

12th Edition of the  
**MMFM**   
Miami Media and Film Market  
*A Global Content Market and Forum*

**July 21st - 24th, 2022**



MIAMI MEDIA AND FILM MARKET  
PROGRAM



**Featured Countries**  
**The United Kingdom, Spain,**  
**Colombia**

MMFM is a fast growing film and entertainment international co-production forum and marketplace focused on film, television and digital media helping to bridge the gap between the global entertainment industry and diverse, fast growing, multi-cultural markets.

The conference presents dynamic panels on the latest independent productions; co-productions and finance strategies; networking receptions and private meeting spaces to establish key business relationships and opportunities.

MMFM is the ideal place to pitch your project in a relaxed and boutique-like environment. MMFM also features master classes, pitch sessions, and awards.

MMFM facilitates opportunities and the development of linkages among our guests, as we assist our creatives to embrace new challenges and

opportunities while celebrating the limitless bounty of our imaginations.

**MMFM Official Partners**

CAMACOL  
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**Special Recognition**

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Miami-Dade County  
Board of County Commissioners

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**MMFM Chief Executive  
& Co-Founder**

Pattie Jimenez-Rojo Arias

**MMFM Creative Director  
& Co-Founder**

Jose Luis Martinez, Lucky Seventeen  
Entertainment

**Assistant to the Chief Executive &  
Creative Director**

Ines Montero

**Accountant Manager**

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**In Appreciation**

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Helena Mackenzie  
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Manny Reyes  
Adrian Wootton, OBE

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JM Garcia, New Voyage Productions  
Marco Giron, Miami-Dade County  
Office of Film and Entertainment  
Dean Lyon, Visual F/X Producer,  
Splinter Studios "The Lord of the  
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On behalf of the participants and organizers of the 12th Edition of the Miami Media and Film Market, we would like to express our deepest appreciation to all of our partners, sponsors, committee members, volunteers, friends, and supporters. Your cooperation and assistance made this event possible.

**Thank you.**



## 12th Edition of the Miami Media and Film Market, MMFM®

### A Global Content Forum & Market

Back to Business!

Bringing New Perspectives and Opportunities for our Creatives

In Partnership with



Presenting Sponsors



### Info at a Glance

#### Badge Pickup - Thursday, July 21, 2022

3:00pm - 5:30pm

Biltmore Conference Center - Stoneman Douglas Foyer

July 22 & July 23 - 8:00am - 5:00pm

#### Panels & Sessions

Stoneman Douglas Amphitheater

#### July 21, 22, 23

Receptions/ All Access Pass Holders, Panelists & Event Sponsors

Tuttle Room

### One-On-One Meetings/Times and Rooms

#### Friday, July 22

10:00am-1:00pm

Private one-on-one meetings with UK & Miami-Dade Animation Delegates

Pre-selected UK and local Animation Participants Only.

Brickell Room

#### Friday, July 22/Saturday, July 23

9:00am-6:00pm/9:00am-4:00pm

Private one-on-one sessions and pitches

Registered Pass Holders Only. Prior Registration for some meetings and pitch opportunities.

Deering Room

#### Friday, July 22/Saturday, July 23

9:00am-6:00pm/9:00am-4:00pm

Green Room for Panelists & Guests

Lightburn Room

#### Saturday, July 23

10:00am-1:00pm

Private acting workshop led by ABL Casting's Natalie Ballesteros

Pre-selected Pass Holders only. Prior Registration Necessary

Brickell Room

#### Panel Moderators/Facilitators

Jose Luis Martinez, Co-Founder & Creative Director MMFM

Julian Scott, Animation & Kid's TV Consultant, Film London

Kevin Sharpley, Chair MMFM Advisory Committee

#### Q&A's After each panel/session

## Thursday, July 21, 2022

### 6:00pm A MMFM Mojito Welcome Reception

All Access Pass Holders, Panelists and Sponsors

Tuttle Room

#### Welcome Remarks

- Honorable Daniela Levine Cava, Mayor Miami-Dade County
- Introduced by Marco Giron, Miami Dade County Film & Entertainment Commissioner
- Adrian Wootton, OBE Chief Executive Film London BFC
- Joe Chi, President CAMACOL
- Pattie Jimenez-Rojo Arias, Chief Executive & Co-Founder MMFM
- Jose Luis Martinez, Creative Director & Co-Founder MMFM

