



4<sup>TH</sup> EDITION  
**Kalasha** 

# International Film & TV market

DISCOVER - CONNECT - TRADE

5<sup>th</sup> - 7<sup>th</sup> May 2021



**EVENT  
PROGRAM**



SPONSORED BY  BEYOND 



**WHEN WE COME TOGETHER WITH SAFARICOM,  
GOOD THINGS HAPPEN.**

**The event will be streamed live on  
the Kenya Film Commission YouTube channel**

**5<sup>th</sup> to 7<sup>th</sup> May 2021**

SPONSORED BY Safaricom | BEYOND 20 YEARS

# CONFERENCE DAY 1 - 5<sup>TH</sup> MAY

KALASHA INTERNATIONAL FILM & TV MARKET CONFERENCE SPEAKERS					
TIME	TOPIC	NAME	DUTY	ORGANIZATION	MODE OF ATTENDANCE
9:20-9:30 AM	<b>Opening Speech</b>	Timothy Owase	CEO	Kenya Film Commission	
		Ernest Kerich	Board Representative	Kenya Film Commission	
	<b>Welcome to the 4th Edition of Kalasha Market</b>	Esther Koimett,CBS, – Principal Secretary, Broadcasting and Telecommunications	Permanent Secretary	Ministry of ICT, Innovation and Youth Affairs	
	<b>Official Opening of the 4th Edition of Kalasha Market</b>	Joseph Mucheru, EGH, MBS -CS	Cabinet Secretary	Ministry of ICT, Innovation and Youth Affairs	
9:30 - 10:55 AM	<b>The Future of Content Creation in Africa</b>	Prof. Kimani Njogu	Moderator	Twaweza Communications	Physically Present
		Tristan Jehan	Panelist	Founder-The Echo Nest	Virtually Present
		Fawzia Ali-Kimanthi	Panelist	Head of Digital Products & Services, Safaricom PLC	Physically Present
		Timothy Owase	Panelist	Kenya Film Commission - CEO	Physically Present
		Nancy Matimu	Panelist	Managing Director, Multichoice Kenya	Physically Present
		Jobie Bakama	Panelist	Founder, Callback Dreams Studios, South Africa	Virtually Present
SWITCH TO STUDIO 2 FOR WORKSHOP LIVE					
12:30 - 1:25 PM	<b>International Co-Production; Opportunities and Challenges</b>	Ledama Sempele	Moderator	Film Crew In Africa	Physically Present
		Serge Noukoue	Panelist	French Embassy Film and Media Attaché	Physically Present
		Murithi K K	Panelist	Pilgrimage Limited	Physically Present
		Loice Konga	Panelist	Blink Productions	Physically Present
		Sarah Hassan	Panelist	Alfajiri Productions	Physically Present
SWITCH TO STUDIO 2 FOR WORKSHOP LIVE					
2:30 - 4:00 PM	<b>Meeting the Quota Requirement for Local productions- Broadcasters Role</b>	John Allan Namu	Moderator	Founder- Africa Uncensored	Physically Present
		Peter Ikumilu	Panelist	Ag Assistant Director, Communications. Communications Authority of Kenya	Physically Present
		Latifah Ngunjiri	Panelist	Group Production Director, Royal Media Group	Physically Present





**SWITCH TO STUDIO 2 FOR WORKSHOP LIVE**

		Nicholas Mudimba	Panelist	News Anchor and Reporter, CGTN	Physically Present
		Monicah Waceke Ndung'u	Panelist	Head of Broadcasting, NTV	Physically Present

## CONFERENCE DAY 2 - 6<sup>TH</sup> MAY

**KALASHA INTERNATIONAL FILM & TV MARKET CONFERENCE SPEAKERS**

TIME	TOPIC	NAME	DUTY	ORGANIZATION	MODE OF ATTENDANCE
8:30 - 8:55AM	<b>Introduction to the Animation Summit - STUDIO 1</b>	Timothy Owase	Panelist	Kenya Film Commission - CEO	Physically Present
		John Kamara	Moderator	Founder, Ada Animation	Physically Present
		Walter Mong'are	Panelist	Director, Youth & Development	Physically Present
		Roy Sasaka Telewa	Panelist	CEO, National Youth Council	Physically Present
9:00 - 9:55 AM	<b>The Animation Industry in Kenya</b>	Naddya Adhiambo	Panelist	NAICCON LTD	Physically Present
		Stephen Kimani	Panelist	Creative Technologist, BlackRhino	Physically Present
		Brian Barasa	Panelist	Co-founder & Commercial Director (NAICCON LTD)	Physically Present
		Muhato Harto	Panelist	Association of Animation Artistes Kenya, A3K Chairperson	Physically Present
		Irene Kiwia	Moderator	Founder, Frontline Africa	Physically Present
10:00 - 10:55 AM	<b>Animation Opportunities For Africa - STUDIO 1</b>	Jonathan Clarke III	Panelist	Filmmaker	Virtually Present
		Dean Lyon	Panelist	Founder, Splinter Studios	Virtually Present
		Joann Yarrow	Panelist	Director, Live Studios	Virtually Present
		Kevin Sharpley	Panelist	CEO, Kijik MultiMedia	Virtually Present
		John Kamara	Moderator	Founder, Ada Animation	Physically Present
11:00AM - NOON	<b>Monetization and Capacity Building Initiatives in Africa</b>	Jack Giarraputo	Panelist	Co-Founder, Happy Madison	Virtually Present
		Jon Turner	Panelist	Co-owner, Kilogramme	Virtually Present
		Meredith Beal	Panelist	Award winning broadcaster	Virtually Present
		Irene Kiwia	Moderator	Founder, Frontline Africa	Virtually Present

# CONFERENCE DAY 3 - 7<sup>TH</sup> MAY

KALASHA INTERNATIONAL FILM & TV MARKET CONFERENCE SPEAKERS					
TIME	TOPIC	NAME	DUTY	ORGANIZATION	MODE OF ATTENDANCE
8:25 - 8:55AM  STUDIO 2 - WORKSHOP STUDIO	<b>The Money in Content Creation</b>	Richard Njau	Moderator	Digital Enabler	Physically Present
		Wangeci Murage	Panelist	Founder & Executive Director, Media Pros Africa	Physically Present
		Ida Rasanga	Panelist	Product Manager for Video, Safaricom PLC	Physically Present
		Abel Mutua	Panelist	Content Producer - Phil-It Productions	Physically Present
9:05 - 9:55AM  STUDIO 2 - WORKSHOP STUDIO	<b>The Production Value Chain</b>	Caroline Mbindyo K.	Moderator	Hiventy Africa	Physically Present
		David Campbell	Panelist	Executive Producer - MediaE Company	Physically Present
		Toni Kamau	Panelist	Producer - We Are Not The Machine	Physically Present
		Willie Kiumi	Panelist	Founding Director - ADMI & Vumicentral	Virtually Present
10:05 - 11:00AM	<b>Show me the Money- Financial Models within the Film and TV Industry</b>	Julian Macharia	Panelist	JM Consulting	Physically Present
		Bonney Tunya	Moderator	Co Production Editor BBC Africa	Physically Present
		Luke Ouko	Panelist	Head of Technology-Why, The Agency Limited	Physically Present
		Kagisho Baphela	Panelist	Director of Strategy, Mergers and Acquisitions at Mokoena Holdings Group of Companies	Virtually Present
12:30 - 1:25 PM	<b>Video Games and Esports: Opportunities for Africa</b>	Auka Gecheo	Moderator	Secretary General CECAFA / Managing Partner -Live Eye	Physically Present
		Dennis Mbuthia	Panelist	Game Designer and Animator at Adala Studios Limited	Physically Present
		Sayo Owolabi	Panelist	Chief Innovations Officer, Ingenium Communications & CEO, Lagos Esports Forum	Virtually Present
		Franklin Omote	Panelist	Gaming Product Manager, Safaricom PLC	Physically Present
		Andrew Kaggia	Panelist	Afrokana Digital	Physically Present
		Douglas Ogeto	Panelist	CEO of LudiqueWorks	Physically Present



**SWITCH TO STUDIO 2 FOR WORKSHOP LIVE**

2:30 - 3:30 PM	<b>Legal framework: Effective management of audio-visual projects</b>	Liz Lenjo	Moderator	Founder and Managing Consultant of MYIP Legal Studio.	Physically Present
		Paul Kaindo	Panelist	Senior Legal Counsel, KECOBO	Physically Present
		Uduak Oduok	Panelist	Fashion and Entertainment Lawyer	Virtually Present
		Josephine Oyombe	Panelist	Kenya Film Commission Legal Services Manager	Physically Present
		June Gachui	Panelist	Founder and Principal Consultant, JGIP Consultants.	Physically Present



# CALL FOR SHORT FORM CONTENT

We are looking for original **KENYAN** produced video content for distribution.

**ALL GENRES** accepted.

Content should be **READY FOR BROADCAST**.

