



## Fiction Module – Cannes, April 26 - 28



### Saturday, April 25<sup>th</sup>:

Welcome dinner for all candidates to meet and mingle.

- **Sunday, April 26**  
**The Scripted Ecosystem: Global Trends, Development & Creative Strategy**  
What makes a script truly worth backing in today's international market? This opening day explores the global scripted landscape — from international IP and vertical dramas to book adaptations — alongside the anatomy of a co-production deal and the strategic structuring of stories for global audiences.
- **Monday, April 27**  
**Leading as a Showrunner**  
An immersive deep dive into the craft and leadership of scripted storytelling. Through active workshops, we examine how successful writers' rooms operate, how to protect a project's creative core, and how to integrate Generative AI responsibly and effectively into the development process.
- **Tuesday, April 28**  
**The Business of Scripted Storytelling**  
From packaging and pitching to understanding how projects are evaluated, this day will explore the commercial mechanics behind scripted success. We will also look at how AI-powered data analytics can strengthen positioning, refine marketing angles, and support smarter creative decisions.

### Speakers Include:

Brendan Foley, Showrunner (Sherlock & Daughter, The Man who Died)  
Greg Harman, Motion Tech Lab / Scriptsee  
Ron Leshem, Showrunner (Euphoria, Bad Boy, Valley of Tears)  
Fernando Rovzar, Lemon Films (Las Azules, Sr. Avila, Monarch)  
Frank Spotnitz, Showrunner (The X-Files, The Man in the High Castle, Medici)  
Rémi Tereskiewicz, Beta Series

**Module Fee (Per participant):** \$5,000 — 1 participant per company  
\$4,750 — 2 participants from the same company  
\$3,500 — 3 participants from the same company

**APPLY NOW**