

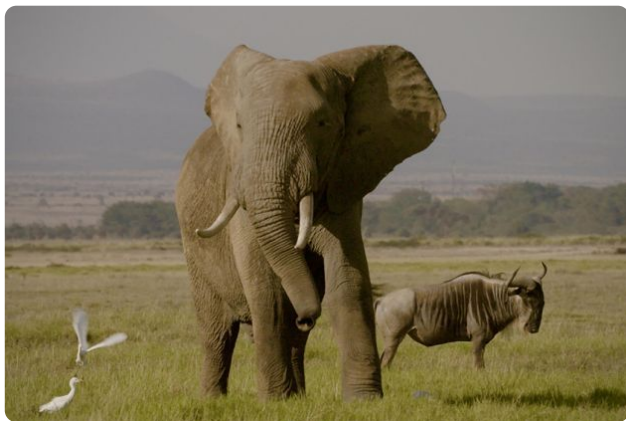
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New Film & Media Training Center, the International Screen Institute, Launches at EFM

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In a concerted bid to train the next generation of film and media industry professionals, a new training center, the [International Screen Institute](#), has launched in Europe.

The new non-profit org, founded by Vienna-based [Terra Mater](#) Factual Studios, producer of “The Ivory Game” (pictured), and Satel Film, bows March 2 at the European Film Market. ISI is also supported by partnerships with the Austrian Film Institute and Unverzagt Rechtsanwälte, based in Hamburg and Berlin.

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The official launch kicks off with a special online event at the EFM on March 2. This will be followed by the Vienna-based institute's first webinar, which will focus on breaking down the strategy behind selecting the right sales company for a project.

Julia Short, who ran several European training programs, including Creative Europe-funded Inside Pictures and the Media Business School's Marketing & Distribution program in Ronda, Spain, has been tapped as ISI's head of studies.

Short will work closely with course director Beatrice Neumann, an independent international film and distribution consultant, trainer and mentor.

Petra Gnad will combine her new role as manager of the institute with her current position as managing director of Jackson Wild Austria.

"At a critical time when the industry is going through seismic changes, we are delighted to have the opportunity to design and deliver industry-focused training that will meet the challenges of the future," Short and Neumann said.

"Terra Mater has always been dedicated to connecting and supporting great talent on the threshold of the international film industry, across all genres and continents. We are delighted to now bring ISI to life together with Satel Film and our supporting partners, who share our passion for the audio-visual industry and the wellbeing of our planet," said ISI chairwoman Dinah Czezik-Müller, COO Terra Mater Factual Studios.

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