

# SERIAL EYES PRODUCER WORKSHOP

May 4–7, 2026 | Berlin  
Gerichtsstraße 31, 13347 Berlin-Wedding

*Various Perspectives on the Making of TV Shows*



**serial eyes**  
experience the  
writers' room

**DFFB** 

## **Welcome to the Producer Workshop.**

Strong series are built on strong creative partnerships. At SERIAL EYES, collaboration between writers and producers lies at the heart of great storytelling. When both work closely together from the earliest stage of development, projects gain clarity, ambition, and the best chance to reach their potential. Strengthening this partnership is one of the workshop's main goals.

The Producer Workshop offers exchange, practical insight, and new perspectives. It brings together professionals who shape stories creatively and strategically, while deepening understanding of the role and challenges of series producers.

This workshop is an exciting extension of our prestigious SERIAL EYES program for writers. It reflects our commitment to excellence in serial storytelling, producer-writer collaboration, and international exchange, while highlighting the growing importance of European cooperation, and cross-border financing.

We are delighted to welcome all participants and wish you an inspiring workshop.

**Wolf Plesmann**

*Managing Director, DFFB*

**Dear participants,**

There are only a few moments when we get to stop and think together.

Because being a producer is a peculiar occupation, you are in charge of everything, yet very little is fully under your control. You take responsibility and risks, navigating a heavy ship through unpredictable waters. You have to protect a treasure in the form of shared vision while steering between financial realities, legal constraints, egos, creative crises, partners, and force majeure - sometimes all in one afternoon.

And still, once you reach the harbor, you choose to set sail again. What is it that drives you to do that?

This workshop brings you together with other professionals at a particular moment in your journey: when you know enough to recognize what you don't know; when you are open to being challenged; and when you are ready to become part of a group that may grow into a lasting professional community.

Over the course of this workshop, we will engage and exchange with some of the most experienced TV professionals from Europe and beyond. This exchange is designed to enrich your toolkit with practical, creative insights you can take with you wherever you go.

I welcome you to a safe space where you allow yourself the freedom to question, be challenged, be inspired, enjoy the grace of giving, and the humbleness of receiving as you articulate your own approach to producing.

Use this time to reflect on what you do, why you do it, and how it all comes together. Refine your story. Define your unique producer's fingerprint.

Welcome to Berlin,

**Saar Yogev**

*Head of Studies, Serial Eyes Producer Workshop*

## **DAY 1 — Monday, MAY 4, 2026 10:00-18:30**

### **10:00–10:30 Opening & Introduction**

*with Katrin Merkel, Saar Yogev & Luna Fischer*

Welcome words to the workshop. An introduction to the program, the group, the logistics, and the four days ahead.

### **10:30–12:30 Pitch your core - group session**

Become a familiar group through something more than just an icebreaker. Each participant has 5 minutes to present themselves from the core. It could be by talking about a book, a significant encounter, a passion project, or a visit to the twilight zone, it could be anything at all, as long as it is true to who you are and what drives you. The goal is not perfection, it is ownership. A group session of defining and refining while forming new connections.

### **Coffee Break**

### **12:45–13:15 The Pitch DNA: From Core to Craft**

*with Saar Yogev*

Decision-makers hear pitches all the time. Naturally, their attention is drawn only to a sight or the feeling of a spark in the pitch. What ignites that spark?

Following our session on "core," we will break down the anatomy of a delivery that resonates, embracing the most vital insight of all: that pitching is not the science of information delivery—it is the art of storytelling.

### **13:15–14:15 Lunch Break**

### **14:15–15:45 Sharing Responsibilities & Keeping the Vision**

*with Frank Spotnitz*

Series development and production in Europe: Frank Spotnitz will examine the practical realities of the producer-creator relationship, drawing on his experience adapting the US showrunner model to the European and UK industry. The session will focus on how creative and commercial priorities are negotiated in development, the producer's role in protecting and refining the core vision, and the dynamics of working closely with writers- supporting the creative process while retaining clear authorship and decision-making authority.

