

“The Beauty of a One-Pager” in 300 words

A two-day development workshop with Barbara Slade

Selling a series these days is difficult. Budgets are down, competition is up, and Broadcasters have little time to wade through the sea of bibles that arrive on a daily basis. So how do you get *your* fantastic idea to stand out from the crowd, and how do you get them to read *yours* in that five minute ‘slot’ before an important lunch meeting?

“The Beauty of a One-Pager” is a two day intensive development workshop designed especially for our ever-changing industry. Barbara Slade (a writer and creator) is a firm believer in the art of ‘hooking’ a producer, investor or broadcaster with a strong, one page concept. Having recently sold an original live action series (that is at pilot stage with Nickelodeon) and now entering into negotiations for two more series concepts, Barbara has become convinced that if you can’t sell it in one page, you’re not going to sell it with twenty!

In this fun, yet intensive, two-day workshop, participants will arrive with an idea, be carefully guided through the important stages of development, and leave with a solid one page concept, ready to take out into the market.

Designed especially for writers, producers, and others working within the industry (as well as those who would like to be), this course will teach important skills in development, and at the same time, help participants bring a new (or old) idea to life!

Day One – Developing the Series - Topics will include:

- a. Finding the ‘hook’ – the key to any successful series
- b. Creating and developing your hero (s) – the centre of any successful series
- c. Building a strong, organic world
- d. Secondary characters that support your hero
- e. The important element of conflict
- f. Making sure the property has ‘legs’ and can sustain a long running series
- g. Crossing borders - what today’s international market demands
- h. The stories – how to think ‘out of the box’
- i. Solidifying the style and genre

Day Two – Writing a Great One-Page Concept – Topics will include:

- a. How to ‘hook’ your reader immediately and keep them hooked
- b. How to clearly express your idea/concept and avoid ‘fluff’
- c. What elements are important and what is not
- d. Coming up with a ‘one line’ that expresses the theme
- e. How to capture the style and tone of the series in your writing
- f. Now what? In inspirational pep talk
- g. Following stages after your one-pager has attracted interest

Barbara Slade - Biography

Barbara Slade began her screenwriting career in London when her first show “Brown Bear’s Wedding” starring Joss Ackland, Hugh Laurie and Helena Bonham Carter aired on ITV, Christmas day. It sold to the Disney Channel as well as most countries in Europe, and was nominated for five Emmy awards including ‘Best Writer’. Barbara returned to America where she continued her career, writing and developing children’s television shows for Nickelodeon, Disney, Fox, ABC, and most other networks. She has written features for both Working Title and Disney and received a Humanitas award for one of her episodes of “Rugrats”. Barbara now lives in London, yet travels extensively, writing and developing shows for the international market. Some of her credits include “Angelina Ballerina” (ITV/PBS) “Rotten Ralph” (FOX/BBC/NICK) and multiple “Winnie the Pooh” features for Buena Vista. In addition to her writing, Barbara teaches, lectures and consults throughout Europe and America.