

Why the CFPE exists and its aim and objectives

From the survey of member associations of the CFPE 2014

Commercial Film Producers Europe- the CFPE- is the federation of trade associations whose members are commercials production companies for European countries.

Its members are:

AAFP Association of Austrian Film Producers
Commercial Film Producers, Belgium
APA, Czech Republic
Producentforeningen, Denmark
SATU Association of independent producers in Finland
APFP Association des Producteurs de Films Publicitaires, France
Allianz Deutscher Produzenten – Film & Fernsehen e.V, Germany
PACT Greek Commercial Film Producers Association
CFP, Hungary
LAPA Lithuanian Advertising Producers Association
NORWAY Norske Film og TV Produsenters Forening
Serbian Advertising Producers Association
APCP Asociación de Productoras de Cine Publicitario, Spain
Film & TV Producenterna, Sweden
Swissfilm Association
RY Commercial Film Producers, Turkey
APA Advertising Producers Association, UK

The CFPE is administered from London by the UK association- the APA- with its biggest event, the YDA (Young Director's Award) administered from Paris by the CFPE President, Francois Chilot.

The survey

For any organisation to be successful, it needs to have clear purpose, aims and objectives to achieve that purpose, a strategy for achieving those aims and objectives and to regularly review whether it is being successful in achieving those aims and objectives.

The purpose of the survey is to clearly define that purpose and aims and objectives and to review what the CFPE does and future plans in the light of the survey answers.

The survey asked the following questions

- 1 What should the purpose of the CFPE be?
- 2 How should the CFPE achieve that purpose?
- 3 What part will your association play in ensuring the CFPE achieves that purpose?
- 4 What are the key issues your national association faces?
- 5 Can the CFPE assist your association in tackling those issues and, if so, how?
- 6 Are there any other points or suggestions you wish to make in relation to the CFPE?

The survey stressed that question one is the most important- as above, everything the association does must be directed to achieving the purpose of the CFPE so it is critical that such purpose is clearly defined and agreed by all members associations.

The following associations completed the survey:

Germany
Switzerland
Lithuania
Hungary
Greece
Finland
Czech Republic
United Kingdom

So from 17 member countries we received 8 responses to the survey. Given the critical role of the survey in shaping the future direction of the CFPE, that is a disappointing response and points toward apathy toward the CFPE, even among many of its constituent associations.

Possibly that apathy is an effect of the CFPE having insufficiently defined goals. Do member associations feel that the CFPE has a critical role to play in helping them achieve their objectives for their association or other vital reasons for their involvement? We conclude that some associations do not presently consider it does.

We hope that this clear definition of its purpose and aims and objectives in achieving those will help those associations gain a clear understanding of the value of being involved with the CFPE which, being a small organisation, needs the active involvement of its entire membership to succeed, although if those associations had taken the opportunity to answer the survey they would feel more involved and their views as to purpose could be taken into account.

Survey questions and answers from the associations that answered are appendix 1.

Conclusions

We need a clear goal. We need strategies to achieve that goal and regular reviews to analyse the success of such strategies and to change them if necessary. We should also say what the CFPE does not do- so that expectations of the CFPE from its members are clear as to what it can and cannot do.

Goal

To promote the value that production companies bring to agencies and advertisers and safeguard the future of production companies.

Objectives to achieve that goal

- 1 Promote understanding of the value that producers and production companies bring, as discoverers, nurturers and managers of directing talent, creatively in ensuring the idea is realised to its full potential and in the management and assumption of risk.
- 2 Promote business structures which provide production companies with the opportunity to prosper, to the benefit of advertisers and agencies.
- 3 Share information about threats and opportunities between associations and, through them, with their members, the production companies of Europe.