MAKE YOUR MOVE & SUBMIT TO: [www.safaricom.co.ke/Baze](http://www.safaricom.co.ke/Baze)

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# WORKSHOP DAY 1 - 5<sup>TH</sup> MAY

## KALASHA INTERNATIONAL FILM & TV MARKET WORKSHOPS SPEAKERS

TIME	TOPIC	SPEAKER	ORGANIZATION	MODE OF ATTENDANCE
<b>STUDIO 1 FOR CONFERENCE LIVE</b>				
11:00 - 11:55 AM	The Panorama of Digital and Virtual creation	Dean Lyon	Splinter Studios	Virtually Present
<b>SWITCH TO STUDIO 1 FOR CONFERENCE LIVE</b>				
1:30 - 2:25 PM	Content Creation in Kenya-The Future	Dr. Lydia Radoli & Eric Kadenge	Daystar University	Physically Present
<b>SWITCH TO STUDIO 1 FOR CONFERENCE LIVE</b>				
4:00 - 4:55 PM	The Panorama of Digital and Virtual Creation	Andrew Masa	Animator, Rigger	Pre-recorded



# WORKSHOP DAY 2 - 6<sup>TH</sup> MAY

TIME	TOPIC	SPEAKER	ORGANIZATION	MODE OF ATTENDANCE
NOON - 12:05PM	<b>BREAK I - sponsor reels, advertisements, trailers etc</b>			
12:05 - 1:30PM	<b>VFX For The Independent Film Makers</b>			
	Trainer: Dean Lyon - Founder, Splinter Studios	Dean Lyon	Splinter Studios	Virtually Present
12:05 - 1:30PM	<b>Animation meets Film Production: How to Build Your Pipeline</b>			
	Trainer: Kevin Sharpley - CEO Kijik MultiMedia	Kevin Sharpley	Kijik MultiMedia	Virtually Present
1:30 - 1:35PM	<b>BREAK II - sponsor reels, advertisements, trailers etc</b>			
1:35 - 2:30PM	Acting For Animation: Building Your Narrative	Joann Yarrow & Brad Beckman	Live Animation Studios Instructor, Acting - Syracuse University	Virtually Present
1:35 - 2:30PM	Freelancers In The Commercial World - Welcome To Advertising	Lamar Hawkins	Oh My Gosh!	Virtually Present

1:30 - 2:35PM	<b>BREAK III - sponsor reels, advertisements, trailers etc</b>			
2:35 - 3:30PM	IP Laws on Creation & Distribution: Policies For Your Advantage	James Bearden	<b>Corporate / Communication Law Enthusiast</b>	Virtually Present
	<b>Representative from KFC (to train on Kenyan Laws)</b>	Josephine Oyombe	Kenya Film Commission	Physically Present
2:35 - 3:35PM	How to Pitch for your Business (Investor Funding)	Nick Wilson	Naiccon	Physically Present
3:30 - 3:35PM	<b>BREAK IV - sponsor reels, advertisements, trailers etc</b>			
3:35 - 4:35PM	<b>Using Animation For Social Change</b>	Firdaus Kharas	Chocolate Moose	Virtually Present
	<b>END OF DAY</b>			

## WORKSHOP DAY 3 - 7<sup>TH</sup> MAY

TIME	TOPIC	SPEAKER	ORGANIZATION	MODE OF ATTENDANCE
11:00 - 11:55 AM	<b>Tax in the creative industry</b>	Nickson Omondi,	Team Lead: Digital Service Tax -KRA	Physically Present
		Susan Njeru	Team Lead: Stakeholder Engagement; Domestic Taxes Dept	Physically Present
SWITCH TO STUDIO 1 FOR CONFERENCE LIVE				
1:30 - 2:25 PM	<b>Marketing and distribution of Content - Global shift from traditional film distribution</b>	Jobie Bakama	Founder, CallbackDreams Studios, South Africa	Virtually Present
SWITCH TO STUDIO 1 FOR CONFERENCE LIVE				
3:35 - 4:20 PM	<b>Mobile phone film-making -Interactive workshop on how to use a mobile phone as a film making tool</b>	Ritesh Taksande	Film and TV Institute of India	Virtually Present



# Daystar University Adopts Cutting-Edge Technologies and Approaches to Teaching and Learning



The unprecedented economic challenges the world faces call for competitive strategies if any institution in any sector is to survive and thrive.

For academic institutions, this has necessitated a re-evaluation and re-thinking of pedagogical approaches in order to address emerging gaps. Since the advent of COVID-19 and the ensuing lockdowns, Daystar has sustained its operations in the digital space.

Whether responding to the dilemma of teaching dispersed students posed by the COVID-19 pandemic, or to claims by industry that universities are churning out 'half-baked' graduates to the job market, Daystar University has in recent times adopted cutting-edge technologies and approaches to teaching and learning.

## Online Technologies

Firstly, in February 2021, Daystar University acquired Edvance 360 (e360), a 21st century online Learning Management System (LMS) that uses advanced digital technologies and applications to enhance student experience in teaching and learning. The system replaces the open-source Moodle eLearning Platform the University has had since 2008, and effectively used since 2020.

The acquisition of the more dynamic, robust, and interactive e360 became

even more necessary with the second lockdown in 2021 which has created the need to sustain online study for most institutions well into the unforeseeable future. During the short-lived re-opening of the last quarter of 2020, only a small fraction of the entire student population was recalled back to campuses. At Daystar University, online study is supported by a fully automated and interactive e-Library that enables students and Faculty to access full-text e-books and e-journals remotely.

## Problem-Based Learning

Secondly, in response to the claim of academia injecting half-baked graduates into the job market, Daystar University has rolled out the Problem-Based Learning (PBL), an experiential student-centred teaching and learning approach which focuses on investigation of ideal real-world problems to offer solutions.

PBL uses carefully constructed subject problems as a context for students to define their learning needs, conduct self-directed inquiry, integrate theory and practice, and apply knowledge and skills to develop a solution to a defined problem.

Daystar University offers close to 100 programmes offered in seven academic schools and several institutes. From

Certificates to Diploma, Undergraduate, Postgraduate, Masters, Doctorate and even short professional courses, prospective students wishing to study at Daystar will be spoilt for choice.

Through the Students' Placement and International Relations Office, Daystar University continues to link its students with the marketplace for research, internship and job placement.

A private University chartered by the Kenya government since 1994, Daystar has a rich cross-cultural community with over 40 nationalities represented in its student body.

All Daystar University programmes are fully approved by the Commission for University Education and other regulatory accreditation bodies.

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Study  
online

# GRADUATE PROGRAMMES

APPLY TODAY! Reporting Date: August 23, 2021

## 1 School of Arts and Humanities

### Master of Arts

- Diplomacy, Development & International Security (DDIS)
- Christian Ministries

**Postgraduate Diploma in Education (Including Upgrading)** offered during April, August and December school holidays

## 2 School of Business & Economics

### Master of Business Administration (MBA)

- Strategic Management
- Human Resource Management
- Finance
- Marketing
- Project Management
- Supply Chain Management

## 3 School of Communication

### M.A. Communication

- Media Studies
- Development Communication
- Corporate Communication

## 4 School of Human & Social Sciences

### Masters in Clinical Psychology

### Master of Arts

- Counselling Psychology
- Community Development
- Monitoring & Evaluation
- Child Development with concentrations;  
- Integrated Studies,  
- Family Studies and  
- Child Therapy

## PhD PROGRAMMES

### PhD in Communication

- Media Studies
- Development Communication
- Corporate Communication
- Human Communication

### ADMISSION REQUIREMENTS

A Master's degree in the field of Communication with 3.00 GPA (on a 4.00 system) or its equivalent with thesis; or a Masters degree in Communication with 3.00 GPA (on a 4.00 system) or its equivalent without thesis but with at least two published articles in referred journals. In addition, applicants should write a 2,000 words research concept paper.

### PhD in Clinical Psychology

### ADMISSION REQUIREMENTS

A 3.00 (on 4.00 system) grade point average or its equivalent in Master of Arts or Master of Science (from a recognized University) in Clinical Psychology, Counseling Psychology or a closely related discipline (e.g., psychology, marriage and family therapy, or social work). Holders of Ph.D. in related fields (from recognized Universities) can also seek to enter the Ph.D. in Clinical Psychology program

**COMING SOON**

### ADMISSION REQUIREMENTS

A Bachelors degree from an accredited university with a minimum cumulative GPA of 2.75 on a 4.00 scale, or an Upper Second Class Honours. A Lower Second Class Honours with 2 years' relevant work experience may be considered.

**Admissions Ongoing**  
**For the 11<sup>th</sup> Cohort In**  
**January 2022**

**APPLICATION DEADLINE**  
**30TH NOVEMBER 2021**



# SCHOOL OF COMMUNICATION



Barbra Njiru conducts a Live Interview at Shine FM 103.1. This is a Daystar University Student Radio station covering a radius of 40 kilometers around the Athi River Main Campus. The station provides hands-on experience to Broadcast Media students.



A TV Broadcast student Scott Muriuki reads news. On the right is Backstage technical crew. Daystar University Television Studios at the Main Campus Athi River give students practical experience in News Anchoring and TV production.



Students in Music in Africa class performing a Kikuyu traditional dance. The class affords students an opportunity to interact with various African Musical concepts such as dance, songs and types, roles and benefits of African musical instruments.



A student presents a speech in the Auditorium at Daystar University, Nairobi Campus. Public Speaking is a core course for Communication students

## Department of Media & Film Studies

- Diploma in Communication -requires C (Plain) in English
- Bachelor of Arts in Communication
  - Electronic Media
  - Print Media
  - Advertising

## Department of Language & Performing Arts

- Bachelor of Arts
  - Music
  - English

## Institute of Leadership & Professional Development

- Certificate in Media Studies
- Graded Certificate Course in Music - GCCM

## Department of Strategic & Organizational Communication

- Bachelor of Arts in Communication
  - Technical & Professional Communication
  - Public Relations

## ADMISSION REQUIREMENTS

**Certificate Programmes:** A KCSE mean grade of D+( plus), 3 Credits in IGCSE or its equivalent.

**Diploma Programmes:** A KCSE mean grade of C-(minus) or a mean grade of C plain or one principal pass in 'A' levels or 4 credits or better in IGCSE, or their equivalent.

