



## STEP-OUT WEB17

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Step-Out Web 17 – develop your web-series, grow your audience & pitch for production!

Have you got a killer idea for a web-series that you're certain audiences will love? Need some funds to make it? Gather your team and register for Step-Out Web 17.

Step-Out Web17 is a partnership between Wide Angle Tasmania (WAT) and Australian Film, Television and Radio School (AFTRS) for Tasmanian filmmakers. It is a competition where the crowd decides which web-series are in the running for production investment. Starting in October, you'll be set a challenge each week that will help you to grow your audience and build excitement about your web-series.

It's a knock-out comp. Anyone (and we do mean anyone!) can join the competition with their web-series idea. Whatever the genre, it's eligible. Whatever your level of filmmaking experience – you're eligible.

Over the first three weeks you'll be challenged to create images, words and videos that capture the heart of your web-series idea... and start sharing your pitch material on Facebook, Twitter, YouTube and Instagram to build an audience. We'll crunch the numbers to determine which teams have the most engaged audience, and the Top 6 teams will be through to the next stage.

The Top 6 will face three additional challenges that will help them to build valuable assets for their webseries AND expand their fanbase. Expect to create a website and stage a live event that catches the attention of the media. The Final 3 teams will then face the toughest challenges – moving their fans to funders through a crowdfunding campaign and pitching for production investment to make their series a reality.

Step-Out Web 17 takes you week by week through the process of developing the materials you need to pitch your webseries for investment funding. Each week you'll discover a new way to engage with your audience – and by the final challenge you'll have excited fans waiting to follow your web-series through production.

### **Wild Card**

If you're knocked out of the comp after the first 3 or 6 weeks you're still in with a fighting chance. We know some projects are a slow build with audiences. Let us know that you're continuing with the challenges and we'll keep tracking your audience engagement. If the numbers are good, one team will be the wild card in the final pitch for production investment.

### **The Winner**

The winner will be decided by the audience and industry panel at the live pitch on December 17. The winning team will be offered production investment from Wide Angle Tasmania that includes:

1. Matched funds for their crowdfunding campaign (to a maximum of \$5,000)
2. An additional \$10,000 towards their web-series budget (a portion of this is to be allocated towards a script editor and mentor)
3. Resources and facilities from Wide Angle Tasmania - including equipment hire, public liability and volunteer accident insurance.

**Time Commitment:**

You'll get out of it what you put in. Each week, expect to spend an hour taking part in the webinar (or watching it later), and at least a couple of hours on each challenge. But – truth is, to make the Final 3 you'll want to invest as much time as you can. Good reason to have a team to share the load!

| Date             | What's happening?  | Info   |
|------------------|--|--|
| Mon Aug 29, 6pm  | Webinar 1 – What is Step-Out Web 17 with Abi Binning                         | Join us to find out more about Step-Out Web 17. Is it for you? How do you register?? Open to anyone and available for replay later.  |
| Sept 5           | Registration opens   | Check out what you'll need to supply – give yourself at least a week to complete the registration  |
| Mon Sept 5, 6pm  | Webinar 2 – Designing Your Series for Online Success with Kirsty Stark       | Chances are you have a few ideas for a webseries. Excellent! This webinar will show you how to refine your concept to give it the best chance of online success. How should you structure your series? What elements can you include to increase its shareability? This is the time to play before you settle on your final idea.<br>Available to WAT members who have completed the EOI on the WAT website. |
| Mon Sept 12, 6pm | Webinar 3 – Breaking Down Your Audience with Kirsty Stark                    | Now that you have your concept, it's time to figure out who your audience is. Who are the people who might be interested in your series, and where can you find them online? Plus, set up your social media pages ready to attract that audience.<br>Available to WAT members who have completed the EOI on the WAT website  |
| Mon Sept 19, 6pm | Webinar 4 – Creating a Buzz with Social Media with Kirsty Stark              | What types of content work best on the different social media platforms? What promotional materials can you create cheaply and easily? How can you use social media to test elements of your webseries idea? How do you build an engaged community?<br>Available to WAT members who have completed the EOI on the WAT website  |
| Friday Sept 30   | Registrations close  | All webinars and resources will only be available to registered team members.  |
| Oct 2 – Oct 23   | Challenges 1 – 3<br>Webinars each Monday 6pm<br><br>YouTube workshop (Oct 7) | All registered teams complete.<br><br>Face-to-face in Hobart – by generous invitation from Screen Tasmania.  |
| Oct 24 – Nov 13  | Challenges 4 – 6<br>Webinars each Monday 6pm                                 | Top 6 teams complete the challenges  |
| Nov 14 – Dec 12  | Challenges 7 & 8<br>Webinars each Monday 6pm                                 | Final 3 complete the challenges  |
| December 17      | Live pitch (final challenge)   | Final 3 PLUS Wildcard complete. All participants are required to self-fund any expenses incurred to pitch.   |

## How to get involved

### 1. Register for the webinar Monday 28<sup>th</sup> @6pm

Open to anyone – this is your chance to get the low-down on the Step-Out Web 17 initiative and decide if it's the opportunity you're looking for.

