

14th Edition of the
MMFM 
Miami Media and Film Market
A Global Content Market and Forum

July 14th - 17th, 2024



MIAMI MEDIA AND FILM MARKET
PROGRAM



14th Edition MMFM

MMFM. Linking the Industry in Miami-Dade County with our Global Partners

MMFM is dedicated to creating professional opportunities and initiatives that establish Miami-Dade County as a leading hub for creatives.

Our focus is on fostering strong international partnerships that empower local producers, filmmakers and content creators, ensuring they thrive in our diverse and multicultural communities.

We are committed to attracting global productions to Miami-Dade, facilitating impactful projects, and leveraging Miami-Dade County's new High Impact Incentive with International Co-Productions, Animation, VFX, games and Digital Media Projects. These collaborations will bolster our local industry and enhance the effectiveness of our current incentive program.

Info-At-A-Glance

Badge Pick-up

Stoneman Douglas Foyer

Sunday July 14, 2024

5:00pm-5:30pm

July 15 & 16, 2024

9:00am-4pm



Miami Projections Film Festival

Sponsored by



July 14 & 15

Check Program for times

Stoneman Douglas Amphitheater

Daily Panels & Sessions

10:00am to 5:00pm

Stoneman Douglas Amphitheater

Pitch Meetings for Registered Passholders

July 15, 2024

Animation, Gaming, VFX

Bowman Room

July 16, 2024

Live Action & Podcasts

Bowman Room

Green Room for Speakers

Lightburn Room

Nightly Receptions

Tuttle Room & Stoneman Douglas

Foyer Area

Golden Orange Awards

July 16, 2024

7:00pm-9:00pm

Stoneman Douglas Amphitheatre



14th Edition of the Miami Media and Film Market, MMFM®

Linking the Industry in Miami-Dade County with our Global Partners
Together we will get it done. Now, let's get to work

In Partnership with



Presenting Sponsors



Sunday, July 14 2024

5:00pm

Badge Pick-up

Stoneman Douglas Amphitheater Foyer

5:30pm-6:30pm

VIP Reception

Rhodium All Access VIP

Titanium Access

Palladium Access

Honoring the Panelists and Speakers in Attendance

Tuttle Room & Stoneman Douglas Foyer

Sponsored by **D H A R M A**
INDIAN DRY GIN

6:30pm-8:30pm

Miami Projections Film Festival

Stoneman Douglas Amphitheatre

With the support of the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor, and Board of County Commissioners.



Monday, July 15, 2024

9:00am

Badge Pick-Up

Stoneman Douglas Foyer Area

9:30am

Welcome "Cafecito" and MMFM

Pre-Conference Networking

Stoneman Douglas Amphitheater

Creative & Business Development Summit

10:00 am - 10:45 am What's in your Package?

A look at the latest trends in project development, financing, marketing and distribution. From creating effective loglines and treatments, decks, sizzle reels, talent attachments, and of course industry relationships, here is everything you need to sell, produce and market your screen project in 2024.

- Virtual Intro: Matthew Stein, Head of Development, G Unit Film & Television
- Carla Gomez, TV Producer, Executive, Director of Development ViX
- Karen Hall, Writer, Showrunner, M*A*S*H, THE GOOD WIFE, THE GLADES
- Joe Menendez, Writer, Director, Producer, HENRY DANGER: THE MOVIE, STAR TREK: PICARD
- JM Garcia, Writer, Producer, PERFECTION '72, A LITTLE BRIT CRAZY

11:00 am - 11:45 am

The Write Stuff

A Conversation with Juan Carlos Coto

Join us as we sit-down "one-to-one" with veteran Writer, Director and Showrunner

Juan Carlos "JC" Coto. With a career spanning three decades, he was most recently an Executive Producer and director of the ABC series 9-1-1. Prior to that, Coto was the Showrunner/Executive Producer of *From Dusk till Dawn: The Series*. Other credits include *Nikita*, *Heroes*, *Journeyman*, *Invasion*, *24* and *The Pretender*. Coto started his writing career at *The Miami Herald*.

Conversation will include a Q&A

12:00 pm - 12:45 pm Show Me the Money!

A conversation on creative financing, budgeting, negotiating talent and looking to the global markets to produce and market your next screen project.

