

Title: **New Frontiers in Storytelling: A Masterclass in the Future of Documentary Filmmaking**

The public demand for documentary storytelling is ever increasing, yet many extraordinary documentaries fail to reach large audiences. To throw light on how independent documentary filmmakers can address these challenges, Avid Learning presents an intensive one day masterclass with three leading global voices in the documentary film business.

Join President of the Hot **Docs Canadian International Documentary Festival**, Chris McDonald, Industry Programs Director at Hot Docs Canadian International Documentary Festival, Elizabeth Radshaw and CoFounder and Chief Executive of Indian Documentary Foundation, Sophy VSivaraman as they present and discuss current global trends and innovations in documentary film making, share insights into new forms of content creation, distribution and monetization and answer questions on the process of engaging investors and pitching a film to festivals around the world.

At the end of this masterclass, independent filmmakers will gather first-hand views from the best in the documentary business on how to explore the potential of new technology and digital distribution platforms to increase audiences for their documentaries.

Where: Essar House, 11 KK Marg, Mahalaxmi, Mumbai 400034

When: Saturday, 31 October, 2015

Time: 10 am to 4 pm

RSVP Email / Call: register@avidedu.in / +91 9769937710 ; prior registration required

Press Email / Call: Dhvani Vyas on dhvani.vyas@essar.com / +91 9930134152

Chris McDonald was appointed Executive Director of Hot Docs Canadian International Documentary Festival in October of 1998. In 2013, he was named Hot Docs President. A native of Montreal, Chris holds a degree in Film Studies from McGill University. Prior to Hot Docs, Chris was Development Director for five years at the prestigious Canadian Film Centre, the advanced film, television and new media training centre founded by director Norman Jewison. He sits on several industry advisory boards, and has served on panels and juries at leading film festivals and markets around the world.

Elizabeth is the Industry Programs Director, Hot Docs Canadian International Documentary Festival and oversees the Hot Docs Collection, a family of documentary films that have screened at past Hot Docs festivals, received financing through one of Hot Docs' production funds or have been selected to participate in the Festival's premium film financing programs; and directs the Shaw Media-Hot Docs Funds for Canadian documentaries, Hot Docs Blue Ice Group Documentary Fund for filmmakers living and working in Africa, and the CrossCurrents Doc Fund for emerging doc makers from historically underrepresented communities. At Hot Docs she curates the conference, workshops and market events.

Sophy VSivaraman is currently the Co-Founder of and Chief Executive of Indian Documentary Foundation a Non-Profit based in India. IDF work has been recognized for its social action campaigns, films supported by IDF have raised finances for charitable causes, motivated new partners for documentary films and informed policy makers. Having worked in Advertising for 11 years Sophy is blissfully happy befriending independent filmmakers, brokering new partnerships for films, sharing her knowledge and using media to broker change.

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 450 programs and connected with more than 40,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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