Register here: <https://app.webinarjam.net/register/30482/e5ba6c8bf2>

You can also post any questions online here [www.wideangle.org.au/faq\\_step\\_out\\_web\\_17](http://www.wideangle.org.au/faq_step_out_web_17)

You can join the Step-Out Web 17 facebook page [www.facebook.com/groups/254139388305023/](http://www.facebook.com/groups/254139388305023/) and subscribe to the Step-Out blog here [www.wideangle.org.au/step\\_out\\_web\\_17\\_blog](http://www.wideangle.org.au/step_out_web_17_blog)

### 2. Complete an Expression of Interest

To access the webinars and online resources during the registration period in September you'll need to complete an EOI online here [www.wideangle.org.au/eoi\\_step-out](http://www.wideangle.org.au/eoi_step-out)

### 3. Register your team and your webseries

During September, registrations are open – but you'll also have the opportunity to get a head start on the competition by testing your idea. Gather your team, read the online resources we've put together and listen to our initial webinars, where you'll find out how to structure your concept for success, test your audience and plan your promotional strategy. By the end of September you'll need to have your social media sites ready to go (Facebook, Twitter, Instagram and YouTube channel) – and provide us with access so we can gather audience engagement metrics). It'll take time – get in early!

#### *Who can register?*

We reckon you'll be more successful with a team behind you. To register, choose one to three team members. These people will be the team who pitch if you make it through to the live pitch event. Every member that registers for your team must be a current WAT member. You can sign up for WAT membership online here [www.wideangle.org.au/membership](http://www.wideangle.org.au/membership)

This is an opportunity for Tassie filmmakers. If you do want to have a team member who lives outside Tassie, then you will have to have two resident Tasmanians registered for your team.

By the end of the registration period you will need to provide:

1. Webseries title, logline, format and expected number of episodes
2. Names of your team members and residential address
3. Admin access to the dedicated facebook page, twitter account, youtube channel and instagram account set-up for your webseries

At registration you don't need to have the webseries idea locked down in a treatment or script. But you need a strong story concept – you should know the world, location, character/s or subject/s and what's driving the story. Throughout the competition you should be fleshing out your idea with feedback from your audience. By the time you pitch you'll need to be ready to be funded – a clear overview of the series and at least one of the eps developed to treatment or script stage.

### Help to complete the weekly challenges

We know that you're coming to the challenges with a stack of knowledge already – so we're offering support that you can take or leave as you need. Each week when the challenge is made live you'll be able to access:

1. An hour-long webinar with an industry expert to help wrap your head around the demands of the challenge. Each webinar will be recorded and available to you throughout the competition.

2. A curated set of online resources – designed to provide you with some practical pointers and also some theory behind the challenge.
3. We'll also have an online forum for you to post questions.

Plus you can use the WAT equipment for free to complete the weekly challenges (tight turn-around to allow all teams fair access to equipment).

We'll provide as much support as we can to help you succeed, but there should be at least one person on your team who has the basic computer skills to upload files and create pages using template software. You should be a self-starter who can follow instructions provided by manuals and online tutorials when you need to learn a new skill set fast.

### **How we measure audience engagement**

For each challenge we've tailored a scoring rubric to measure how engaged the audience is for each team. Using the metrics available from your social media channels and online presence, we'll be measuring how many people you're reaching as well as how actively your audience shares, comments and acts on the content you create. There's also a straight out vote for most challenges – how many of your social media followers will head to the competition website and cast a vote? As the weeks continue we'll not only crunch the data from your social media channels, but add in info from the campaigns and events that you're running. You'll be able to access and analyse the same data for your team that we can – and you should! It's the way you understand who your audience is and how your actions can help grow your online audience.

The individual scores for the challenges and the rubrics used to determine the Top 6, Final 3 (and Wild Card) won't be made public. You'll need to trust that the process is rigorous and accept the final decisions.

### **Let's get started!**