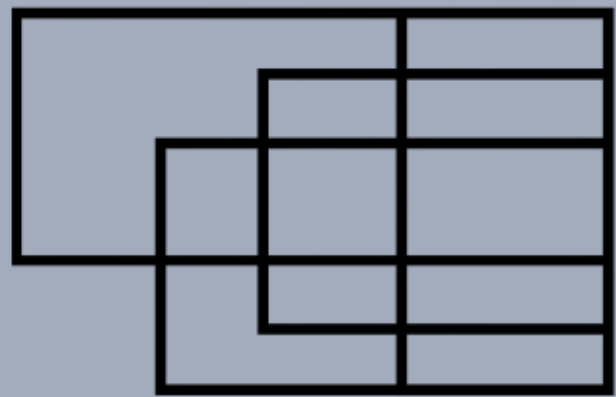


WGI

Script Biz

March 3 & 4

IN ASSOCIATION WITH



Fís Éireann

Screen Ireland

For the **Story Makers**



Programme



Monday, March 3

10.00 Registration & Coffee

10.30 [Welcome](#)

10.45 Chris Brennan - Screenwriter Marketing: How to Communicate, Connect, and Get Your Script Into the Right Hands

The greatest film of all time was never made - because the writer didn't know how to promote their work or connect with the right people.

In an industry where relationships are everything, marketing yourself and your projects professionally is just as important as the craft itself. In this session, Producer, Screenwriter, and Marketing Specialist Chris Brennan will share practical, actionable strategies for email outreach, branding, and relationship-building to help you nurture industry connections, communicate your value, and get your work noticed.

12.30 [Lunch](#)

13.30 David Kavanagh/Sharon McGarry
European Copyright Directive

The Interim Guidelines agreed with all local industry bodies and with Screen Ireland's support, help implement the EU Copyright Directive (2019) in Irish law. They focus on new rights for authors and performers, particularly fair remuneration in film and audiovisual work contracts.

14.30 [David Kavanagh - Your Work Your Rights](#)

An insightful discussion on the legal rights of screenwriters, covering key topics like copyright protection, credits and fair compensation. Learn how screenwriters can safeguard their work and navigate the legal landscape of the entertainment industry.

15.30 Break

16.00 [David Kavanagh - Contracts 101](#)

Gain a deeper understanding of screenwriters' contracts, from key clauses to industry standards. This talk will explore how screenwriters can protect their rights and negotiate favorable terms in their agreements.

17.30 Day Ends

Programme



Tuesday, March 4

10.00 Coffee

10.30 [Caroline Reidy - Managing People](#)

Team Leadership: Understanding the role of a leader and how to inspire and motivate your team.
Effective Communication: Strategies for clear and concise communication within your team.
Conflict Resolution: Techniques for managing and resolving conflicts in a professional manner.
Time Management: Tips for prioritizing tasks and managing time efficiently.
Building a Positive Work Culture: Creating an inclusive and supportive team environment.

12.30 Lunch

13.30 [Peter Daly - Tax and Finance for Writers](#)

In this interactive session, Chartered Accountant Peter Daly will chat all things tax and finance (for writers). From registering with Revenue to tax compliance, from the Artist Exemption to tax relief on pensions, Peter hopes to answer all those tax questions you have been wondering about.

15.00 Tea Coffee Break

15.30 [Scotwork Negotiation Workshop](#)

In this two-hour workshop, you'll be introduced to the key concepts of negotiation methodology to help you better understand the inner workings of any negotiation. Using real data taken from how the WGI negotiates, this workshop will not only deliver insights into your negotiation capability, but reveal practical tips and takeaways to enhance your own negotiation performance and behaviour.

17.30 Day Ends