**Undergraduate Programmes:** A mean grade of C+ (plus) and above in KCSE, or 5 credits in IGCSE with 2 Credit passes in A level or Division 2 in GCE.

A Bachelor's degree from an accredited university with a minimum cumulative GPA of 2.75 on a 4.00 scale, or an Upper Second Class Honours. A Lower Second Class Honours with 2 years' relevant work experience may be considered.

# PITCHING DAY 1 - 5<sup>TH</sup> MAY

KALASHA INTERNATIONAL FILM & TV MARKET PITCHING COMPETITION				
TIME	CATEGORY	JURY	ORGANIZATION	MODE OF ATTENDANCE
11:00 - 1:00 PM	<b>Television</b>	Fred Makori	Kenya National Film Association	Physically Present
		James Kanja	Producers Guild	Physically Present
		Serah Mwihaki	Kenya Scriptwriters Guild	Physically Present
		Wycliffe Buhere	Association of Film Producing Educational Institutions in Kenya	Physically Present
		Peter Ikumilu	Communications Authority	Physically Present
		Monica Juma	Kenya Broadcasting Corporation	Physically Present
2:00 - 4:30 PM	<b>Documentary</b>	Isabella Maina	Kenya National Film Association	Physically Present
		Ladislaus Regis Ondieki	Department of Film Services	Physically Present
		Victor Ouma	Kenya Film School	Physically Present

# PITCHING DAY 2 - 6<sup>TH</sup> MAY

TIME	CATEGORY	JURY	ORGANIZATION	MODE OF ATTENDANCE
11:00AM - 1:00PM	<b>Animation</b>	David Alex Wanganju	Association of Animation Artistes Kenya	Physically Present
		Dennis Mbuthia	Association of Animation Artistes Kenya	Physically Present
		Emily Nyabere	USIU Africa	Physically Present
		Ian Macharia	ADA Animation	Physically Present
		Wallace Joseph	Tugo Studios	Physically Present
		Benjamin Waithaka	Association of Animation Artistes Kenya	Physically Present
2:00PM - 4:30PM	<b>Film</b>	Irene Kariuki	Kenya Actors Guild	Physically Present
		Nice Githinji	Kenya Actors Guild	Physically Present
		Keziah Githinji	Kenya Scriptwriters Guild	Physically Present
		John Karanja	Entertainment Film Welfare Ensemble Association	Physically Present
		Mishael Mose Nyangau	Association of Film Producing Educational Institutions in Kenya	Physically Present

# KALASHA INTERNATIONAL FILM AND TV MARKET 2021 - DAY 1

CONFERENCE DAY 1 | 9:30AM - 10:55AM



## Prof. Kimani Njogu - Twaweza Communications | Moderator

Kimani Njogu holds a Ph.D in Linguistics from Yale University and taught for many years at Kenyatta University before resigning to become an independent scholar based at Twaweza Communications, Nairobi.

He is Chair of the Creative Economy Working Group, a network of organizations working in support of creative industries in Kenya and has been actively involved in advancing freedom of artistic expression.

Prof. Njogu is a Commissioner of Kiswahili Cross-Border Language Commission at the African Academy of Languages (ACALAN), an organ of the African Union. He is also the Founding Chair of the Kalasha Film and Television Awards Nominating Academy and the National Kiswahili Association (CHAKITA). He serves as Culture Expert at Kenya National Commission for UNESCO (KNATCOM), Chair of the Board at the Legal Resources Foundation Trust (LRF) and sits on the Board of Trust for Indigenous Cultures and Health (TICAH). Kimani Njogu is extensively published in the areas of language, culture and media. His main interests are African languages, cultural and creative industries, policy reform.



## Tristan Jehan - Founder-The Echo Nest | Panelist

Tristan Jehan is the co-founder of Elis, a new stealth audio startup. Until recently, he was Director of Research at Spotify where he cultivated new technologies, next-generation features and business opportunities.

Previously, he was Chief Science Officer and co-founder of the music intelligence company, The Echo Nest, that was acquired by Spotify to establish a new global standard in music personalization. He earned a doctorate in Media Arts and Sciences from MIT.



## Fawzia Ali-Kimanthi - Head of Digital Products & Services, Safaricom PLC | Panelist

Fawzia Ali is the Head of Consumer Digital Products and Services at Safaricom where she has worked for 14 years. She is passionate about learning new things and as a result, has transitioned from finance to sales, marketing and now product development. The current role is key in providing stable and secure digital channels (app and web) where customers can access services with more streamlined customer journeys, delivering content services aligned to customer passion points using both digital and traditional channels (gaming, video, news, music, education) and catering to the changing lifestyle needs of Safaricom's customers (innovative Bonga loyalty offers and Postpay).

Some of the great successes this year have been in delivering on the video project,

BAZE, which aggregates local content to deliver a sustainable monetization platform for content creators, launching mySafaricomApp which hit 2.9 million downloads with a rating of 4.7 on Play Store and in delivering the fully DIY Postpay journey for our customers.

Fawzia is passionate about using her skills to serve community. She is a Board Member of Moving the Goal Posts (Kilifi), a trustee of the Safaricom Foundation and a member of Rotary Club of Lavington Jioni.

Prior to joining Safaricom, Fawzia worked with Unilever and Standard Chartered Bank. She has a degree in Food Science and Technology, an MBA in Finance and is a Certified Public Accountant of Kenya. She is mum to Mutua and when she is not working you will find her reading a book, enjoying a long walk, in Machakos checking on her tomato pet project, relaxing with friends and family or learning how to play golf.



### **Timothy Owase - Kenya Film Commission - CEO | Panelist**

A Chartered Marketer and a Communications specialist with experience spanning over a decade, Timothy is currently the Chief Executive Officer at the Kenya Film Commission who plays a key leadership role in leading the team at the Commission. He is a marketing and communication professional committed to investing in people, communities and businesses in transforming the society for a sustainable socio-economic development; a professional with leadership and management qualities, strategy formulation and execution, behaviour change, social marketing, sustainable development, media and corporate communications.

Timothy has Board level experience with fully developed analytical skills, people and systems focus, capacity for growing businesses and solid understanding in designing and implementing results bearing business initiatives and strategies. He has a strong ability to influence thinking, forge strategic alliances and build relationships. He is a Champion for good governance with desire to addressing social, economic and cultural issues in the society.

He has an outstanding qualification in all phases of Marketing, Management, Communication and Development and has served in the dynamic sectors including, Marketing, Media, ICT, Development and the entertainment. He has provided his expertise and knowledge previously to Rollout Marketing, Touch Media Solutions Ltd, Mnet East Africa, Multichoice Africa and now Kenya Film Commission.

Mr. Owase is currently a member of Public Relations Society of Kenya (PRSK), Association of Film Commissioners International (AFCI) and Chartered Institute of Marketing (CIM).

His academic credentials include Masters in Development and Corporate Communications (MA) from Daystar University, BBA (Marketing) from Kenya Methodist University, Film Marketing from AFCI University, Post Graduate Diploma in Marketing from the Chartered Institute of Marketing, Diploma in Marketing from London Chamber of Commerce and Industry (LCCI), Diploma in Business Management from Kenya Institute of Management, Certificate in Monitoring and Evaluation, among other qualifications.



### **Nancy Matimu - Managing Director, Multichoice Kenya | Panelist**

Nancy is the first female Managing Director to head up MultiChoice Kenya business in its 25-year history. The appointment of Nancy to take up the company's senior-most leadership role in the country is expected to further strengthen the business to provide the best content on DStv and GOtv and to ensure a great customer experience.

Nancy has had an illustrious 15-year career having led and driven growth through transformation of businesses, capacity building in brand, products and innovation as well as sales & operational excellence. She has inspired high-performance teams to deliver extra-ordinary results in leading organisations in financial services and ICT.

Prior to joining MultiChoice Kenya, Nancy was the Vice-President, Head Market Development Sub Saharan Africa at MasterCard. She previously served in HF Bank as the Chief Digital & Marketing Officer and Safaricom where she held various roles including Head of Safaricom Home & Content (Emerging Business – Home Fixed Broadband and Content Business Development), Head of Department Consumer Products & Services, Head of Department Internet & Content, Head of Department Enterprise Products & Innovation. She also worked in Airtel Africa as the General Manager Marketing & Head of Products & Innovation Revenue Management.

She holds an MBA in Strategic Management from Strathmore University, a Bachelor's degree in Environmental Studies from Kenyatta University and a Post Graduate Diploma (CIM) in Marketing. She is also a graduate of the Advanced Management Program (AMP) & Chief Executive Program (CEP) from Strathmore, IESE and Lagos Business Schools.



### **Jobie Bakama - Founder, CallbackDreams Studios, South Africa | Panelist**

Jobie is a Director, Producer and Digital Marketer who lives, breathes and oozes ideas. He has won different hats in the media industry over the last 20+years and brings to the table an incredible amount of work, life and entrepreneurial experience. His early assignments included assisting Film Director John Woo, Producer Beau St. Clair and Actor Pierce Brosnan. He even had an eye-opening stint as a PA on the hit sitcom "FRIENDS".

