



‘Create A Hit Series: Story Development Workshop’ for Writers, Exec Producers & Development Execs with John Yorke

Start Date: Monday, November 23rd, 2020

Times:

November 23rd: 12pm-1.30pm & 3.30pm-5pm (GMT)

November 24th: 12pm-1.30pm & 3.30pm-5pm (GMT)

November 25th: 12pm-1.30pm & 3.30pm-5pm (GMT)

November 26th: 12pm-1.30pm & 3.30pm-5pm (GMT)

November 27th: 12pm-1.30pm & 3.30pm-5pm (GMT)

Duration: 15 hrs

Venue: Online ZOOM Workshop

Cost: £450 (+VAT, if Applicable)

Course Description: Effective television development requires a creative storytelling skillset, strategic positioning, and personality management. John Yorke has been behind some of the biggest hits in television and has distilled that knowledge into a development deep-dive.

We’ll explore technique, the role of the method of consumption in dictating story structure, but more importantly we will apply that knowledge into contemporary analysis and application.

How do you develop original material? How do you decide whether an idea is best suited to single, a mini-series or Closed Season Serial? How do you work with and get the best from writers? All of these questions, and more, will be explored in a comprehensive guide to developing stories for the modern television market.

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**Topics:**

- Creative Architecture – what to look for in a project?
 - Story structure
 - Format
 - Longevity
- Questions Underpinning Development
 - Key questions when considering a project
 - Development slate management & strategy
- Pitching & materials
 - What key details do you need to communicate in a pitch
 - What materials do you need to pitch a broadcaster / SVoD
 - Practical pitch exercise based on provided source material: documentary adaptation
 - have a specific buyer in mind as well as a specific format

Outcomes: Participants will be paired throughout the workshop and will leave with an original series idea which will provide a foundation of an ongoing creative partnership in which to continue development.

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John Yorke Biography

John is a drama producer, author and teacher who has spent 30 years studying our insatiable appetite for stories. His long career in TV drama has given him the tools to identify the underlying shape common to all successful narratives – from drama to political speeches. He is the author of the UK's best selling book on narrative structure – Into The Woods – How Stories Work and Why We Tell Them.

As former Head of Channel Four Drama, Controller of BBC Drama Production and MD of Company Pictures, John has shaped stories that have attracted some of the biggest audiences for drama in UK TV history. He has overseen some of the UK's most enduring and popular programmes, from Shameless and Life On Mars to EastEnders and Holby City, alongside award-winners like Bodies and the internationally acclaimed Wolf Hall.

John has worked with a vast array of talent, from Paul Greengrass and Paul Abbott to Debbie Horsfield and Jimmy McGovern, making him uniquely placed to watch, learn and analyse the work of the finest writers in television.

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