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## Friday, July 22, 2022

### 8:30am-9:30am Welcome "Cafecito" & Tea / MMFM. Pre-Conference Networking . Welcome/MMFM Gurus

- Joe Chi, President CAMACOL
- Pattie Jimenez-Rojo Arias, Chief Executive & Co-Founder MMFM
- Marco Giron, Film and Entertainment Commissioner, Miami-Dade County Office of Film and Entertainment
- Jose Luis Martinez, Co-Founder & Creative Director MMFM

#### Writers Lab. A Two Part Series on Writing, Development & Pitching

##### Part I 9:30 am – 10:15 am "Writing Outside the Margins."

A Brand-New Session on Karen Hall's "No B.S. School of Screenwriting"

Emmy nominated writer, producer, and showrunner, Karen Hall, is bringing some very "out of the box" ideas for taking your material to the page, including adopting your book to a screenplay.

- Karen Hall, Emmy Nominated Writer, Producer, "M\*A\*S\*H," "Hill Street Blues," "The Glades," "The Good Wife"

##### Part II 10:15 am – 11:00 am "Strike Zone."

The Art of the Pitch. A Lesson in Diligent Development

From the "Lean In Moment" to the "We'll Be In Touch", our MMFM Stars offer key insights on how to develop and present your material to get a Buyer's attention...and keep it.

- Karen Hall, Emmy Nominated Writer, Producer
- JM Garcia, Writer Producer, New Voyage Productions
- Matthew Stein, Producer, M.E.S. Productions

#### Talent Lab. A Two Part Series on Acting and Casting

##### 11:00 am – 11:30 am

"On Acting" A Conversation with Arlyn Broche. Join us as we sit-down "Acting Studio" style with breakout star Arlyn Broche who is taking Hollywood by storm in the highly anticipated Season 2 of NBC's "Young Rock." Broche has been penned for 6 of the 12 episodes in the season, starring as Dany Garcia, the woman behind the iconic Dwayne "The Rock" Johnson. Audiences will recognize Arlyn from series such as "Ballers," "Gravesend," and "The Haves and the Haves Nots", produced by Tyler Perry to name a few.

##### 11:30 am – 12:15 pm

"On Casting" A Conversation with Natalie Ballesteros. Join us as we sit-down with top L.A. casting director Natalie Ballesteros, Partner at ABL Casting. As the former Director of Talent and Casting for CBS Network TV, Natalie covered series NCIS, NCIS LA, NCIS New Orleans, Blue Bloods among several other pilots and projects. Prior to CBS, Natalie worked on a number of notable projects, including the Academy Award-winning Coco for Walt Disney Films/Pixar, Narcos: Mexico for Netflix, and many others.

Panel Presented by



##### 12:15 pm-1:00 pm

Feeling Sentient. Hear from two top executives at Sentient Pictures International

(SPI) whose central focus is the development, production, sales, and finance of content driven for the international marketplace, as well as domestic studios and streamers. They are currently in post-production on the action pic "Freelance" starring John Cena and directed by Pierre Morel. SPI recently announced a new film at Cannes, "Canary Black," also to be directed by Morel and starring Kate Beckinsale.

- **Christopher Tuffin**, Co-Founder, Sentient Pictures Intl., Los Angeles, CA
- **Andy Schefter**, Head of Production, Sentient Pictures International, Miami-Dade County, FL

**1:00pm-2:00pm** *Lunch Break/On Your Own*

**2:00pm – 3:00pm**

**"Spain. Tapas of Mind."** This special session will focus on Spain as a center for film, TV, animation and digital media production. Topics will include everything from unique locations, top studio facilities, competitive tax incentives, outstanding co-production opportunities, international IP driven content development, creation and more. This panel will provide our creatives with another opportunity of thinking outside the box to get their projects produced.

- **Teresa Azcona Alejandro**, Director General, Spain Film Commission, Madrid
- **Patricia Motilla Bonías**, Partner, Head of Culture, Sports & Entertainment, Andersen Global, Madrid, Spain
- **Sara Fernandez-Velasco**, CEO Izen Group & Managing Director, Zebra Productions "El Cid" for Amazon Prime, Madrid, Spain
- **Sergio Pizzolante**, President & Partner Secuoya Studios, Miami-Dade County, Florida

**3:00 pm to 4:00 pm**

**"UK Can Do It!"** An update on the United Kingdom's film, TV, and digital media Industry by Adrian Wootton OBE, Chief Executive of Film London, and the British Film Commission. This will be followed by a comprehensive panel discussion on the UK as a creative, co-production friendly, and global content creation hub and how Miami-Dade's Creatives are able to partner with our friends across the pond for the creation of content.