Present strategies to achieve those goals

- 1 The Young Directors Award- our competition for new directors, now in its 17th year, and the biggest event in Cannes, promotes the role of the director in identifying and nurturing new creative talent.
- 2 Bi annual meetings of the CFPE associations, at which issues facing production companies are shared and potential responses discussed.
- 3 The World Producers Summit in Cannes, at which intelligence about production is shared with producers and producer's association's worldwide.

To what extent are those strategies working?

- 1 YDA has achieved a high profile and has benefited member associations but has not communicated the message that is its purpose enough or clearly enough- that producers are critical as the discoverers and nurturers of new creative talent.
- 2 The Bi Annual meetings rarely focus on critical issues facing production companies in CFPE associations. Few representatives attending raise issues regarding threats or opportunities to production. Instead we tend to focus on similar agenda items on each occasion: the YDA and its financial position, planning the YDA. The effectiveness of those meetings is diminished if communication between the CFPE representatives and the production companies in that association are poor- both in terms of what production companies communicate to them as to their issues and what they would like brought to the CFPE and in reporting by national associations to their member companies as to what the CFPE discussed.
- 3 The World Producers Summit works well in sharing intelligence and in creating a response to threats as per the ten universal principles.

How should we reassess and move forward in the light of the survey responses?

The survey responses are in accordance with the existing goal and objectives to achieve that goal: promotion of the director's role, sharing of intelligence about production issues.

A new strategy based upon the survey answers

Moving forward

Our goal is clear, as are our objectives:

1 We are promoting the value of producers and production companies through:

-The YDA

-Demonstrating to agencies and advertisers that production companies are organised through their national associations and the CFPE and are highly skilled and efficient and a very valuable resource for those agencies and advertisers.

2 Sharing intelligence.

3 Promoting business structures which enable production companies to thrive and continue to provide expertise and risk management and assumption to agencies and clients.

Improving strategies

We need to be more effective in our strategies to achieve those goals:

1 Promoting the value of producers and production companies. The YDA needs to focus on this objective. If the YDA does not continue for any reason, we need to find new means to achieve this goal.

2 Sharing intelligence. We do this inefficiently. There is little exchange of information between meetings and even at meetings little is said. At the moment many national associations commitment only extends to attending meetings twice a year (a few don't manage even that), which is a significant commitment in terms of time and cost but insufficient to make the CFPE effective in putting strategies into effect and achieving the CFPE's goal.

3 Promoting business structures that enable production cos to thrive. National assoc. need to do more to promote these and have them embraced by agencies.

What action does that require?

1 With the YDA, by more PR around it communicating what a producer does in talent finding and development and generally. If there is no YDA, we consider a new route.

2 Sharing intelligence:

(i) More rigorous meetings, where participants must nominate issues in advance that are affecting their business. Say completing a form. We can then discuss the problem and potential solutions in the meeting. EVERY CFPE association should be actively involved on deciding the agenda for each CFPE meeting and contributing points to it.

(ii) Better communication between the national associations and their members about the CFPE- both asking their members in advance of meetings what issues they would like raised with CFPE and national associations reporting back to their members as to what the CFPE are doing.

3 Promoting business structures. National associations to write a report on its applicability in their country, progress in getting the points adopted. We can then discuss those written reports in the bi annual meetings.

The above would provide those meetings with a structure and important discussion points for the industry and a process for applying what was learnt in the meetings in our own countries.

What should the purpose of the CFPE be?

Germany Exchange of information about production issues and the spread of good practice.

Switzerland Exchange of information, promoting the value of producers and production companies and organising the YDA.

Lithuania Promoting the role of the producer and networking and business among the members of the CFPE.

The CFPE should support its member associations in helping their members prosper, doing this through:

-Information sharing

-The promotion of good practice

-Promotion of the value of producers and production companies in enabling agencies and clients achieve their advertising objectives.

Exchanging information, developing standard practices and propagating them.

Greece Exchanging information, create strategies to respond to external threats to production companies business and to co-ordinate responses to agencies and clients.

Finland To promote the value and importance of production companies.

