



PRESS RELEASE: Animation Storytelling Workshop in Athens

The National Centre of Audiovisual Media and Communication-EKOME in collaboration with the U.S. Embassy in Athens and the American Film Showcase program are holding in Athens from 26 to 29 September 2022, an intensive workshop for animation professionals on the subject: "Animation Storytelling Workshop: Pitching Your Animation Project in the Global Market". The program is under the auspices of the Ministry of Digital Governance and the Ministry of Culture and Sports.

During the intensive 4-day workshop, top experts of the animation industry will present to the participants all the necessary tools for the development of their projects, pitching techniques to producers and studios aiming to attract funding for the implementation of the project, and ways to promote the projects to the global audience.

After the open call to animation professionals in July 2022, ten projects have been selected, with one to three participants per project. At the end of the workshop, the teams will be invited to make a final pitch to an audience of local professionals and stakeholders.

Continuing the constant support to Greek animation professionals and the promotion of Greece as an ideal global destination for the production of animation projects, EKOME, the U.S. Embassy in Athens and AFS - in the framework of their collaboration with the Animasyros International Animation Festival - will present the workshop for the first time on September 24, at an Animasyros Agora masterclass. The representatives of EKOME, AFS and the trainers will describe in detail the structure of the program, whose goal is for participants to be effectively empowered and supported in developing and promoting their animation projects across international audiences and markets.

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