its impact since 2009. She has worked across flagship shows from Strictly Come Dancing to Coronation Street, led digital innovation at BBC Children's, collaborated with Dentsu Aegis and GroupM/WPP, and supports ITV studios global program launches. Hoang is BAFTA-nominated for Digital Innovation.

**Myriam Weil**  
Head of Documentaries  
Federation Studios



Weil has led Federation's Documentary Division since its launch in 2018, producing and co-producing feature documentaries and series for linear channels (France 2, France 5, CANAL+, Arte, RTS,...), platforms (HBO Max, Prime Video, Netflix, CANAL+DOCS, france.tv, ARTE.tv...), and cinema.

**Courtney Williams**  
Founder  
Blue Orange Europe



Williams has spent 30 years in the international media and entertainment sector as a founder and partner in several businesses, a mentor and a board member. He held executive roles at Viacom, MGM, AMCN, Insight TV and Parrot Analytics. He currently runs a consulting company with expertise in production packaging and financing; the buying and selling of content; marketing; distribution of channels; and M&A.

# SPEAKERS\*

**Anna Bortsova**  
Engineer & AI Prototyper  
Google DeepMind



Bortsova is a UX Engineer at Google DeepMind with 8+ years at the company, plus a background in startups and YouTube. An RA Summer Exhibition-featured artist and mentor for women in tech. Anna is a passionate AI power user & prototyper dedicated to leveraging emerging tools.

**George Kenwright**  
Creative Producer  
Google DeepMind



Kenwright is a London-based producer with twelve years' experience in creative production, specializing in AI video. He's worked on award-winning AI advertisements, Sky Arts series, and documentaries for AI research institutes. In 2022, he founded Morning Star AI, partnering with production companies, ad agencies, and TV channels to apply AI to creative challenges.

**Donna Mulvey-Jones**  
Director of Post-Production  
Banijay UK



Mulvey-Jones is a senior post-production and technology leader with over 20 years' experience across major global production companies and streamers, including Netflix, Fremantle and All3Media. She now leads in-house post-production for Banijay UK, navigating technological transformation, driving operational excellence, innovation and talent development across the unscripted sector.

**Adam Gee**  
Head of Masterschool  
Documentary Campus



Gee is a highly experienced Commissioning Editor, having commissioned at CAA (L.A.), Channel 4 (London), Red Bull Media House (Salzburg) & Little Dot Studios (London). He is Head of Documentary Campus Masterschool (Berlin), a prestigious documentary incubator. Adam has won over 90 international awards, incl. 6 BAFTAs, an International Emmy and 3 RTSs.

**Robin Taconet**  
Founder  
Tactimetry



Taconet is a product leader who has held critical roles in AI, security, and compliance at Meta. He now helps global brands navigate the security and ethical challenges of AI.

# SPEAKERS\*

**Alex Cameron**  
Director EMEA  
Parrot Analytics



Cameron brings over 15 years of TV industry experience to Parrot Analytics. Previously Head of Entertainment Analytics at Hasbro and Head of Brands & Insights at Endemol Shine, he specializes in data-driven content strategies and audience research. He's spoken at Cartoon Next, C21's Content London, and Edinburgh TV Festival.

**Tim Crescenti**  
Owner  
Small World IFT



Crescenti is one of the worlds' top format acquisition and sales executives. Named "Top Dealmaker" by Broadcast magazine, has spent four decades discovering international format gems. He brought Dragons' Den to the UK (first Japanese format there) and Better Late Than Never to NBC (first Korean format in the US). His global treasure hunts have unearthed hits from Romania, Thailand, and Ukraine.

**Nigel Levy**  
Owner  
Leviathan Films



Emmy-nominated, RTS-winning filmmaker, Levy works across high-end documentary, drama-doc, and narrative film. Series Editor on the first season of Netflix's Formula 1: Drive to Survive, he has shaped award-winning feature-length films and series for the BBC, Channel 4, Discovery, and PBS. He now teaches producers and directors how to master the pressures of real-world storytelling, turning unpredictable events into coherent, compelling narratives.

**Paul Boross**  
The Pitch Doctor



Boross MBE, known globally as The Pitch Doctor, is a business psychologist and communication expert focused on the psychology of pitching and influence. A bestselling author of five books, he works worldwide with the BBC, Google, Amazon, Sony, Fremantle and Disney, helping leaders and creatives communicate with impact.

**Lyndsay Duthie**  
University of Creative Arts



Pro Vice Chancellor for Academic and Industry Engagement at the University of Creative Arts, Professor Duthie has over 25 years' experience as a senior leader in the creative industries, with television credits for BBC, ITV, C4 & SKY, and academic lead roles. Her previous role was as CEO for The Production Guild of Great Britain.

\* Subject to Change