Jobie has produced and written 4 internationally syndicated radio shows for Ed Lover & Dr. Dre, Fatman Scoop, DJ Mr Vince and Walt Baby Love. He has consulted and worked on digital marketing and social media campaigns for brands like Mnet and Mustek. He has also created and executive produced several reality and music TV shows including "The Hustle" for VUZU, "Stripped Down" and "The Mix Up" for Channel O.

Over the last decade, Jobie has produced/directed music videos for artists and brands including Mafikizolo, Tiwa Savage, MiCasa, Sauti Sol and Jaguar, among others. He has also produced brand visuals for Coca Cola, Ford, Mecer, Universal and Samsung. Some of his works have won international awards including MTV Base Awards and Channel O Awards.

Jobie is the host of The Fundi Podcast, Founder and Creative Director of Callback Dream Studios and the Head of The Illiphant Publishing.



## CONFERENCE DAY 1 | 12:30PM - 1:25PM



### Ledama Sempele - Film Crew In Africa | Moderator

Ledama Sempele is a well seasoned practitioner in the film and TV production industry in Kenya and beyond. He is the Co-Founder and serves as a Director at Film Crew in Africa Limited as well as a Managing Director at Blink Productions Limited. Ledama has had the opportunity of leading teams and experience in consulting in award winning short films such as "Maria" by Kamau wa Ndung'u and "Subira" by Sippy Chadha, among others.

He has vast work experience as a 1st Assistant Director and Producer in well known production houses in Kenya. Ledama was part of the team involved in the making of popular television series such as "Makutano Junction", Multichoice's "Kona", "Siri ya Mtungi" and the feature film "Nairobi Half Life", among many other productions including television commercials. Most recently, Ledama was the Associate Producer on the soon-to-be-released "Adisa" – a co-production with Germany's Walking Ghost Film and Film Crew In Africa.



### Serge Noukoue - French Embassy Film and Media Attaché | Panelist

Serge Noukoue has worked in the Film & TV industry in Europe, Latin America and Africa. Serge is versatile and has experience in distribution and acquisitions as well as in Media Cooperation and Training. Serge is the co-founder of NollywoodWeek - a film festival that has taken place annually in Paris since 2013 and has worked as a programmer for a variety of festivals. He currently serves as France's Film & Media Attaché for East Africa.



### Murithi K K - Pilgrimage Limited | Panelist

Murithi is a Film Producer with over 5 years experience in the Kenyan film industry. Starting out as scriptwriter, he always harboured dreams of bringing his scripts to life - which he is doing now!

Through his production company - Pilgrimage Company Limited - he is a registered film agent and has facilitated dozens of film crews to shoot in Kenya. He is also an advocate of the High Court of Kenya with an interest in Copyright Law.



## Loice Konga - Blink Productions | Panelist

Loice is a Producer /Production Manager with experience in the Advertising and Film Industry in Kenya. She has worked with award winning Producers and Directors on East African and international productions. She understands the responsibilities, dedication and sacrifices that go into her job.

Loice's deep desire is to create films that are significant to the African continent and its people. Her infectious personality emanates positivity and she holds that "you are never fully dressed without a smile."

Some of the clients and productions she has effectively worked on include KCB Bank, Safaricom, Stanbic Bank, DSTV, MRM Covermax, TCB Naturals, Diageo, Airtel Smart Value, Adisa Short Film, Disconnect The Movie, amongst many others.



## Sarah Hassan - Alfajiri Productions | Panelist

Sarah Hassan is a multi-award winning Actress, Producer and TV Host who started acting at the age of 5 years and has held major roles in numerous TV series and films. She has hosted various TV shows and worked as an Mcee on live events for notable brands in the African Market. She is the founder of Alfajiri Productions and is a social media influencer with a degree in Actuarial Science.

Her first TV series, 'Tahidi High' saw her scoop the Best Actress award twice in a row at the CHAT Awards (2010 and 2011) in Kenya. In 2014, her role in the short film 'Now That You're here', which was part of the 48 Hour Film Challenge, saw her win Best Actress. In October 2015, Sarah and her co-host Charles Ouda, won the Best TV Hosts Award at the prestigious Kalasha Awards for Discovery +254, a project by the Discovery Channel. Sarah also won the coveted Best East African Journalist of the Year Award at the Swahili Fashion Week held in Dar es Salaam for her work on Mashariki Mix and Maisha Max, showcasing the beauty of East Africa to the world.

Sarah is a graduate of the New York Film Academy in Los Angeles, California. While there, she wrote, produced, co-directed and acted in a short film, 'The Company You Keep' in 2018 that saw her bag 4 Best Actress Awards and 4 Best Short Indie Film Awards.

Back home, Sarah starred and produced her first Digital /Television film, 'Plan B' which garnered over a million views on Youtube in its first two weeks of release and now has over 3 million views on the same platform. She won Best Lead Actress in a Film Award for her role in 'Plan B' at the Kalasha Awards 2019 and the film won the Best East African Film Award at the AMVCA 2020.

She also produced the Kenyan thriller film, '40Sticks', which won 8 awards at the Kalasha Awards in 2020 including Best Film Award 2020; the film is currently streaming on Netflix. Sarah then produced and starred in 'Just In Time', an East and West African Coproduction between herself and acclaimed Nigerian Film maker Lolwadee. The film made its debut worldwide on Netflix in March 2021.

Sarah is currently starring as the lead cast in the first ever Kenyan Showmax Original, 'Crime And Justice'. She is also starring as a lead cast of Citizen TV's telenovela 'Zora'.



## CONFERENCE DAY 1 | 2:00PM - 4:00PM



### **John-Allan Namu - Africa Uncensored | Moderator**

John-Allan is a Kenyan investigative journalist and the co-founder of Africa Uncensored. He has been a journalist for 16 years, based out of Nairobi, from where he has reported on issues and events in Kenya and the region. He has interviewed high-level politicians and power brokers from across the region, and investigated crimes committed in the highest reaches and lowest rungs of African society.

John-Allan is a 2019 Global Shining Light Award commendation recipient, the 2015 and 2017 joint journalist of the year Annual Journalism Excellence Awards and the 2009 CNN African Journalist of the Year. He is a 2009 CNN fellow and a 2017 Archbishop Desmond Tutu Fellow. He holds a BA in Journalism from the United States International University – Africa.



### **Latifah Ngunjiri - Group Production Director, Royal Media Group | Panelist**

Latifah Ngunjiri is the Group Production Director at Royal Media Services. She is a media executive with a vast experience in broadcast media management, combining industry knowledge with people and talent management, organizational and entrepreneurial skills that elevate brand profiles.

Latifah is engaged in strategy, product development and implementation, quality control and commercialization of the diverse media platforms. She has been in broadcast media close to thirty years, starting off at the Kenya Broadcasting Corporation as a News Editor and later as a News Director. This is where her passion for content creation and broadcast management was born.

In 1999, when Royal Media Service was launched, she was recruited to head the TV department and set up the programming and production processes at the newly launched station. Latifah has been instrumental in shaping Citizen Television, Kenya's first premium vernacular TV Station, Inooro Television and in the management of the Kenya's first video-on-demand subscription platform, Viusasa.

She is currently an MBA student at Strathmore Business School.

Latifah is passionate about girl-child education and sits on the Board of Daraja Girls Academy, in Laikipia, a secondary school that sponsors girls from underprivileged backgrounds from all corners of the country. She is also passionate about mentoring and empowering the next generation of content creators.



### **Peter Ikumilu - Communications Authority | Jury**

Peter Martin Ikumilu is currently the Acting Assistant Director in charge of Multi Media Content Regulation in the Multi Media Service Department of the Communications Authority of Kenya. He has served for twenty years in different capacities with the converged ICT Regulator.

Ikumilu is a Commonwealth Research Fellow with a Masters Degree in Business Administration, majoring in Strategic Management (Moi University) and a Masters Degree in Communications (Buck New University-UK). He also holds a Bachelor of Technology (Honors) Degree in Electrical and Communications Engineering from Moi University.



### **Nicholas Mudimba - News Anchor and Reporter, CGTN | Panelist**

Nick Mudimba is an award-winning Journalist and News Anchor.

Mudimba started his journey with KTN and after 5 years with the team, he moved to Supersport Africa as a Producer and a Presenter.

After a successful stint at Supersport Africa, Mudimba later became one of the pioneers at Bamba Sport as an Editor and Anchor and also hosted Sunday Football at Classic 105 radio station.

Switch TV came calling and Mudimba was the Head of News and Supervising Editor. After a two year stint with the fastest growing channel in Kenya, Mudimba found his roots back to international media and is currently a News Anchor and Reporter with CGTN AFRICA - China Global Television Network.



### **Monicah Waceke Ndung'u - Head of Broadcasting, NTV | Panelist**

Ms. Monicah Waceke Ndung'u is currently Head of Broadcasting at Nation Media Group (NMG). Prior to joining NMG, she was the General Manager for Kwese Free TV Kenya Limited. She has worked with Kenya Broadcasting Corporation and Uganda Broadcasting Corporation in programming partnership building, change management and product development.

Monicah is a Chevening Scholar, a holder of an MA degree in Communication from The University of Westminster (UK) and Bachelor of Arts in Communication (Electronic Media) from Daystar University as well as other media related professional certifications.

