

COSTA RICA MEDIA MARKET AGENDA

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TUESDAY, JULY 14 | CROWNE PLAZA COROBICÍ HOTEL

CHIRRIPÓ ROOM

8:30 a.m -9:00 a.m.	Participant Registration and Coffee Break
9:00 a.m. – 9:15 a.m.	Opening Ceremony Remarks by Ms. Laura López Salazar, CEO of PROCOMER. Remarks by Mr. Jorge Rodríguez Vives, Minister of Culture and Youth.
9:15 a.m. – 10:00 a.m.	Keynote Speaker: Sara Seligman, Writer, Director & Producer
10:00 a.m. – 10:10 a.m.	Series LAB Presentation: Acceleration Program for TV Series and Streaming Projects Diana Castillo, PROCOMER
10:10 a.m. – 10:45 a.m.	A Conversation with: Felipe Pacheco, the first Costa Rican to receive an Academy Award nomination. <i>Moderator: Marysela Zamora Villalobos</i>
10:45 a.m. – 11:30 a.m.	Panel: The Decision Behind the Location: How Global Studios Choose Where to Film Panelists: Michael Woolston, Physical Production Manager, The Walt Disney Studios; Isaac Toussier, VP of Content and Development, Lemon Studios and Sandino Saravia, Executive Director, Cimarron Cine. <i>Moderator: Carolina Cordero, IBEROFIC & Buenos Aires Film Commissioner</i>
11:30 a.m. – 12:30 p.m.	Panel: The Future of Storytelling: Opportunities in a Transforming Industry Panelists: Julye Cuartas, Producer at 11:11; Diego Hurtado de Mendoza, CEO of Alegría Films; and Greta Talia Fuentes, Vice President of Development at MACRO. <i>Moderator: Fabricio Ferrara, Content Americas</i>
12:30 p.m. – 1:30 p.m.	Lunch
1:30 p.m. – 5:30 p.m.	Business Matchmaking Sessions

CORCOVADO 1 ROOM

2:00 p.m. – 3:00 p.m.	Showcase: From the Region's Core. Projects in Development from Central America and the Caribbean
3:00 p.m. – 4:00 p.m.	Pitch: Fantastic Lab
4:00 p.m. – 5:00 p.m.	Pitch: Series Lab



WEDNESDAY, JULY 15 | CROWNE PLAZA COROBICÍ HOTEL

CHIRRIPÓ ROOM

9:00 a.m. – 12:00 m.d. Business Matchmaking Sessions

CORCOVADO 1 ROOM

9:00 a.m. – 10:00 a.m. Social Cinema Workshop
Luis Romero, Panamá

10:30 a.m. – 12:00 m.d. Industry Conversation: What Makes a Film Break Through? How Festivals, Buyers and Distributors Decide
Charlye Sextro, Senior Vice President of Acquisitions & Business Development, UTOPIA.
Moderator: Alvar Carretero de la Fuente

CORCOVADO 3 ROOM

09:00 a.m. – 10:30 a.m. Masterclass: Have You Got Content? Exploring Opportunities in the Streaming World: What It Is, How to Distribute Globally on Platforms, and How to Monetize It
Catalina Ramos V., Head of BD Southern Cone and Central America at OTTera

10:30 a.m. – 12:00 m.d. Locations and Competitiveness: Location Management Tactics as a Strategy to Attract Film Productions
Lyll Gardiner, Location Manager & Photographer, Miranda Carnessale, Colabs & Zippy Downing, Colabs.
Moderator: Dinga Haines

12:00 m.d – 1:30 p.m. Lunch

CHIRRIPÓ ROOM

1:30 p.m. – 5:00 p.m. Business Matchmaking Sessions

CORCOVADO 1 ROOM

1:30 p.m. – 3:00 p.m. Film Festivals as Drivers of the Audiovisual Ecosystem: How They Foster Talent, Industry and Audiences
Diana Cadavid, Toronto International Film Festival (TIFF), Lester Rive, Puerto Rico Film Festival, and Patricia Velázquez, Costa Rica International Film Festival.
Moderator: Fernando Chávez, Cultural Manager & Journalist

3:00 p.m. – 4:30 p.m. Workshop: Short Films as a Starting Point – Keys to Success and Building a Career in Film
Kryzz Gautier, Director and Academy Awards member

CORCOVADO 3 ROOM

1:30 p.m. – 2:00 p.m. Artificial Intelligence and Music Licensing
Adriana Ramírez, Megatrax

2:00 p.m. – 3:00 p.m Genre Cinema: A Growing Bet in Latin America
Panelists: Mónica García, Director of the Sitges Film Festival, and Luis Xavier Enaine, Film Director & Producer.
Moderator: Pablo Guisa, CEO, Grupo Mórbido



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