

THINKING LIKE A PRODUCER CREATIVE BUSINESS STRATEGY

IBERSERIES & PLATINO INDUSTRIA, the leading international event for professionals in the audiovisual industry, dedicated to increasing the visibility of feature films and series in Spanish and Portuguese; promoting creators' talent, fostering international co-production, and encouraging the commercialization of content as a key strategy for consolidating projects and generating new synergies,

ANNOUNCES

A call for producers, directors, screenwriters, and executives linked to DEVELOPMENT areas to participate in the Workshop **THINKING LIKE A PRODUCER: CREATIVE BUSINESS STRATEGY**, in accordance with the following

TERMS AND CONDITIONS

1. DEVELOPMENT AND OBJECTIVES

1.1. IBERSERIES & PLATINO INDUSTRIA announces the Workshop **THINKING LIKE A PRODUCER: CREATIVE BUSINESS STRATEGY**, aimed at the Ibero-American fiction audiovisual industry.

1.2. The objective of the Workshop is to provide industry professionals with tools for developing projects with a market-oriented vision, aligned with current business and sales models, with a deeper focus on the Ibero-American market.

1.3. The Workshop, which is exclusively in-person, will take place at Matadero Madrid during 2 of the 4 days of IBERSERIES & PLATINO INDUSTRIA (from September 29 to October 2, 2026), between 10:00 and 13:00 hrs (this schedule may be subject to adjustments due to programming needs of the venue, which will be communicated to participants in advance).

1.4. The speaker leading the masterclasses will be Leonardo Zimbrón, a producer with extensive experience in film and television. He has worked with studios such as Warner Bros., Fox, Sony, Endemol, Netflix, and Amazon Studios on successful productions including *Nosotros los Nobles*, *Club de Cuervos*, *Cada Minuto Cuenta*, and *Miles and Lies*, among others. He is currently SVP of Co-Production at 3Pas Studios, the multiplatform

entertainment production company founded by Eugenio Derbez and Ben Odell, with operations in Mexico and the United States.

Syllabus:

- Day 1: CREATIVE STRATEGY IN DEVELOPMENT – MARKET VISION FROM DAY ONE

Description: Presentation of essential elements to strengthen projects with a market-oriented vision, not only to ensure artistic appeal but also to incorporate elements that resonate with the current demands of buyers and audiences, increasing their potential.

Speaker:

Leonardo Zimbrón, accompanied by another executive to be confirmed.

- Day 2: BUSINESS MODELS

Description: Review of traditional and emerging models for carrying out a project with market potential, beyond pre-sales.

Speaker:

Leonardo Zimbrón, accompanied by another executive to be confirmed.

1.5. From the total number of applications received, the organization will select a maximum of 25 participants.

2. PARTICIPATION REQUIREMENTS

2.1. The Workshop is aimed at industry professionals with knowledge of and/or interest in the development of fiction projects for film and television.

2.2. To participate, each applicant must submit a fiction project, either in the format of a television series or a feature film.

2.3. Interested participants must complete an online form and attach a maximum of two PDFs (not exceeding 10 MB) in horizontal format (16:9), using a legible font (Arial 12, 1.5 line spacing), containing the following information in strict order:

Participant Information

- CV / Biography / Résumé

- Statement of purpose explaining the reasons for taking the Workshop (maximum 1 page)

General Project Information

- Title of the work
- Country
- Format
- Genre
- Duration
- Original language
- Target audience
- Contact details

Creative Project Materials

- Tagline: (phrase or slogan that encapsulates and sells the project).
- Storyline: (short paragraph describing what the project is about), with a maximum of 5 lines.
- Short synopsis: (maximum one page, considering the PDF is in horizontal format).
- Creative proposal (maximum 1 page).
- Technical and creative team.
- Realistic tentative cast (optional).

2.4. The Workshop will be conducted in Spanish.

GUIDELINES

Registration may be completed from the publication date of this call **until Thursday, June 18 of the current year, at 16:00 hrs (GMT +2), Madrid, Spain time**, through the web link enabled in the professional profile.

Registration is individual and must be completed by the interested party.

Travel, accommodation, and living expenses shall be the responsibility of the participants.

Once this call has closed, no documentation submitted through any other channel will be accepted, and no extensions of any kind will be granted.

Selected participants will be notified via email. Participants will have 2 business days following the sending of such email to confirm their in-person attendance at the Workshop at Iberseries & Platino Industria; otherwise, their participation will be cancelled.

The official list of selected participants will be validated by the General Management of IBERSERIES & PLATINO INDUSTRIA and published on the website www.iberseriesplatinoindustria.com prior to the beginning of the event.

In the event of being selected, the information provided will be considered official.

Any matter not contemplated in this call shall be resolved by the management of IBERSERIES & PLATINO INDUSTRIA.

Selected participants must sign a declaration of responsibility guaranteeing their attendance at the Workshop.

For further information, please consult the call at www.iberseriesplatinoindustria.com or contact: tallerproductor@iberseriesplatinoindustria.com