## WORKSHOP DAY 1 | 9:30AM - 10:55AM



### Dean Lyon - CEO / Producer / Director, Splinter Studios | Speaker

Dean is a world-renowned Visual Effects Creator and Computer Graphics Innovator with 30+ years' experience in collaborating with cutting edge directors, motion picture studios, production companies, post-production facilities and technology developers throughout the world. He is the Founder of Splinter Studios.

He is passionate about the creative use of technology to transform the art of visual storytelling, and is regarded as a futurist by colleagues within the industry.

Dean's career has included roles as CEO, Creative Director, VFX Supervisor, Producer, Inventor and Serial Entrepreneur, working in diverse areas as feature films, television, music videos, commercials, interactive TV, computer games, theme park attractions, virtual reality and stereoscopic 3D. He has contributed to hundreds of international television commercials and over 50 feature films including 'Armageddon', 'Independence Day', 'Air Force One' and the 'Lord of the Rings' trilogy. Dean was a pioneer in developing computer graphics for film and television. He co-invented the 'Colorgraphics DP Max' - the first real-time paint and 2D/3D compositing.

## WORKSHOP DAY 1 | 1:30PM - 2:25PM



### Dr. Lydia Radoli - Daystar University | Speaker

Dr. Lydia Radoli is professional journalist and currently lectures in the School of Communication - Department of Media and Film Studies (MFS) at Daystar University. She has worked as a Senior Broadcast Journalist and Content Producer in East Africa, specifically, Kenya, Uganda, and Rwanda.

Dr. Radoli contributed content to Mkenya Ujerumani - a Diasporic Media (Digital and Audio-Visual) for Kenyans in Germany and We Will Lead Africa - an online journal for African innovators based in the USA. Her journalistic practice delved in topics such as migration, conflict and peace-building, contexts of human rights and development. She is an ardent content creator for Diaspora Radio, an online platform she founded to address gaps in the representation of Africans in the Media. The content focused on gender inequalities, women empowerment, economic and social justice. Diaspora Radio was adapted as a Civil Society project of the Brandenburg University (Germany) Department of Inter-Cultural Studies.

In 2018, she received the African Women in Europe Media Award and the Women Empowerment Scholarship, based on her diverse online content. Dr. Radoli is an emerging social researcher in Media, Migration and Development. In 2020, she was Principal Investigator (PI) for the Daystar University Research for Kenya Film Commission (KFC) on: An Examination on the Extent of Kenyan Artists' Knowledge of Rights and Practice.



### **Eric Kadenge - Daystar University | Speaker**

Eric Kadenge is a Lecturer of Electronic Media at Daystar University's School of Communication. In Daystar, he is the Patron of the student-run Shine FM, a radio station that broadcasts to the students and the surrounding community. Eric is a development communicator who is driven by stories that talk about the transformation of people's lives. He firmly believes that communication is a key link between development and the beneficiaries. The technology that we have today offers numerous opportunities to tell these stories.

Eric holds a Bachelor of Arts Degree and Master of Arts Degree in Communication and has 15 years' experience in content creation for radio and television. He loves all things audio, still photography and motion pictures.

## **WORKSHOP DAY 1 | 4:00PM - 4:55PM**



### **Andrew Masa - Animator, Rigger | Speaker**

An Artist/Animator, Andrew Masa was born in 1993 in Kampala, Uganda, where he still lives and works. He holds a Bachelor's Degree in Agriculture and Education but pursued a career in Animation where he is self-taught.

In his practice, since 2013, Masa specializes in 2D cut-out Animation and uses Toon boom harmony as the main animation program. In this field, Masa takes on the role of Rigging Artist, Animator and Effects Compositor. Masa has taken part in the production of several children's TV shows such as "Tsehai Loves Learning" from Ethiopia, "Cailou" from Canada, a few TV commercials and a few Government Advertisements.

Masa seeks to have a great influence in the growth of the Animation Industry in East Africa and uses the same art-skill to tackle some of the ignored challenges in most communities in East Africa, such as "children's rights", "Girl child voices", among others. Masa has taken part in training a few people willing to be part of the Animation industry.

Currently, Masa is working on a personal show called "Ukombozi" aimed at empowering girls in the everyday challenges they face as a vulnerable group. He is also working with "River City Church" in Washington DC to produce Christian animated content for children since gatherings are inappropriate amidst the pandemic. Most of his work can be found on his website: andymasa.com

## PITCHING DAY 1 | 11:00AM - 1:00PM



### Fred Makori - Kenya National Film Association | Jury

Fred Makori is a film enthusiast with over 11 years of experience in the media industry as a Scriptwriter, Graphic Designer, TV Producer and Director, TV Concept Developer, Production Coordinator and Editorial Researcher for documentaries, advertisements, Public Service Announcements (PSAs) and films.

Fred has worked for Nation Media Group, Media Development in Africa (MEDEVA), Radio Africa Group, Uungwana Initiative and Docubox. Currently, he is the Head of Production at Kenya's first 24-hour Business Channel – Metropol TV.

He has produced and directed short films comprising: Lockdown, Solid Rock and Linda among others. He is currently working on his debut feature film to be shot in 2021.

Fred has served as a member of the Kenya Oscar Selection Committee which views and judges entries from all over Kenya to select the country's representative in the Oscar Academy Awards. He has also served as the Vice Chairman of the Kenya National Film Association (KNFA).

Fred holds a Bachelor of Arts Degree in Graphic Design with professional training in Film and TV production. As a film critic, he helps filmmakers in Kenya and the region make quality films for Cinema and TV. He believes that film is life and through it, we tell our stories and hand down values and culture to generations after us, thus shaping perception.



### James Kanja - Producers Guild | Jury

James Kanja is a Producer and Director who specializes in TV Commercials, TV Series and Films. He is currently the Executive Producer & Director at Black Magic Films Limited. His award-winning works include "The XYZ Show" as the show's founding director, "Pamela" short film (Lola Kenya Screen Best Children's Film) and a Kenya schedule line producer on the Netflix critically acclaimed series "Sacred Games 2".

Kanja believes in telling transformative stories and having fun while at it. He is a certified rugbyholic who loves the outdoors, off-roading and watching his son destroy stuff.



### Serah Mwiaki - Kenya Scriptwriters Guild | Jury

Serah Mwiaki is the multiple award-winning writer of "Nairobi Half Life" which was not only Kenya's entry to the Oscars Academy Awards but was shown in more than 100 theatres in the USA and around the world. The film has been touted as the most successful film to come to Kenya.

Through a career spanning nearly two decades, Serah created and wrote nearly 70 episodes of the drama series "Changes" and nearly 600 episodes of "Kona" and "Selina" telenovelas (all available on Showmax).

With her company Wordypix Company Limited, Serah wrote and produced "Kidnapped", an award-winning film on the correlation between domestic abuse and mental issues. She has written several TV movies for Multichoice Limited and is currently writing an anthology film with an American Company.



### Wycliffe Buhere Tsinje - Association of Film Producing Educational Institutions in Kenya | Jury

Wycliffe Philip Buhere holds A Bachelor of Arts Degree in Design (University of Nairobi, 1993), Postgraduate Film Production and Directing (Kenya Institute of Mass Communication, 1996) and is currently working on a Masters Degree project on Theatre Arts and Film Technology (Kenyatta University).

Buhere is currently a Principal Film Lecturer training at Kenya Institute of Mass Communication where he doubles as Industrial Liaison Officer. He is the organizing Secretary of Association of Film Producing Educational Institutions - Kenya that is a trustee of Ministry of Education.

Buhere is a prolific screen actor, television programmes content Developer and Presenter. He has overseen productions of over 300 Documentaries and Feature films, both as a Film trainer and Consultant.

He is the regional Chairman for Nairobi Tertiary Educational Institutions on matters of Film Production and Theatre Arts.



### Peter Ikumilu - Communications Authority | Jury

Peter Martin Ikumilu is currently the Acting Assistant Director in charge of Multi Media Content Regulation in the Multi Media Service Department of the Communications Authority of Kenya. He has served for twenty years in different capacities with the converged ICT Regulator.

Ikumilu is a Commonwealth Research Fellow with a Masters Degree in Business Administration, majoring in Strategic Management (Moi University) and a Masters Degree in Communications (Buck New University-UK). He also holds a Bachelor of Technology (Honors) Degree in Electrical and Communications Engineering from Moi University.





### **Monica Juma - Kenya Broadcasting Corporation | Jury**

Monica Juma works for the Kenya Broadcasting Corporation (KBC) as a Programme Officer. Her duties include acquisition of local and international content as well as scheduling. She is a holder of Bachelors Degree in Communication, a journey she started off at the Kenya Institute of Mass communication (KIMC) where she studied TV Production Techniques.

An Alumni of Poynter Institute for Media Studies in Florida, USA, Monica is a movie buff who also enjoys good music. She is a member of the International Association of Women in Radio and Television (IAWRT).

A Christian, Monica believes her faith has helped her in all ways of her life. She advocates for every person to get mentorship in their field of professionalism for it has been of great help in her career.

You can follow Monica through her social media twitter @monicajuma9

## **PITCHING DAY 1 | 2:00PM - 4:30PM**



### **Isabella Maina - Kenya National Film Association | Jury**

Isabella Maina is the lead video content producer at Dive Productions with a focus on Documentaries, Feature Films and Video Digital Content. Her works include "Compassion for the Disabled" documentary, "Transformed to Transform" and "The Price of a Daughter" and "Behind Closed Doors" feature films.