### **15:45–16:30 Your Role as a Producer – Group Discussion**

*with Saar Yogev*

What are you, exactly? A leader or a service provider? A caregiver to talent or a loyal protector of a vision? A broadcaster's proxy or an independent owner? So many approaches, definitions, and scenarios, and not always one definite answer. To define our role today, maybe it is good to question and rediscover the basics – what made you choose this path in the first place.

### **Coffee Break**

**16:45–18:00 Producer's Journey: Panel + Q&A**

*with Henning Kamm & Janine Jackowski*

What does it actually take to build and sustain a career as a producer in Europe? Janine Jackowski (Komplizen Film) and Henning Kamm (Real Film) join us for an honest discussion on their career challenges and learnings, creative partnerships, and the realities of co-production. A deep dive into the strategic choices and defining moments that shape a producer's journey.

**18:00 – 18:30 Wrap up**

**DAY 2 — Tuesday, MAY 5, 10:00-18:30 |****10:00–10:30 Financing - The MEDIA & Council of Europe Perspective**

*with Alex Trăilă*

The Pilot Program for Series Co-Productions and the Lille Convention: how two new tools are reshaping the way European series get financed, partnered, and made. Initiated by the Council of Europe, these mechanisms reflect a broader commitment to strengthening cultural cooperation across the continent, supporting producers, fostering creative exchange, and ensuring that distinctly European stories reach audiences beyond borders.

**10:30–12:00 Financing Series**

*with Leontine Petit*

What does it actually take to build a multi-territory TV series? Using a real-world case study, this session breaks down the mechanics of international co-productions. From overcoming "hidden" obstacles to navigating unexpected crises, we dive into the vital Dos and Don'ts of the trade, and the industry secrets you usually only learn when it's too late.

**Coffee Break****12:15–13:45 Legal Affairs in Changing Times**

*with Katharina Domnick*

A session that explores the development phase of series productions, focusing on key legal, financial, and contractual considerations when working with IP owners, creators, and writers. Aimed at international producers, it covers securing and managing intellectual property, structuring collaborations, and navigating rights acquisition. Participants gain practical insights into essential agreements and deal structures with creatives, both before and after securing development financing. The session highlights common pitfalls, strategic approaches, and best practices to ensure a solid legal foundation and productive cooperation with creatives for successful film development.

**13:45–14:45 Lunch Break****14:45–16:15 From the Perspective of the Sales Agent**

*with Emmanuel Eckert*

Content and marketing - How to calibrate and sell your project to the market.

Content is the key, but knowing the market and its actors is the only way to sell your project internationally (i.e., find additional money). Money is essential, but without the right project, you won't sell. The idea of this talk is to find the right balance between art and industry.

**Coffee Break**

**16:30–18:00 TV Market - Macro Facts & Trends**

*with Danna Stern*

The global television landscape is changing faster than traditional production models can keep up with. This session takes a look at how macroeconomic pressures, declining commission frameworks, and fragmented viewership are reshaping scripted production. From the rise of IP-based projects, nostalgia driven programming, and vertical content, to the growing influence of social media stars and the creator economy, it examines what broadcasters are looking for, how American streamers are driving global commissioning decisions, and how producers can follow and anticipate these shifts without (hopefully) compromising their creative voice.

**18:00 – 18:30 Wrap up**

**DAY 3 — Wednesday, MAY 6, 09:30-18:30 |****09:30–10:00 Feedback as an accelerator**

*with Saar Yogev*

Clear, honest, and respectful feedback makes people grow; a poor delivery makes them smaller. To elevate a project, a producer's feedback must land effectively without overwriting the creator's vision. This session presents an approach of giving constructive notes by tapping into the vision and asking the right questions to identify the core issues while avoiding common traps.

**10:00–12:00 | Pitching Feedback: A Practical Lab**

*with Martina Bleis & Saar Yogev*

Together with Martina Bleis (Berlinale Co-Pro-Series Curator), participants will analyze and provide feedback on pitches from last year's Serial Eyes writers. This "lab" environment allows you to practice and balance clarity, generosity, and precision, using real-world industry materials. It is a unique opportunity to refine your professional "ears" and "eyes" under the guidance of a leading expert in pitch selection.