- Giorgia Lo Savio, Co-Founder, Alacran Group, Founder, Jinga Pictures, Miami
- Viviana Zarragoitia, Senior VP, TPC (Formerly Three Point Capital), Los Angeles
- Gustavo Aparicio, Managing Director, Spanglish Movies, Miami
- Craig Bernstein, Paradigm Talent Agency, Los Angeles

Lunch Break/On Your Own

Global Industry Summit

2:00pm - 5:00pm *From independents to major studios, networks and platforms, producers are looking to the global industry, including international co-productions to both offset costs and create the next global content phenomenon. This summit explores how Miami can be in the mix and benefit from our new interconnected world.*

2:00 pm - 2:15 pm Introductions

- Patty Arias, Founder & Chief Executive MMFM & Executive Director, CAMACOL
- Jose Luis Martinez, Co-Founder & Creative Director, MMFM

Special Remarks

- Marco Giron, Film Commissioner, Film Miami, Miami-Dade County

- Mat Ratner, Director, Sport, Entertainment, Tourism, GMCVB
- Lissette Garcia Arrogante, Tourism & Culture Director, City of Miami Beach

Global Industry Summit Sponsored by



2:15 pm - 3:00 pm From Money Heist to The Others: Spain. Sparking Creativity & Collaboration

Where Iconic narratives collide with innovative ideas, the Spanish audiovisual industry is leading Europe as an innovative hub linking initiatives, ideas and pioneering concepts to spark creativity and productivity. Spain is rapidly changing the industry landscape with groundbreaking initiatives, exceptional incentives, and strategic collaboration, making it the ideal partner for international projects not only in Europe, but in Miami and the Americas as well. Spain has become one of the top European hubs for content development and production, forging new and innovative incentives and initiatives to meet the demands of today's fast evolving industry trends.

- Patricia Motilla, Senior Partner, Andersen, Spain
- Gustavo Ferrada, Head of Scripted, Mediocre, Spain

3:00 pm - 3:45 pm From London with Love: The UK is Great!

A place, and state of mind, where fresh ideas and unique perspectives are welcomed and where exploration and curiosity pave the way for the future. An update on the United Kingdom's latest film, tv and digital media Industry support and incentive initiatives by Adrian Wootton OBE, Chief Executive of Film London and the British Film Commission. This will be followed by a comprehensive panel discussion on how the UK has become a leading creative, co-production friendly, and global content creation hub, as well as their keen interest in collaborating with Miami-Dade producers and creatives via the MMFM platform, which now includes a special collaboration in the animation and games sector.

- Adrian Wootton, OBE, Chief Film London & BFC, UK
- Helena Mackenzie, Head of Inward Investment & Business Development, Film London, UK
- David Parfitt, Trademark Films, UK
- Julian Scott, Producer & Animation Consultant, Film London, UK

4:00 pm - 5:00 pm **Miami Movie Mavericks**

From film festival darlings and directors, to local producing, ground breaking content creators, forward thinking entrepreneurs and all that makes Miami-Dade a unique and fertile ground for our Creatives Miami community!

- James Woolley, Executive Director, Miami Film Festival
- Graham Winick, Chief of Administration Miami-Dade County Dept. of Cultural Affairs
- Mariana Serrano, Writer, Director, ARROZ, LECHE Y POWERBALL
- Mark Pulaski, Producer, HURACÁN, REEFA
- Monica Sorelle, Filmmaker, Artist, MOUNTAINS

5:00pm - 7:00pm

Reception

Tuttle Room & Stoneman Douglas Amphitheater Foyer

Sponsored by **D H A R M A**
INDIAN DRY GIN

7:00pm - 9:00pm

Miami Projections Film Festival

Stoneman Douglas

Miami Projections Film Festival

Stoneman Douglas Amphitheater



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End of Activities for Day One

Tuesday, July 16, 2024

9:00am

Badge Pick-Up

Stoneman Douglas Foyer Area

9:30am

Welcome “Cafecito” and MMFM

Pre-Conference Networking

Stoneman Douglas Amphitheater

Music & Media Summit

10:00am - 12:30pm *Join us as we gather key stakeholders to share best practices and define new opportunities for collaboration.*

As the 4th most important music hub in the U.S., and 6th in the world, this summit explores strategies to further elevate the music industry in Miami. Key topics will include how the development of apprenticeship programs to train and create local jobs in music production, and related media, will have a positive economic impact in not only off-setting production costs, but to train a new generation of talent in this industry. The summit will also explore how these and other strategies will have a direct impact on the exponential growth of this important industry in Miami-Dade.

10:00am - 10:45am

Setting the Record Straight, Part One

- Maria Elisa Ayerbe, Latin Grammy-Winning Music Producer, Engineer
- René Mantilla: Assistant Superintendent, OPCTE, Miami-Dade County Public Schools
- Maria D. Gutierrez, Exec. Director, OPCTE, Miami-Dade County Public Schools

10:50am - 11:45am

Setting the Record Straight, Part Two

- Giorgia Lo Savio, Co-Founder, Alacran Group, Founder, Jinga Pictures
- Pierre Hachar Jr., Esq, Music Lawyer, Managing Partner, The Hachar Law Group
- Marco (Mall) Molinet, Producer, Creator, Founder, Florida Film House
- Carlos Perez D'anda, Studio Manager, Chief Engineer, Alacran Group

11:45am - 12:30pm A Note on Composing

A fireside chat with Miami's own award-winning film and tv composers, making masterful music for the screen right from the Magic City!