"Compassion for the Disabled" is a documentary story on the mentally and physically challenged children living the slums. This project caught the attention of content buyers during the Discop Film Market 2012.

A graduate of the Kenya Institute of Mass Communication – Diploma in Film/Video production, Isabella has undertaken other professional courses in: screenwriting, cinematography, directing, digital social media among other personal development courses.

She is currently the chairperson of Kenya National Film Association (KNFA).

### **Ladislaus Regis Ondieki - Department of Film Services | Jury**



Ladislaus is currently the Assistant Director in the Department of Film Services (DFS). Prior to this, he has worked in various organisations including The Media House (The Standard Newspapers), International Commission of Jurist (Kenya Section), International Training in Health (INTRAH), UNFPA and Amref.

Ladislaus is a Film Scholar with the need to help clear the confusion-to help understand the film as an art. He is a film critic whose passion is equipping and mentoring young minds with the ability to construct Art and Film and to see African stories being told in our own creative way rather than copying and stereotyping.

He has lectured in Mank and Tank on basic animation skills, Multimedia University, and the Kenya Institute of Mass Communication where he has taught and mentored over 8,000 students, many excelling to higher echelons of TV and Film Production. He is also a member of Film Lecturers and Trainers Association (FLETA).

Ladislaus is an alumni of Kenya Institute of Mass Communication, University of Nairobi and Kenyatta University. He is currently in pursuance of a Doctorate in Film Studies at Kenyatta University.

### **Victor Ouma - Kenya Film School | Jury**



Victor Ouma is an experienced photographer and videographer. Having worked for the Department of Film Services for over eight years, he has filmed documentaries for private companies, Government Ministries and Parastatals focusing on social, economic and political issues that aim to inform the citizenry through audio visual.

Based on his vast experience in documentary production, Victor was deployed to head the Cinematography section in Kenya Film School in 2016. Victor has nurtured over 100 students in the school.

# KALASHA INTERNATIONAL FILM AND TV MARKET 2021 - DAY 2

CONFERENCE DAY 2 | 8:30AM - 8:55AM



## Timothy Owase - Kenya Film Commission - CEO | Host

A Chartered Marketer and a Communications specialist with experience spanning over a decade, Timothy is currently the Chief Executive Officer at the Kenya Film Commission who plays a key leadership role in leading the team at the Commission. He is a marketing and communication professional committed to investing in people, communities and businesses in transforming the society for a sustainable socio-economic development; a professional with leadership and management qualities, strategy formulation and execution, behaviour change, social marketing, sustainable development, media and corporate communications.

Timothy has Board level experience with fully developed analytical skills, people and systems focus, capacity for growing businesses and solid understanding in designing and implementing results bearing business initiatives and strategies. He has a strong ability to influence thinking, forge strategic alliances and build relationships. He is a Champion for good governance with desire to addressing social, economic and cultural issues in the society.

He has an outstanding qualification in all phases of Marketing, Management, Communication and Development and has served in the dynamic sectors including, Marketing, Media, ICT, Development and the entertainment. He has provided his expertise and knowledge previously to Rollout Marketing, Touch Media Solutions Ltd, Mnet East Africa, Multichoice Africa and now Kenya Film Commission.

Mr. Owase is currently a member of Public Relations Society of Kenya (PRSK), Association of Film Commissioners International (AFCI) and Chartered Institute of Marketing (CIM).

His academic credentials include Masters in Development and Corporate Communications (MA) from Daystar University, BBA (Marketing) from Kenya Methodist University, Film Marketing from AFCI University, Post Graduate Diploma in Marketing from the Chartered Institute of Marketing, Diploma in Marketing from London Chamber of Commerce and Industry (LCCI), Diploma in Business Management from Kenya Institute of Management, Certificate in Monitoring and Evaluation, among other qualifications.



### **John Kamara - Founder, Ada Animation | Host**

John Kamara is a Tech Entrepreneur with over 20 years' experience working in new market acquisitions across various technology verticals in Europe, America, Asia and Africa. John is one of Africa's leading experts on how businesses can leverage key technology trends, transform organizations and drive competitive advantage for impact in industries including finance, agriculture, health, education, gaming and startup enterprises.

As the founder for Ada Animation, John is passionate about changing the narrative of consumption by empowering the youth to own their skills and create more. Through Ada Animation, John is grooming and growing animators through mentorship, building a dynamic animation industry for the African youth.



### **Walter Mong'are - Director, Youth & Development | Guest of Honor**

Walter Mong'are is the Director of Youth Programs (Liaison) in the Presidency and Cabinet Affairs office in the Government of Kenya, offering proven skills in Public Relations, Media Management, Product Development, Advertising, Advocacy, Messaging and Public Communication as well as youth mobilization.

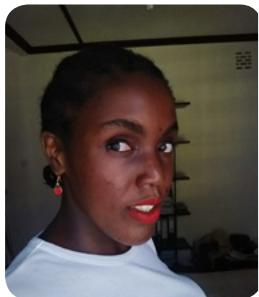


### **Roy Sasaka - CEO, National Youth Council**

Roy Sasaka Telewa is currently the Chief Executive Officer, National Youth Council which is domiciled at Ministry of Public Service, Youth and Gender. National Youth Council is an advisory, research and policy institution on youth affairs in the country. This is a corporate body, primarily designed to be the official voice and negotiator of the youth in Kenya. Since joining the NYC as the CEO, Roy has overseen the transformation of the State Corporation into a vibrant organization that builds and enhances capacity of Kenyan youth through strategic consultations, engagements and partnerships.

Before taking over the helm of NYC, Roy served as the head of procurement at Kenya Deposit Insurance Corporation (KDIC) and previously as the Deputy Head of Procurement at Competition Authority of Kenya (CAK), among other senior executive positions in both public and private sector institutions.

## CONFERENCE DAY 2 | 9:00AM - 9:55AM



### Naddya Adhiambo - Animation Director | Panelist

Naddya Adhiambo Oluoch-Olunya is an Animation Director and Musician from Nairobi, Kenya.

For the past 12 years, she has relished the challenge of diving into a new story world, researching its histories, growing its palette and pushing graphic language to a place that only animation can go.

With a practice spanning comics, animation and XR she has collaborated with studios from all over the world including Netflix Animation, Shujaaz.inc, Faceboook and ZanaAfrica.



### Stephen Kimani - Creative Technologist, BlackRhino | Panelist

Stephen Kimani is a Creative Technologist currently working at BlackRhino VR based in Nairobi, Kenya. He specialized in Interactive Media Design at the Technical University of Kenya and started out as a Designer and Animator. Curiosity led him to the Extended Reality (XR) space.

As a young African, he is always looking for new challenges and trying out new things in the tech spaces.



### Brian Barasa - Co-founder & Commercial Director (NAICCON LTD) | Panelist

Brian Barasa is the Co-Founder of the Nairobi Comic Convention (NAICCON), a platform for pop culture creatives in comic books, animation, gaming, cosplay and fantasy fiction to enhance their skill, collaborate with other industry players and showcase their art in order to reach a global audience. Through NAICCON, the establishment of Pro Series Gaming (PSG), a leading eSports brand that creates immersive gaming experiences and entertaining content for Africa's video gaming scene, was started.

Away from Gaming and Animation, Brian established Bars W. Bespoke Tailoring, a tailored suit service the contemporary gentleman. He also established Sibili Adventures, a camping and adventure tourism business offering affordable adventure trips to college students.

Brian is a graduate of United States International University – Africa with a BSc in Tourism Management.

As a thought leader, Brian aims to acquire and develop different skill sets and in turn apply them in areas that require higher order thinking, literacy, global understanding and multicultural perspective, leadership and ethics as well as community service and development. He would like to empower the younger generation to lead as entrepreneurs and creatives through teaching and mentoring and connect them to a network of mentors in the older generation.



### **Harto Muhato - Association of Animation Artistes Kenya, A3K Chairperson | Panelist**

Harto Muhato is the Founder of Tsunami Studios and current Chairperson of Association of Animation Artists in Kenya.

The Tsunami Studio is an award-winning creative media studio that offers production in Animation, Sound and Illustration (concept art, posters and comics). It has the ambition to create an avenue to tell African animated and illustrated stories for the local and global entertainment market through the power of imagination and cutting-edge content produced by our amazing team of creative artists, ensuring a unique experience and product for each client.



### **Irene Kiwia - Founder, Frontline Africa | Moderator**

Irene Kiwia is a champion for social economic development for Africa, whose career spans over 17 years in Media, Marketing, Communications, Technology and Development Programs that are focused on youth and women empowerment. She is the Founder of a number of organizations including Frontline Media Africa, a Tech driven Pan African Media and Communications Company; she is Co-Founder of Ada Lab – An East African Tech hub designed to support impact driven solutions for Africa, among others.

Irene takes a vision and makes it a reality through sound strategy development. She intuitively sees the threads of opportunity that wind through an organization, brings them together into a coherent whole, helps others extend their thinking and drives implementation to impact advantage.

She is an inspirational leader who tells stories that inspire action while at the same time is grounded in the reality of resources that levers progress. Respected as a credible voice in decision making; a champion in finding strategic partners; and a visionary in how she perceives the future. Irene is a master at integrating innovation in all that she does and has earned a seat at the table wherever she serves.