**Coffee Break**

**12:15–13:45 The Commissioning Editor's POV: Panel + Q&A**

*with Christian Honeck & Thomas Disch*

What makes a project worth commissioning, and what makes a producer worth working with? Christian Honeck from Disney Germany and Thomas Disch from RTL, offer direct, unfiltered insight into the commissioning editor's mindset: what they look for in a project, what they value in a producer, and what separates the pitches that get a call back from those that don't.

### **13:45–14:45 Lunch Break**

**14:45–17:45 (including coffee break) Masterclass: Leading Creative People**  
*with Linda Green*

As a producer, you are often the link between the channel/platform and their vision for the project, the creative inspiration and problem solver, and the one who must keep the business side on track — all in one. Linda will bring together these different roles under one hat to find new ways to: understand different creative types and their needs, link the vision to the story, deal with difficult conversations, pitch to win with psychological tricks, and keep your head whilst others might not.

### **18:00–18:30 Wrap up**

## **DAY 4 — Thursday, MAY 7, 09:30-14:30** **| Serial Eyes Final Pitch**

The 12 Serial Eyes participants present their series projects to the industry at the Serial Eyes final pitch. Guests include 50-60 national and international producers, commissioners, and agents.

Workshop participants are warmly invited to attend as guests. The pitch is one of the best vantage points from which to observe how projects are received and how different projects resonate with the industry in real time.

After the pitch: finger food, networking, and conversation.

### **SPEAKERS**

#### **Saar Yogev**

*Producer & Script Editor, Electric Sheep (Berlin) & Black Sheep (Tel Aviv)*

Saar Yogev is an award-winning producer and script editor based in Berlin. As co-founder of Electric Sheep (Berlin) and Black Sheep (Tel Aviv), he has developed and produced character-driven films and scripted series that have premiered at major international festivals, including Cannes, Venice, the Berlinale, and Series Mania. His work has received more than 100 awards to date, enjoying the acclaim of audiences and critics alike. A former head of the Entrepreneurial Producers program at the Sam Spiegel Film School and former producer of the Jerusalem International Film Festival, Yogev is an active mentor and consultant for leading industry platforms, including the Berlinale Co-Production Market, Connecting Cottbus, Alternativa Lab, and the Munich Film School. He is an EAVE alumnus and a recipient of the Hamburg Film Festival's prestigious Producer Award.

**Frank Spotnitz**

*Writer & Producer | Big Light Productions, UK/USA*

Award-winning writer and producer Frank Spotnitz (CEO/founder of Big Light Productions) has created and executive-produced series, including the Emmy Award-winning *The Man in the High Castle*, *Medici*, *Devils*, and *Leonardo*. His recent work includes *We Come in Peace* (SVT, ZDF), and Big Light has also produced podcasts for Audible, including *Radioman*. Spotnitz began his career on *The X-Files*, where he served as Executive Producer, wrote or co-wrote more than 40 episodes, and co-wrote and produced both feature films. He shares three Golden Globes and a Peabody Award for the series and was Emmy-nominated for writing and three times for Outstanding Drama Series. As a founding tutor of Serial Eyes, Europe's premier postgraduate training program for television writers organized by the DFFB in Berlin, Spotnitz leads workshops on series development.

**Henning Kamm**

*Producer | Real Film, Berlin*

Henning Kamm is a Peabody Award-winning, Emmy- and BAFTA-nominated producer. He co-founded DETAILFILM and Zentropa Hamburg before joining REAL FILM Berlin, where he produced *Unorthodox*, *Schlafende Hunde*, *3½ Stunden*, *Everyone Is Fcking Crazy\**, *Viktor bringt's* and the award-winning *KRANK Berlin*. Since 2021 he has co-lead Friday Film, producing *Call My Agent Berlin*.

