



[www.at-coalition.org](http://www.at-coalition.org)

## **PROFILE**

*Developing Talent, Competences and Networks*

## **DEFINITION AND AIMS**

Established in 2006, the AUDIOVISUAL TRAINING COALITION (hereafter ATC) has an overall objective of representing the interests of independent organizations devoted to transnational training, development and research for the audiovisual industry.

### **THE SPECIFIC AIMS OF ATC ARE TO FUNCTION AS:**

- a forum to share expertise and good practice, information, common concerns and interests.
- a source of collaborative partnerships, including trainer exchanges.
- a creative resource pool, a high-level think tank and research group.
- a lobbying structure to support and represent the interests of its members.

*ATC's short and mid-term goals and actions will be defined on an annual basis by the ATC board, after consultation with all members.*

## **ACTIVITIES**

### **INFORMATION, KNOWLEDGE EXCHANGE AND NETWORKING**

- Regular meetings to exchange views, perspectives, good practice and information for the benefit of the European film industry, including integrating new training initiatives.

### **COOPERATION**

ATC members will cooperate with:

- Creative Europe Programme.
- State funding bodies and film institutes.
- Professional associations and audiovisual companies.
- Broadcasters and online content providers.

## **RESEARCH**

- Training outcomes.
- Development successes.
- Professional career records.
- Innovative forms of assessing training and training programmes.
- New cooperation models.
- New services for the film industry.
- Interaction with film schools.

## **LOBBYING**

ATC members will lobby:

- Members of the Cultural Committee of the EU Parliament.
- Members of the MEDIA Committee.
- National politicians acting on European level.

## **RULES REVISION**

The board can revise Definitions and Aims after consulting with members of ATC.

*(REVISED OCTOBER 2013 ; UPDATED 2016)*