

Reelworld Screen Institute focuses on strengthening the skills and international production relationships with racially diverse Canadian Producers and prepares 8 delegates to attend Content London.

Toronto - November 2, 2022: Reelworld Screen Institute has selected eight delegates to attend Content London, providing them with passes to the internationally renowned market and a travel stipend to offset the cost which is often a barrier of access for racially diverse emerging Producers trying to get their projects off the ground.

"It is important for our racially diverse producers to take their projects beyond the borders of Canada. Our stories need to be shared internationally to have impact here and abroad," says Reelworld's Executive Director Tonya Williams. "Content London is a key market that allows our participants the opportunity to build those strong relationships that will benefit them for years to come."

The participants will go through training in advance, and have professionals review their pitch materials. They will be connecting with Derren Lawford, CEO of Dare Pictures a UK based transnational content studio dedicated to premium programming with purpose. Lawford will provide additional support facilitating delegate relationships in the UK market.

The eight Reelworld delegates attending Content London are Vanessa Mitchell (2022 Reelworld Producer Program), Umang Antariksh Sagar (2021 Reelworld Producer Program and 2022 Producer Accelerator), Sheldon Shaw (2022 Black Entrepreneurs Program Film Producer), Keda Edwards-Pierre (2022 Black Entrepreneurs Program Film Producer), Adrian Wallace (2021 Reelworld Level UP fellow and 2022 Playback top 10 to watch) Chibie Louis-Okoye (2022 Black Entrepreneurs Program Film Producer), Allison Wilson-Forbes (2018 Reelworld Film Festival Manager), and Alfons Adetuyi (2021 recipient of the Reelworld Visionary Award). Having varying levels of experience in producing television, Reelworld has designed a unique training program for the delegates which includes the advantage of being coached through the marketplace and conference. This provides an enhanced learning experience for producers for whom it is their first time at Content London.

Allison Wilson-Forbes, an Industry Series Manager at Reelworld will be one of the delegates guiding the new attendees at Content London. Wilson-Forbes' experience in pitching and navigating industry festivals and markets is integral to the development of new talent and strengthening their skills.

"The strategic preparatory sessions in advance of our delegation's arrival will set us up for success not only at Content London, but also for any market in 2023 and beyond", says Allison Wilson-Forbes, Writer/Producer. Focused on short networking "elevator" pitching as well as detailed project management for extensive meetings, these sessions establish a foundation delegates can use to springboard their careers."

Seasoned veteran Alfons Adetuyi will also be joining the delegation and helping those who are attending the market for the first time. His Marketing Director Orla Garriques will be working closely with the delegation on their pitch documents, marketing techniques to be "Market Ready".

The delegates will have the opportunity to learn from producers like Wilson-Forbes and Alfons Adetuyi who will be attending Content London as delegates with their own projects to pitch, carrying with them years of experience pitching their own projects they will be able to share insights in the moment on the pitching process and how to handle the post delegation followup.

ORLA GARRIQUES, MARKETING DIRECTOR

Orla Garriques a multi-faceted professional working at the intersection of film, television, digital media and the arts. An expert in business affairs and marketing, she has delivered collaborative initiatives that promote content and talent abroad for leading media institutions like The Canadian Film Centre, Toronto International Film Festival, Hot Docs, and Durban FilmMart.

2022 Delegate Bios

Alfons Adetuyi is an award-winning Director/Producer creating successful cross-cultural films and television series. His romantic comedy, LOVE JACKED, released theatrically in the US and Canada is currently streaming worldwide on Netflix. His company Inner City Films specializes in international co-productions, including three Canada/South Africa co-productions and a Luxembourg co-production.

Allison Wilson-Forbes a writer-producer, has been a scriptwriter and associate producer for live award shows in music, sports, and docs. With her unique POV as a bilingual former tennis player, this UCLA TV Writing grad writes about ambitious outsiders in worlds we haven't seen for drama and comedy in TV/Film. A Netflix-Banff Fellow and sought after story consultant, she also develops fresh culturally specific unscripted content.

Adrian Wallace Adrian Wallace is a social media driven, millennial-serving, award-winning director, producer and writer. Playback's 10 to Watch 2022 honouree, and winner of a 2021 Canadian Screen Award, Adrian has worked on successful projects in both unscripted and scripted spaces broadcasted on CBC, MTV, Paramount+ and Tubi. Adrian is passionate about how millennials navigate relationships, which inspired his past and current projects in development from an original drama and comedy series, to a genre-hybrid unscripted program.

Chibie Louis-Okoye Chibie is on a mission to elevate the untapped content resources in African stories. She produced the feature film, KOFA, was the associate producer for a highly-successful global film festival tour for the award-winning feature, THE TENANT, as well as produced numerous live productions. With a background in new technology, she is in early development on her next feature, a futuristic exploring social dynamics.

Keda Edwards-Pierre As a retired police officer, Keda Edwards Pierre consults and develops procedurals. After 27 years with Toronto Police, Keda writes from a powerfully authentic place. She's a writer-producer driven by uncovering the untold stories of Black women in policing and the diaspora. Keda is currently in development on a one-hour satire about dating as a professional Black woman through her Broken Whole Productions company.

Sheldon Shaw Producer/Director, Sheldon Shaw, created his production company Potential Films Inc. His international success with the documentary This Is For Toronto was distributed to AMC Networks and streamed on ALLBLK formerly known as Urban Movie Channel. Drawn to implementing a sense of a story when producing and directing various commercial projects for racially diverse brands, Sheldon pivoted to developing unscripted and scripted personal stories that represent diverse voices.

Umang Antariksh Sagar Umang Antariksh Sagar (they/them) is a producer (Antariksh Productions), working on scripted TV series and podcasts. Their projects include Fierce Femmes & Notorious Liars based on the eponymous book, and Possibilities Podcast named one of the best Queer Canadian podcasts. Umang has a passion for character driven stories that showcase the joy, possibilities and magic present all around us.

Vanessa Mitchell Vanessa Mitchell is a producer, creator and the co-founder of Madden & Mitchell Media Inc. who regards art as activism. Her background in advocacy, youth mentoring and supporting underserved racialized families; propels Vanessa to develop content that authentically represents these diverse stories. A Netflix-Banff fellow, Vanessa's TV projects in early development include, That Lonesome Road and Baked Goods exploring the largely untold stories of Black Canadian Freedom Fighters and the impacts of marginalization on racial diverse communities. (needs to be cut down, it's 76 words, she said feel free)

Reelworld was founded in 2000 by award-winning actress and producer Tonya Williams to advance opportunities for Canadians who are Black, Indigenous, Asian, South Asian, and People of Colour in the screen industries by providing professional development and advocating for racial equity in Canadian content and production. Reelworld Screen Institute, a non-profit, provides training programs and presents the acclaimed Reelworld Film Festival, which celebrates stories by racialized Canadians. Providing access to opportunities is core to Reelworld, and Access Reelworld is Canada's leading hiring platform for racialized crews and talent. Reelworld Foundation, a registered charity, is transforming the industry by creating mechanisms that hold systems accountable for greater equity.

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