**Janine Jackowski**

*Producer | Komplizen Film, Berlin*

Janine Jackowski co-founded Komplizen Film with Maren Ade in 1999. Over 25 years, the company has become one of Germany's leading independent production companies, with more than 60 internationally acclaimed films and series to its name — including Toni Erdmann, Oscar winner *A Fantastic Woman*, Golden Bear winner *Synonyms*, *Maria*, and this year's Oscar winner *Sentimental Value*. Since 2021, Komplizen Serien has been part of "The Creatives" alliance, and in 2026 the company received the Eurimages International Co-Production Award. Janine is a member of ACE Networks, EPC, and the German, British and European Film Academies.

**Leontine Petit**

*Founder, CEO & Producer | Lemming Film, NL*

Leontine Petit is founder, CEO, and producer of Lemming Film. She holds an MA in Philosophy and is an alumnus of EAVE, ACE, and Inside Pictures. A dedicated advocate for independent cinema, she serves as Deputy Chair of the European Film Academy. In 2016, she received the European Co-production Award - Prix Eurimages. From Amsterdam and Ghent, she has (co-)produced 75 films and 24 series, reaching global audiences.

**Alex Trăilă**

*Program Manager, Pilot Program for Series Co-Productions | Council of Europe*

Alex Trăilă is a European audiovisual policy expert with over 15 years of experience in the film industry and governmental affairs, and holds a PhD in European audiovisual policy. He is currently the Program Manager for the Pilot Program for Series Co-Productions at the Council of Europe, where he is actively involved in developing and implementing measures to strengthen international series co-production practices.

**Katharina Domnick**

*Lawyer | Brehm & v. Moers, Berlin*

Katharina Domnick is a partner at Brehm & v. Moers in Berlin, advising national and international media companies on entertainment and media law. Her work focuses on film projects across cinema, TV, and streaming, covering rights clearance, development, financing, production, and exploitation. She lectures regularly at institutions, including Serial Eyes, Berlinale Talents, and the Erich Pommer Institute, where she heads the "International Rights Clearance" program. Katharina studied law in Berlin and New York and has been admitted to the bar since 2008.

**Emmanuel Eckert**

*Sales Expert | Samara Media and Ex. Mediawan, FR*

Emmanuel has been in this industry for almost 30 years — as a buyer for a broadcaster, then producer for a French network (M6), then an independent producer. After years working on the French market, he became Director of Acquisitions for international distribution (with Lagardère Studio Distribution, then Mediawan Rights). In fall 2025, Emmanuel created his own company, Samara Media: a producing, distribution and consulting company focusing on Europe (Nordics, CEE) and Africa. He has worked as a producer, commissioner, or distributor on numerous films and TV series in Europe, Canada, and Africa.

**Danna Stern**

*Executive Producer | In Transit Productions Berlin, DE/ISR*

A Berlin-based, Israeli-born content executive and producer with a career spanning journalism, broadcasting, distribution, and international co-production. As founder of yes Studios, she built one of the region's leading content powerhouses, shepherding globally recognised titles including Fauda, Your Honor, and Supernova: The Music Festival Massacre. She is currently in post-production on projects for Netflix, RBB, and yesDocu. A seasoned lecturer and industry consultant, her focus is the business and financing of international scripted production.

**Martina Bleis**

*Head of the Berlinale Co-Production Market, DE*

Martina Bleis is the head and project curator of the Berlinale Co-Production Market. She has also consulted regarding program, selection, and pitching at Connecting Cottbus since 2011. Among other film and drama series-related topics, she is a specialist in international co-production and project presentation. Martina also regularly consults as a curatorial advisor, project presentation and pitch preparation trainer, development mentor, moderator or jury member at other international training and co-production initiatives and festivals.