- **Adrian Wootton**, OBE, Chief Executive, Film London & British Film Commission

- **Helena Mackenzie**, Head of Inward Investment & Business Development, Film London
- **Stewart Mackinnon**, CEO Circle Pictures, EP, "The Man in the High Castle"
- **Andrew J. Curtis**, Polite Storm Executive Producer, Entertainment Lawyer, "Ironclad," "Ibiza"

**4:00 pm to 5:00 pm**

**"Diversifying the Conversation"**

An open conversation on crafting content for an ever-changing world, while finding the means to connect with local communities & global audiences in new, more meaningful ways.

- **Brenda Gilbert**, Co-Founder & President BRON Media Corporation. "Joker," "House of Gucci," "Ghostbusters Afterlife," "Bombshell," "Licorice Pizza," "Judas and The Black Messiah". BRON has been a part of films which have received a total of 32 Academy Award nominations and 6 Academy Award wins. Vancouver, Canada
- **Helena Mackenzie**, Head of Inward Investment & Business Development, Film London, Lead for the London Agency's "Equal Access Network." London.
- **Emily Shah**, Actress/Producer Bollywood Hollywood Productions, Los Angeles, CA
- **Mena Massoud**, Actor, Disney's live-action Aladdin, Netflix's The Royal Treatment, Los Angeles, CA

**Special Guest - Hon. Raquel A. Regalado**, Commissioner, District 7, Miami-Dade Board of County Commissioners Miami-Dade County, Florida

**5:00pm-6:00pm**

**A Look at the 100 year anniversary of the MPA & its long standing collaboration with the UK, with Adrian Wootton, OBE, Chief Film London & BFC**

An inspiring look back at 100 years of the Motion Picture Association (MPA), its unique collaboration and partnership with the United Kingdom's own storied motion picture industry, including Miami's own role in this longstanding creative partnership.

**Facilitated by Jose Luis Martinez, Creative Director & Co-Founder MMFM**

**6:00 pm – 7:00 pm**

### **Three Cheers to the UK**

*A Networking Reception in Honour of the UK Animation Delegates*

*All Access Pass Holders, Panelists and Sponsors*

*Tuttle Room*

Sponsored by  FILM  
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INDIAN DRY GIN

**Saturday, July 23rd, 2022**

**9:00am-9:30am** Welcome “Cafecito” & Tea / MMFM

Pre-Conference Networking

**9:30am-10:30am**

**“This is the Way”.** This special “future of the industry” panel will explore the growing ways the film, television, media, and entertainment industry has changed and continues to change dramatically over the last few years and into the future. There have been significant shifts that have upended the way the industry has done business in just a short period of time and the shift will become even more prevalent, as the way media is produced and consumed becomes more bifurcated and then consolidated. From LED wall stages and virtual production to augmented and virtual reality, blockchain technology and NFT, streaming, AI and data driven content delivery and management, and the new focus on the metaverse, the landscape is changing faster and faster every day. The future of the industry panel will cover all of this and more as we look to the bright new future of what’s to come.

- **Dean Lyon**, Founder, Splinter Studios, Visual Effects Supervisor and Producer whose credits include “Lord of the Rings,” “Armageddon,” “Independence Day,” “Air Force One,”
- **Ronald Baez**, Immersive Media Producer, Programming Captain for Slamdance Miami.
- **Prashant Shah**, President Bollywood Hollywood Productions & METAENSE and NFT FLIKS, Building Infrastructure for content with NFT, Hong Kong
- **Kevin Sharpley**, Founder Kijkmultimedia

**Hosted by: Kevin Sharpley, Chair MMFM Advisory Committee**

**10:30am-11:30am**

### **“The Art of Production Design”**

**A Production Design Master Class with Tim Galvin**, one of the top veteran production designers working today. His career spans over 30 years and includes collaborations with some of the top filmmakers in Hollywood. From John G. Avildson’s “Lean on Me” to “Philadelphia,” “A League of Their Own,” “Red Dragon” and the multiple Oscar Winning “Green Book.” On the TV side, he has designed multiple shows including “Genius: Aretha” for Nat Geo, CBS’ “Hacks,” to the highly rated Netflix drama “Bloodline.”

**11:30am-12:15 pm**

**“Focus on Colombia”** An inside look at this unique LatAm country with an impressive media and music industry, growing animation and post-production hub, and location credits ranging from “Narcos” “Gemini Man” and “Harry Potter,” to “Jack Reacher,” “La Reina del Sur,” “Maria Full of Grace,” “Paraiso Travel,” and many more.