Czech Republic Exchanging information. Set framework internationally of good practice within which production companies can work.

United Kingdom To create the best possible business environment for production companies which are members of the CFPE national associations to work in.

Conclusion as to the purpose of the CFPE

The CFPE should support its member associations in helping their members prosper, doing this through:

-Information sharing

-The promotion of good practice

-Promotion of the value of producers and production companies in enabling agencies and clients achieve their advertising objectives.

How should the CFPE achieve that purpose?

Germany By facilitating the exchange of information and spreading good practice through documents such as the ten principles. We don't expect the CFPE to solve our problems but to provide intelligence as to what is happening in other markets and how producers associations are meeting challenges in those markets, which will help other national assoc. help their members.

Switzerland By events such as WPS and the YDA, meetings of member associations plus the website (i.e doing what it is doing at the moment).

Lithuania Building a platform to connect all production companies in the CFPE and developing networking and opportunities between them. Developing a student exchange programme.

Hungary Information on meetings. Events.

Greece By updating members on issues arising in any member country. By dialogue with European advertisers associations. By having closer contacts with the AICP.

Finland By organising events to support the goals. By producing tools that will help national associations.

Czech Republic Networking the associations as it happens at the moment. To more actively address agency and client issues.

United Kingdom By sharing intelligence, which requires national associations to share information about the issues they face and how they are dealing with them.

What part will your association play in ensuring the CFPE achieves the purpose you have identified?

Germany Unspecified but anticipates that Germany will continue to be an active contributor.

Switzerland Financial contribution and delegate to CFPE meetings and events. Promoting the CFPE's activities to its members.

Lithuania Unspecified.

Hungary Participate and give feed back.

Greece Participate in all CFPE events and informing the CFPE of developments in Greece that could be of interest to other markets. Open to suggestions as to what more they can do.

Finland We need to understand how to keep the members (the associations or national members?) active.

Czech Republic Provide efficient communication between the CFPE and the members of the Czech association.

United Kingdom Share information about our national issues and how we are dealing with them with the CFPE and by developing strategies to address issues other member countries raise.

What are the key issues your national association faces?

Germany Not identified.

Switzerland Promoting the importance of producers and production companies and supporting our members needs.

Lithuania No answer

Hungary Deteriorating local business environment. New companies working to poor standards- no contract or insurance or permits or permissions- damaging the market. Erratic permits system.

Greece Fewer productions, lower budgets, bad debts and long payment terms plus now e-auctions.

Finland Terms of payment and issues with third parties, such as the actor's association.

Czech Republic Fighting to establish professional standards of working when they are being undermined by companies who don't adhere to those standards.

United Kingdom Procurement forms. In house production. Treatment fees. Poor budgets. Ensure members have the opportunity to learn of new opportunities. Very competitive market place. Marketing production cos in the post showreel era.

Can the CFPE assist your association in tackling those issues and, if so, how?

Germany By exchanging information and developing standards, such as the Principles document.

Switzerland We are happy to know the CFPE is there to call upon if we need it.

Lithuania Promoting the role of the producer generally.

Finland It can support our association and support professional standards and by organising events that do that.

Greece By creating principles on things like e-auctions that all member associations can support.

Hungary International support for their efforts to maintain standards in the Hungarian market.

Czech Republic Get the ten principles of production set as a standard for all production in Europe, by the CFPE seeking to agree them with global agency groups.

United Kingdom If all the members share their issues and we discuss potential solutions, the CFPE is potentially of value.

Are there any other points or suggestions you wish to make in relation to the CFPE?

(only countries making such points listed)

Germany We don't expect the CFPE to solve our problems, we expect it to provide information and initiatives which will help us to do so.

Finland Let's focus on the future.

Greece More information to be shared between countries. Support the principles that an audit is only on cost plus productions and that if the agency in house production company is pitching, it is a cost plus production.

United Kingdom We need to identify a clear purpose. From that we can decide on strategies for achieving that purpose.