**Christian Honeck**

*Director of Original Productions | The Walt Disney Company Germany*

Christian Honeck studied Theatre, Film and Television Studies, German Philology and Education in Cologne. During his studies he worked as a freelance editor at WDR. From 2011 he worked at Warner Bros. Discovery in Munich, most recently as Senior Producer for fictional series (including 4 Blocks). Since 2021 he has been Director of Original Productions at The Walt Disney Company Germany, responsible for productions including Deutsches Haus, City of Blood and Yacht Deals Monaco. Disney+ is the ultimate streaming service for films and series from Disney, Pixar, Marvel, Star Wars and National Geographic, together with The Simpsons. Outside the US, Disney+ includes a wide range of general entertainment content under the Hulu brand. Disney+ connects viewers around the world with a unique collection of award-winning general entertainment content and world-class family entertainment. More information is available at [DisneyPlus.com](https://disneyplus.com).

**Thomas Disch**

*Commissioning Editor | RTL Television, DE*

After studying Theatre, Film and Television Studies in Cologne and Paris, Thomas Disch curated three editions of Film Festival Cologne. He then worked for Warner Bros. International Television Productions on successful series such as Wilsberg and Friesland. He subsequently joined Nadcon Film as a producer, focusing on international co-productions and overseeing series such as Modus, Springtide, and Greyzone for ZDF. Since 2019, Thomas Disch has been part of the Fiction Department at RTL Television, where he oversees films and series for RTL, VOX and RTL+. His credits include Unter Freunden stirbt man nicht, Ze Network, the award-winning Angemessen Angry, Die Nibelungen, and the adaptation of Euphorie.

**Linda Green**

*Leadership Coach & Consultant | Leading Creative Talent, UK*

Linda Green is Founding Director of Leading Creative Talent, which provides idea development, training, and coaching to the TV industry. She is currently running Netflix's creative leadership program. At the BBC, Linda led development on its biggest brands, including Doctor Who, Killing Eve, Top Gear and Dancing with the Stars.



## PARTICIPANTS

### **Paulina Bietz, DE**

Paulina Bietz is a Creative Development Producer at W&B Television GmbH, where she develops cinema, TV film, and series content for streamers and broadcasters in Benjamin Benedict's team. She also works as a lecturer and speaker in the field of generative AI. In 2024, she created the documentary *AL MANIFESTO* as writer and director, and also worked as a lecturer on the topic of prompting at Hamburg Media School

### **Joely Collins, NL/CA/UK**

Joely Collins is a European/Canadian producer and founder of Million Faces Productions, working across film and serialized storytelling. She produced the award-winning digital drama *CODED*, which achieved international distribution and was nominated for a Rockie Award for Best Series at the Banff World Media Festival. She is currently developing a slate of television projects, with a focus on international co-production and character-driven storytelling.

### **Alice Coulthard, UK**

Alice Coulthard is a London-based development executive and emerging producer. For four years she was Head of Development at Superbe Films, developing an internationally financed slate including *ESPIONAGE FOR BEGINNERS* (Creative Europe/NFI), *THE CONDUCTOR* (Bleecker Street), *AFFAIRS OF STATE* (Studiocanal), and *THE ADVENTURES OF MRS HARRIS* (BBC/BritBox). Previously she worked with Alfonso Cuarón's development team at Esperanto Filmoj on their Apple TV+ slate. She holds an MA in Scriptwriting from UEA and is now building her own producing practice.

### **Katja Gawrilow, DE**

Katja Gawrilow is a TV producer with over 15 years of industry experience, specializing in serialized crime drama. Katja oversaw around 60 episodes of the Cozy Crime Series *WaPo BODENSEE* (Coast Guards Constance) for ARD at Saxonia Media. From 2021 to 2025, she produced *WaPo DUISBURG* (ARD) and *MARIE BRAND* (ZDF) at Warner Bros. ITVP Germany – one of the highest-rated crime formats on German television. Katja brings a strong female gaze and a particular sensitivity to East German perspectives.

### **Tabea Georgi, DE**

Tabea Georgi is a Berlin-based producer with experience across a range of projects, from independent low-budget films to high-end series such as *CALL MY AGENT* (Disney+). With a background in English/American literature and cultural studies, as well as experience from NGO work, she combines strong storytelling curiosity, collaborative practices and an interest in socially resonant entertainment.