Moderated by the Chair of the MMFM Advisory Committee, Kevin Sharpley, Founder, Kijik Multimedia, Xavatar

- Carlos Rafael Rivera, Composer, GRISELDA, THE QUEEN'S GAMBIT, HACKS
- Julio Reyes Copello, Composer, Music Producer, ZORRO, KOATI, HAWTHORNE
- Tulio Cremisini, Composer, The Miami Symphony Orchestra, SANTA DIABLA, ROMEO Y JULIETA

Lunch Break / On Your Own

Animation, Games & Virtual Production Summit

1:30pm - 5:00pm *Animation, gaming, and VFX are exploding worldwide. Among other things you will discover how MMFM, together with our partners, "cracked the code" to incentivizing this sector in Miami, and to enable project development in Miami with key markets., and by training the next generation of Miami based animators and digital artists.*

Animating the Future

Animation has become a fast growing global business, worth several hundred billion worldwide and counting. In fact, the video game development sector alone makes up a significant portion of the global animation industry, with animation jobs in the gaming industry increasing by 35% from 2018 to 2023. But it's a fast evolving landscape where access to talent, training, tech and local incentives are keys to success! How can Miami "level up" to meet the global demand?

1:30pm - 2:15pm Virtual Vocations

The virtual production market is expected to grow by almost 20% in the next 5 years, due to the increasing use of innovative technologies in filmmaking. How can Miami

embrace the future of content creation today?

Moderated by Kevin Sharpley, Founder, Kijik Multimedia, Xavatar, & Chair, MMFM 2024 Advisory Committee

- Prashant Shah, Chair Emeritus MMFM, Producer/Director & Content Developer, Managing Partner, Twickenham Productions, UK
- Camilo Osuna, Business Developer, iKartoons

2:30pm - 3:15pm The Future is Now

An open discussion on talent, training, and opportunities for global studios and content creators in Miami.

- Amanda Renfroe, Head of Animation, Steamroller Animation
- Mauricio Ferraza, Chair, MAGIC at Miami Dade College
- Julian Scott, Animation Consultant, Film London
- Rick Beasley, Executive Director, CareerSource South Florida

3:30 pm - 4:15 pm Global Games

Miami is fast becoming a hub for top international talent from media to tech.

- Camilo Osuna, Business Developer, iKartoons
- Maggie Salas-Amaro, Director of Canela Kids, Canela Media
- Adri Ofman, COO, Partner, FlipaClip
- Kevin Sharpley, Founder, Kijik Multimedia, Xavatar

4:30 pm - 5 pm Creative Connections

What happens when a veteran Hollywood director moves back home and links up with a talented local animation studio? Draw your own conclusions!

- Joe Menendez, Writer, Director, Producer, HENRY DANGER: THE MOVIE, STAR TREK: PICARD
- Thiago Levy, Creative Director, Co-Founder, Team Legend Studios
- Jonathan Ovalle, Technical Director, Co-Founder, Team Legend

Studios

6:00pm-6:45pm

Reception

Tuttle Room & Stoneman Douglas Foyer

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7:00pm -9:00pm

Golden Orange Awards

Stoneman Douglas Amphitheatre

Categories

Project Submissions Awards

Recipients to be Announced

Animation - Live Action -Miami Projection Film Festival

Impact Awards

These awards recognize outstanding achievements in creativity, storytelling, and production quality. The recipients have pushed the boundaries of the medium, introduced innovative concepts, and made a lasting impact on audiences and the industry as a whole.

TV Impact Award

Juan Carlos Coto, Writer, Producer, Director
Hollywood, CA

Film Impact Award

David Parfitt, Producer, Trademark Films
London, UK

Global Industry Partner Award

This award recognizes an individual who has demonstrated outstanding commitment to fostering international partnerships and driving innovation in the media and film industry.

**Gustavo Ferrada, Head of Scripted
Mediacrest, Spain**

Community Leadership Awards

MMFM honors the following public servants for their unwavering commitment and dedication to advancing the creative industries in our community. It is thanks to their individual efforts that we are here. This vital sector not only drives significant economic impact and creates essential jobs but also fuels the aspirations and dreams of countless individuals, embodying the spirit of innovation and opportunity.

Miami Dade County

- Hon. Rene Garcia, Commissioner Miami-Dade County
- Hon. Raquel Regalado, Commissioner Miami-Dade County

City of Miami

- Hon. Miguel Angel Gabela, Commissioner City of Miami

Public/Private Partnership

- Rick Beasley, Executive Director Career Source South Florida

July 17, 2024

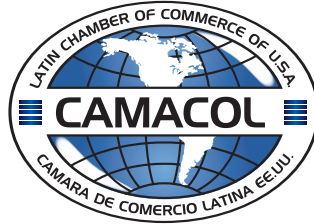
**Individual Follow-Up Meetings
On your own**



**It's a Wrap!
See you next year**



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