



HOT HOUSE PROGRAMME

Summary



What is Hot House

Hot House is intended to give you an overall view of the media industry and more specifically on how Universal Pictures Content Group creates, manages, and markets its content. This year's programme offers you the opportunity to attend bespoke talks and sessions around content creation and film marketing, while also giving you the tools and knowledge to carry out your project. Each project is based around the creation of a content piece and a distribution and marketing strategy for it.

On day 1 of Hot House, you will attend several sessions where you will learn about the company, the industry, and the best practices to carry out your project. At the end of the day, you will be given time to start working in groups and to meet with your mentor.

On day 2 of Hot House, you will deliver your project presentation. Each team will have 20mins to pitch their content idea and strategy to a panel of judges and face some Q&A's about your project.

Day One

Tuesday 8th March

Presentations and **workshops** from NBCU business units to give them **insights, knowledge, concepts** and **tools**

Day Two

Wednesday 27th April

Students **Pitch Concepts** to a panel of **Industry Experts** and **Execs**

NBCU Internships + Early Careers workshop

Winning Team announced



Project Brief



Students to come up with a compelling content-led Direct-to-Consumer (DTC) offering, along with a marketing plan.

- Develop a concept for an innovative DTC offering, leveraging Content Group's portfolio and/or branching out into new revenue streams
- Create a pitch deck (a more digestible business plan)
- Marketing Plan – what would be some key elements of the marketing mix that would ensure your idea reaches and engages its audience.
- The Pitch: 20 mins presentation + 10 mins Q&A from our judging panel

4 Groups: Oxford Brookes, Falmouth, York, Kent