## CONFERENCE DAY 2 | 10:00AM - 10:55AM



### **Dean Lyon - CEO / Producer / Director, Splinter Studios | Panelist**

Dean is a world-renowned Visual Effects Creator and Computer Graphics Innovator with 30+ years' experience in collaborating with cutting edge directors, motion picture studios, production companies, post-production facilities and technology developers throughout the world. He is the Founder of Splinter Studios.

He is passionate about the creative use of technology to transform the art of visual storytelling, and is regarded as a futurist by colleagues within the industry.

Dean's career has included roles as CEO, Creative Director, VFX Supervisor, Producer, Inventor and Serial Entrepreneur, working in diverse areas as feature films, television, music videos, commercials, interactive TV, computer games, theme park attractions, virtual reality and stereoscopic 3D. He has contributed to hundreds of international television commercials and over 50 feature films including 'Armageddon', 'Independence Day', 'Air Force One' and the 'Lord of the Rings' trilogy. Dean was a pioneer in developing computer graphics for film and television. He co-invented the 'Colorgraphics DP Max' - the first real-time paint and 2D/3D compositing.



### **Joann Yarrow - Director, Live studios | Panelist**

Joann Maria Yarrow is a professional Director and Producer with over 30 years of experience. Currently, she is the Director of Community Engagement and Education at Syracuse Stage in New York. In addition, she is the Executive Director of Live Animation Studios, producing content for film and television in both English and Spanish; she is also the CEO of Distinctive Voices, a company that works in commercial voice-over, interpreting services and corporate training.

Joann is passionate about multi-cultural creativity and fostering programs and productions that challenge and shift the world.

Joann is currently partnering with SFX Director, Dean Lyon of Splinter Studios, Jim Hammond of Puppet Network LLC, Amy Carlson of Ecke Studios, LLC and Lamar Hawkins of Stories AG to bring to life various live action, puppet and animation projects, from live events to television series as well as workshops in voice-over for animation and motion capture performance.

She directed the pilot "Let's Go!" and is currently on the writing team and Director for the "Fearless Times" animated series. Joann has also partnered with Miami Dade College for the launch of MAGIC (Miami Animation and Gaming International Complex) where she taught fight choreography and physical characterization for gamers in their motion-capture studio, voice-over classes at their sound studio and was a judge for MAGIC pitch week, working with animation teams to pitch to Nickelodeon, Cartoon Network and other partners.



### **Kevin Sharpley - CEO, KijiK media | Panelist**

Kevin Sharpley is the President and CEO of KijiK Multimedia Inc., a full-service production company with specialties in integrated, branded and convergent media and development of in-house projects. He is also Executive Director of CineVisun TransMedia, a non-profit organization that supports the independent film, media and entertainment industry.

He is an award-winning Producer, Writer, Director and Editor. Mr. Sharpley's range of work includes films, television, documentary, commercials, music videos, multi-media and event video production. In addition, he is an Actor and well-respected artist, having shown and performed his work in many exhibitions and shows throughout South Florida.

Mr. Sharpley is the previous past Chairman of the Miami-Dade County Film and Entertainment Advisory Board appointed by Miami-Dade County Commissioner, Dennis C. Moss.



### **John Kamara - Founder, Ada Animation | Moderator**

John Kamara is a Tech Entrepreneur with over 20 years' experience working in new market acquisitions across various technology verticals in Europe, America, Asia and Africa. John is one of Africa's leading experts on how businesses can leverage key technology trends, transform organizations and drive competitive advantage for impact in industries including finance, agriculture, health, education, gaming and startup enterprises.

As the founder for Ada Animation, John is passionate about changing the narrative of consumption by empowering the youth to own their skills and create more. Through Ada Animation, John is grooming and growing animators through mentorship, building a dynamic animation industry for the African youth.



## CONFERENCE DAY 2 | 11:00AM - 12:00 NOON



### Jack Giarraputo - Former, Happy Madison | Panelist

Jack is an American Film Producer who co-founded Happy Madison Productions with Adam Sandler and has been involved in the creation of more than 30 films in a little over a decade, generating approximately \$4 billion in the box office.

Jack is one of the top 25 highest grossing producers in US Box office history, and the highest grossing producer for movies exclusively in the comedy genre.

Jack's new endeavor is Ur Life Media Taking memories from basic to binge-worthy.



### Jon Turner - Co-owner, Kilogramme | Panelist

Jon Turner has co-owned Kilogramme since it was formed in 2005. Over the years, the company has worked on projects for the BBC, Disney, Ben and Jerry's, the V&A, the Smithsonian and the University of Oxford, amongst others.

Before Kilogramme, Jon spent five years at Cosgrove Hall Films in their digital department, working on TV shows such as 'Postman Pat', music videos for Mr. Scruff and Tinder sticks and cut scenes for Grand Theft Auto: Vice City.

He has a BA in Classical Civilization and an MA in Computer Animation.

Jon has keen interest in new talent.

### Meredith Beal - Award winning broadcaster | Panelist



Meredith was named Texas Broadcaster of the year in 2007. Starting in 2000, he built a network of terrestrial and OTT radio & TV stations and owned a number of broadcast properties including KCLW, America's oldest country/western radio station. He was a legislative leader on the Board of Directors of the Texas Assn of Broadcasters, was involved in drafting Texas' Freedom of Information Act, pioneered broadcasting high school sports online and developed a number of innovative programs, including "Shout Out From Iraq," a weekly program live from the front lines.

Broadcast Film & Music Africa is one of the largest creative industries conferences in East Africa. Meredith was event director in 2013, 2014 & 2015. He organized Kenya Film Commission's national film conference and launched East Africa's first advertising summit within the event.

Meredith co-starred in The Africa Channel's "Shark Tank"-type TV series "The Bank," focused on micro development entrepreneurs. He is one of the four "bankers" who decides who gets the money. Each episode filmed in a different country. In Kenya's most popular teen drama series "Machachari," Meredith appears occasionally as an American investor.



## Dean Lyon - CEO / Producer / Director, Splinter Studios | Trainer

Dean is a world-renowned visual effects creator and computer graphics innovator with 30+ years' experience in collaborating with cutting edge directors, motion picture studios, production companies, post-production facilities and technology developers throughout the world.

He is passionate about the creative use of technology to transform the art of visual storytelling, and is regarded as a futurist by colleagues within the industry. Dean's career has included roles as CEO, Creative Director, VFX Supervisor, Producer, Inventor and Serial Entrepreneur, working in diverse areas as feature films, television, music videos, commercials, interactive TV, computer games, theme park attractions, virtual reality and stereoscopic 3D.

He has contributed to hundreds of international television commercials and over 50 feature films including 'Armageddon', 'Independence Day', 'Air Force One' and the 'Lord of the Rings' trilogy.

Dean was a pioneer in developing computer graphics for film and television. He co-invented the 'Colorgraphics DP Max'- the first real-time paint and 2D/3D compositing system that delivered unsurpassed quality and capability to editors and artists.

In 2000, at the peak of his Hollywood career, Dean journeyed to New Zealand and led the startup of Oktobor, a world-class award-winning creative and talent-centric visual effects and animation company that gained global recognition servicing ad agencies, film production companies and studios.

His next start-up, "Studio of the Future" allowed Dean to define his next-generation approach for visual effects and computer graphics production. He was recruited to define the future for da Vinci Systems, where he was instrumental in developing a 3D computer graphics finishing system utilizing supercomputing processing that made the completion of 'Avatar' and dozens of other 3D feature films possible.

Dean then launched an innovative Florida based company in 2012 - Splinter Studios. Splinter Studios has been involved in ongoing research and development to streamline visual effects-led content production through disruptive technological integration with the all-important creative process.

His latest projects have relied on his ability to creatively apply the latest technological approaches to virtual events and virtual worlds to assist industries that have been hindered by the global pandemic.

Dean has been an active member of both SMPTE and ACM/SIGGRAPH since 1984. He was elected to the Visual Effects Society in recognition of his VFX Supervisor roles on "Without a Paddle," "Spooked", "Bogeyman" and the "Lord of the Rings" trilogy.



### Irene Kiwia - Founder, Frontline Africa | Moderator

Irene Kiwia is a champion for social economic development for Africa, whose career spans over 17 years in Media, Marketing, Communications, Technology and Development Programs that are focused on youth and women empowerment. She is the Founder of a number of organizations including Frontline Media Africa, a Tech driven Pan African Media and Communications Company; she is Co-Founder of Ada Lab – An East African Tech hub designed to support impact driven solutions for Africa, among others.

Irene takes a vision and makes it a reality through sound strategy development. She intuitively sees the threads of opportunity that wind through an organization, brings them together into a coherent whole, helps others extend their thinking and drives implementation to impact advantage.

She is an inspirational leader who tells stories that inspire action while at the same time is grounded in the reality of resources that levers progress. Respected as a credible voice in decision making; a champion in finding strategic partners; and a visionary in how she perceives the future. Irene is a master at integrating innovation in all that she does and has earned a seat at the table wherever she serves.

