



**The Cluster ICT, Media and Creative Industries Berlin-Brandenburg and the Enterprise Europe Network Berlin-Brandenburg invite to the**

## **HORIZON 2020 Elevator Pitch – Digital Media Projects**

**Date:** Wednesday, 19<sup>th</sup> November 2014, 9:30 a.m. – 12:30 p.m.  
**Location:** Media City Potsdam-Babelsberg (close to Berlin, Germany)  
**Participant fee:** Free of charge (workshop)

### *Background:*

*The Film and Television industry faces a severe change from “traditional” media towards media-IT as its major enabling carrier/technology. The Technology Conference **CHANGING THE PICTURE 2014** takes up this challenge and provides a platform for all stakeholder of the media industry to deal with this change in paradigm. **HORIZON 2020**, the new EU framework programme for research and innovation, provides funding for European cooperation projects that address those challenges with highly innovative solutions.*

### Idea:

The **HORIZON 2020 Elevator Pitch – Digital Media Projects** is a workshop

- for companies, research institutes and universities from all over Europe,
- active in the digital film and media sector,
- who are interested in participating in Horizon 2020 research and innovation projects,
- and who are looking for projects & partners for joint Horizon 2020 proposals.

Participants will be able to

1. **learn** more about **funding opportunities** for transnational digital media projects under HORIZON 2020, the EU Framework Programme for Research and Innovation,
2. present (“**pitch**”) **own project ideas** or offer their **expertise** to **find partners** for technological development or innovation projects,
3. **identify** and discuss **topics and possible co-operation** related to relevant EU funding opportunities,
4. **network** with possible project partners.

The workshop is organized in close co-operation with the Technology Conference **CHANGING THE PICTURE 2014** on 19/20<sup>th</sup> October. Participants will have the unique opportunity to combine both events, meeting stakeholders from the media and film industry from all over Europe at one of Germany’s most fascinating film and media location.

**Are you interested in participation? Please fill in the attached form and send it to**

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We will get in touch with you soon!



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