



Finding an international co-producer

Finding the right partner and drafting a deal memo

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Introduction

Working with an international co-producer can be very exciting, but also very challenging. Language and cultural barriers, different work processes, different visions around the project to name a few, can create frustrations and misunderstandings. But these will become non-issues when you work with the right partner and have agreed a proper framework.

As the “Leading Producer” finding the right co-producer is an essential part of your job. Like any business partnership, you shouldn’t jump into the first opportunity without carefully assessing the pros and cons.

In this guide, we will explain the key elements you should consider when looking for co-producers and how to build up a successful relationship based on trust and passion for the same project.

Finally, we will list all the elements that you should include in a deal memorandum that will become the cornerstone of your collaboration.

Finding the right international co-production partner

Networking is an important part of the job of a producer. Often, he/she will jump into a relationship with another producer without doing the due diligence of researching what the potential partner could bring to the table. Being overly trusting without doing the research can be a potential blow to the progress of any project. Knowing the track record and experience of a possible co-producer is vital to the venture.

Here are a few steps to follow in building up a successful partnership.

Determining with which country to co-produce

At the development stage

Some projects have an obvious co-production potential at the development stage and may be worth developing with a co-producer in order to nurture the creative input from an international creative team (essentially the director, writer, but also the producers and some key technicians).

These early partnerships are usually the strongest, as co-production partners can learn from one another and build a mutual trust.

Once the film is developed

For developed projects – whereby the creative elements are already in place - analysing the organic needs of the project and determining which country to work in, is the first step.