### **Alfie Johnson, UK**

Alfie is a Producer at Little Island, where he has worked since 2014. His most recent credits include Co-Producer on *BUT WHEN WE DANCE* (BBC) and Line Producer on *SURVIVING POMPEII WITH TOM HIDDLESTON* (Nat Geo/Disney+). Alfie works across the production and development slate, bringing in new projects and pitching to commissioners. He also oversees productions that Little Island delivers for third parties. He is currently developing an adaptation of Robert Goddard's thriller *THIS IS THE NIGHT THEY COME FOR YOU*, set across Algeria, France and the UK.

**Mamito Kukwikila, UK**

Mamito Kukwikila is a scripted development executive with 15 years' experience across the UK and US, with a foundation in production. She is drawn to bold, provocative, and commercially driven, character-led stories, and thrives on working closely with writers to shape ideas from first spark to screen. She is currently developing a TV series, DARING, and a feature as a producer, while building creative partnerships across the UK and Europe.

**Sophie Mitchell, UK**

Sophie is Head of Development at Brock Media. Previously she was at Silverprint Pictures where she story produced S13, and script exec'd S12, of Vera for ITV while also working across development. She has script editing credits from Paul Abbott's WOLFE (Sky), CORONATION STREET (ITV), EMMERDALE (ITV) and HOLBY CITY (BBC). She has worked in development at Wall to Wall, Endor Productions and Wildgaze Films.

**Laura Nuti, IT**

Laura Nuti is an Italian screenwriter specializing in television drama and transitioning into creative producing. She co-wrote two prime-time series for Italy's national networks RAI and Mediaset, produced by Endemol Shine, and developed projects with Banijay and Viola Film. Her work has been recognised by the Italian Ministry of Culture. Her psychological thriller THE DOLLMAKER is in international development with MYGOSH, following its selection for Series Mania Writers Campus 2024.

**Anna Maria Pürthner, DE**

After graduating from high school in 2014, Anna Maria began her first internships in film production. She studied European Media Culture in Weimar and Lyon, then pursued Film Production at the Film University Konrad Wolf in Babelsberg, graduating in 2024. Since then, she has been working as a junior producer at Flare Film in Berlin. Her most recent project is the WDR/Arte series WESTEND GIRL, to be released by the end of this year.

**Melanie Spanl, DE**

Melanie Spanl is a Producer at The Walt Disney Company Germany with over ten years of experience in nonfiction and children's television. She has overseen and worked on numerous TV and streaming projects for Disney+ and Disney Channel, including YACHT DEALS MONACO, FARM REBELLION and DIE DREI!!!. Most recently, she has also been working on fictional projects for adult audiences, for example, the upcoming Disney+/Hulu series CITY OF BLOOD.

**Frank Wever, NL**

Frank Wever studied Media & Culture, then specialized in documentary and fiction development at the master's level. Since 2023, he has been working as a junior producer at New Ams Film Company, a Dutch production house known for its auteur-driven slate of features, series and documentaries. They are currently shooting the series Heaven's Gate in Malaysia. Recent titles include FABULA, HARDCORE NEVER DIES, THE EAST and the Cannes-awarded co-production AUGURE.

# **PRACTICAL**

## **Team**

Flavia Citrigno - Project Manager, Serial Eyes  
Luna Fischer- On site Project Manager, Serial Eyes  
Lisa-Marie Klotzky - Project Assistant, Serial Eyes  
Katrin Merkel - Head of Studies, Serial Eyes  
Saar Yogev - Head of Studies, Serial Eyes Producer Workshop  
Kathrin Osterndorff - Head of Communication and Networking, DFFB

## **Locations**

### **Workshop Hub**

Serial Eyes, Gerichtstraße 31, 13347 Berlin Wedding

### **Lunch Place**

MARS at silent green, Gerichtstraße 35, 13347 Berlin

### **Day 4 – Serial Eyes Final Pitch**

Soho House Berlin, Torstraße 1, 10119 Berlin Mitte



## **Contact**

[info@serial-eyes.de](mailto:info@serial-eyes.de) | [www.serial-eyes.com](http://www.serial-eyes.com)

*Serial Eyes Producer Workshop 2026*