**Introduced by Hon. Colombia Consul General, Pedro Valencia**

- **Julio Reyes Copello**, Founder, Abbey Road Institute, 9 times GRAMMY and Latin GRAMMY award winner 15 Billboard chart topping songs.
- **Peter Lopez**, Co-Founder, CEO, GoldenBird Films & iKartoons
- **Christopher Tuffin**, Co-Founder, Sentient Pictures International
- **Andy Schefter**, Head of Production, Sentient Pictures International
- **Edino Israel**, Co-Founder, Executive Creative, iKartoons, EP, Goldenbird Films

**12:15 pm-1:00 pm**

**“Animation Enters the Metaverse”** The metaverse represents a unique opportunity to take animated storytelling one step further, utilizing technology to bridge the fictional world. Major studios’ NFT strategies are being assembled for marketing, sales, project financing and global distribution and blockchain is being used to finance and recoup investment into animated films. So how does this work? Can it work for you and why is Miami seen as a major hub in its development? Join the following experts who will explore the opportunities and pitfalls of the animated metaverse.

- **Gianni D’Arieta**, NAKA, Blockchain, Marketing & Technology Consultant
- **Bradley Stone**, Platinum Films, BRON Digital

- **Michael Wakelham**, Founder Anthem Studios
- **Kevin Sharpley**, Founder Kijik Multimedia

**Guest Moderator: Julian Scott, Animation Consultant, Film London**



**1:00pm -2:00pm** *Lunch Break/On Your Own*

**2:00 pm – 3:00 pm**

**“T.V. Directing Masterclass” with Joe Menendez.**

Take a journey into the world of episodic and series directing with a true master of the craft, and Miami-Dade native!

Menendez is an accomplished veteran director, producer, and writer whose television credits include “Star Trek: Picard,” “Kung Fu,” and “From Dusk ‘till Dawn: The Series.”

**Facilitated by Jose Luis Martinez, Co-Founder & Creative Director MMFM**

**3:00 pm -4:00 pm**

**“Co-Production & Producers Roundtable”** We chat with our UK and Spain film commissioners along with respective producers about “co-productions,” and the opportunities available for international partnerships in the streaming age.

- **Adrian Wootton**, OBE, Chief Executive, Film London & British Film Commission
- **Teresa Azcona Alejandro**, Director General, Spain Film Commission
- **Sara Fernandez-Velasco**, CEO, Izen Group & Managing Director, Zebra Productions “El Cid” for Amazon Prime
- **Andrew J. Curtis**, Executive Producer, Entertainment Lawyer, “Ironclad,” “Ibiza”

**4:00 pm- 5:00 pm**

**“The Art of the Deal - Creative Finance, Marketing, Distribution & Dealmaking”**

- From “chasing incentives” and nurturing local talent, to fundraising, locations, infrastructure, and the world of independent marketing and distribution, this session has you covered!

- **Francois Martin**, Vertical Entertainment
- **Matthew Stein**, M.E.S. Productions
- **Stewart Mackinnon**, CEO Circle Pictures, EP, “The Man in the High Castle”
- **Jose Daniel Freixas**, Ancestor Group, Producer/Director, “Vandal”

**5:00 pm – 6:00 pm**

**South Florida Movie Mavericks**

From film festival darlings to local producing, and all that makes South Florida a unique and fertile ground for our creatives.

- **Carlos V. Gutierrez**, Emmy Winning Filmmaker, “Locked In,” “Stay Safe”
- **Carla Forte**, Award-winning Filmmaker, “Urban Stories,” “Conejo”
- **J.R. Poli**, Award-Winning Director, “Marcus”
- **Marco Giron**, FilMiami, Miami Dade County Film & Entertainment Commissioner
- **Sandy Lighterman**, Broward County Film Commissioner

**6:00 pm –7:00 pm**

**MMFM Closing Night Reception**

Honorees, All Access Pass Holders, Panelists and Event Sponsors  
*Tuttle Room*



**7:00pm-8:00pm**

**Golden Orange Awards Presentation**

*Biltmore Conference Center & Stoneman Douglas Amphitheater*  
**Honorees, All Access & Basic Pass Holders and Sponsors**

*Golden Orange Awards Sponsored by*



**IT’S A WRAP!**

We thank our Partners , Sponsors & Friends