## WORKSHOP DAY 2 | 1:35PM - 2:30PM



### Joann Yarrow - Director, Live studios | Trainer

Joann Yarrow is a professional director and producer with over 30 years of experience. She is the Executive Director of Live Animation Studios and Distinctive Voices, LLC., an acting and voice-over coach with the Lau Lapides Company, and Director of Community Engagement and Education at Syracuse Stage in New York. Currently she partners Splinter Studios, Puppet Network LLC, Ecke Studios, LLC and Stories AG to bring to life various live action, puppet and animation projects, from live events to television series as well as workshops in voice-over for animation and motion capture performance. She is currently on the writing team and director for the "Fearless Times" animated series. Joann participated in the launch of MAGIC (Miami Animation and Gaming International Complex) where she taught fight choreography and physical characterization for gamers in their motion-capture studio, voice-over classes at their sound studio and was a judge for MAGIC pitch week, working with animation teams to pitch to Nickelodeon, Cartoon Network and other partners. She was also guest taught Acting for Animators virtually in Kenya as part of the ADA Animation Boot Camp. Joann has directed and produced over 80 productions, translated, adapted and commissioned new works that have toured nationally and internationally, as well as hosted annual international festivals in multilingual communities. She co-founded A Laboratory for Actor Training with Vernice Miller, and worked with Hal Prince on several Broadway productions. Joann is a member of the Latinx Theater Commons and the Lincoln Center's Directors Lab West in Los Angeles.



### **Brad Beckman - Instructor, Acting - Syracuse University | Trainer**

Brad Beckman writes for stage and screen but has also directed for both and has experience as a Documentarian, Editor and Actor. He is a certified teacher of the Michael Chekhov Acting Technique and currently teaches Acting and Play Analysis at Syracuse University. His plays have won awards and been produced in New York City, throughout the US, in South America and Europe. He is Drama Editor for the Stone Canoe Literary Magazine and lives in Central New York



### **Lamar Hawkins - Executive Producer, Oh My Gosh! | Trainer**

Executive Producer & Co-Founder of MYGOSH in 2019

Specialising in advertising and commercial film production. Experience in all media: live-action, CGI and traditional animation, digital and online content, sound, music, photo, illustration...

International network of creative and technical talents and production partners.

Has produced projects in Morocco, South Africa, Egypt, the USA and Canada, Western and Eastern Europe: Switzerland, France, UK, Spain, Italy, Portugal, Germany, Belgium, Scandinavia, Holland, Lithuania, Romania, Poland and more.

## **WORKSHOP DAY 2 | 2:35PM - 3:30PM**



### **James Bearden - Corporate / Communication law Enthusiast | Trainer**

James L. Bearden has professional experience as a TV/Film Producer and Director. He also has more than 20 years of experience in corporate, communications and entertainment law. Mr. Bearden has produced a number of local market and national television/film productions. Mr. Bearden's current law practice emphasizes the representation of individuals and business entities involved in the entertainment and sports industry. He is a graduate of the University of Detroit and of the Howard University School of Law. At the University of Detroit Mr. Bearden majored in radio, television & film production. Mr. Bearden holds memberships in the District of Columbia Bar, Florida Bar, Federal Communications Bar, the Black Entertainment and Sports Lawyers Association; and is also an agent/signatory of the Writers Guild of America, East and West. Mr. Bearden is currently on the board of the Palm Beach County Film and Television Commission.



### **Josephine Oyombe - Legal Services Manager Kenya Film Commission | Panelist**

Josephine Oyombe is an Advocate of the High Court of Kenya admitted to the Bar in the year 2012. She is currently the Legal Services Manager at Kenya Film Commission. She provides leadership and guidance on legal matters at the Commission. She facilitates drafting of specialized contracts, drafting of policies and guidelines, oversees compliance by the Commission of relevant statutory and regulatory requirements, assists with formulation and implementation of strategies on risk management, litigation records among other duties. She also advises a wide range of the Film Industry Stake holders on Copyright aspects concerning their audio visual products.

She specializes in Intellectual Property Law, Film and Media Law, Legal and Regulatory Compliance as well as policy development. She did her pupillage at the firm of Kairu McCourt Advocates where she worked as an Associate upon her admission to the roll of advocates. She thereafter joined the firm of Sisule, Munyi & Kilonzo Advocates that merged with KN Law LLP where she gained vast experience in Intellectual Property and Commercial Law. She has also worked with Multichoice Kenya on secondment.

In addition to being an Advocate of the High Court of Kenya, she is a registered patent agent, She served as a member of the Law Society of Kenya Young Lawyers Committee in 2014-2016. She is currently a member of the Law Society of Kenya- Continuous Professional Development Committee.

## **WORKSHOP DAY 2 | 2:35 PM - 3:35PM**



### **Nick Wilson - Naiccon | Trainer**

Nick Wilson is Head of Projects & Content at African Animation Network, Managing Director & Executive Producer at My Child TV as well as Managing Director at theCar2n.tv

He has a passion to see African animation grow and be recognized across the globe.

## **WORKSHOP DAY 2 | 3:35PM - 4:35PM**



### **Firdaus Kharas - Founder, Chocolate Moose | Trainer**

Hailed as the “modern equivalent of Dr. Seuss,” Firdaus Kharas is a master global communicator and humanitarian who has influenced hundreds of millions of people’s lives for the better. Desmond Tutu calls his creative work, which has been viewed by more than a billion people worldwide, “outstanding” and “powerful.”

A Fellow of the Royal Society of Arts, he was named one of the world’s “50 Most Talented Social Innovators” and has received more than 110 awards, including the prestigious Peabody Award.

## PITCHING DAY 2 | 11:00AM - 1:00PM



### **David Alex Wanganju - Association of Animation Artistes Kenya | Jury**

David Alex Wanganju is a self-taught Motion Designer and Animator with over 10 years professional experience in various applications of animation, ranging from events and TV to agency and news. David has worked with brands such as Safaricom, Airtel, Sauti Sol, Coca Cola and the Government of Kenya, among others.

David has developed motion graphic animations for presentations, advertising and entertainment. He also runs Ideas to Creations, a platform for artists to get professional feedback and tutorials.



### **Dennis Mbuthia - Association of Animation Artistes Kenya | Jury**

Dennis Mbuthia is the Head of Department, Rubika Video Game Development at ADMI, lead game designer and animator at Adala Studios Limited. He has 9 years industry experience and has worked on 15+ motion graphic campaigns, 4 2D animated short films and 1 board game. He is the current Treasurer of Association of Animation Artistes Kenya, 1st Runner up in an AR/VR Competition and one of 3 finalists at the Chezo Gaming Hackathon.

Dennis has a passion for animation projects and games that bring innate joy and learning to the everyday lives of his customers and clients. He has taught for 8 years at ADMI and at Kenya Institute of Mass Communication (KIMC). He hopes to inspire the artists in his class to be the best they can be and impact the world with their individual skill set.

Dennis is a graduate of Jomo Kenyatta University of Agriculture and Technology, Harvard Law School's CopyrightX program and Homeboyz Animation School. He sits in the OSCAR Selection Committee Kenya since 2017 representing the Kenyan animation industry and volunteers at Destiny Chapel as a digital media consultant.

Learning and teaching are his key passions and is willing to share his knowledge and expertise to all who will listen.



### **Emily Nyabere - USIU Africa | Jury**

Emily is a Lecturer in Animation at USIU-Africa (United States International University -Africa). She holds an M.A. in Digital Film and Animation from London Metropolitan University, a Bachelor of Arts degree in Fine Art from Kenyatta University and is currently pursuing her PhD at Kenyatta University.

Emily is a creative, who apart from lecturing in Animation, is a proficient Graphic Designer and Ceramic Artist. She currently serves as Secretary of the Association of Animation Artistes Kenya where she is a member. She is also a champion in curriculum development and serves as a member of the Sector Skills Advisory Committee in the Animation and Digital Media section for CDACC -TVET.



### Murithi Macharia Ian - ADA Animation | Jury

Murithi Macharia Ian is a passionate storyteller through Animation. He is the current Head of Animation at Ada Animation. Ian is a trained Java and C++ Developer from Inoorero University (the institution has since closed but the Alumni spirit lives on). He also has a Bachelors Degree in Commerce from Egerton University

Ian developed Mobile Apps and Games as a freelancer for two years before attending an apprenticeship program on Animation. He sharpened his skills at Tugo Studios as a General 3D Artist where he also had the privilege to mentor students on animation and storytelling. Ian gained more experience in 2D and 3D Animation while working at Tugo Studios.

Ian has been involved in the production of TV advertisements; he collaborated with other artists on their projects and in the early development of Kiki & Ella, a TV series that is still in production.



### Wallace Joseph - Tugo Studios | Jury

Known to friends and family as a passionate artist who always tries new stuff since childhood, Wallace has since gathered a plethora of skills in Graphic Design and Animation over the last 10 years. In his journey with the top creative agencies and freelancing tasks, he has been able to gain proficiency across various production disciplines but his love remains 3D Animation which is why he founded Tugo Studios Limited.

Wallace received his Diploma in IT (Mod 1) from the Shepherds Foundation and Research Institute- Nairobi, Kenya, where he emerged top of his class.



### Benjamin Mwendia Waithaka- Association of Animation Artistes Kenya | Jury

Benjamin Mwendia Waithaka is a 3D Generalist and one of the best Mentors of upcoming animators in the Kenyan industry and the region. Having been in the animation industry for over 15 years, Benjamin is an Autodesk Certified Professional and he is the co-founder of the Award-winning Bluesplynes Studio Kenya. With the spirit of building and seeing the animation industry grow in Kenya, Benja, as many call him, has in the past lectured at Shang Tao Media Arts College and is currently a 3D Instructor at the Africa Digital Media Institute (ADMI) and Talanta Institute.

Under his Studio label Bluesplyne Studios, Benjamin has won different accolades including Entrepreneur of the year 2014, Citi micro-entrepreneurship award; he has been recognized as a finalist of the Kenya ICT Rising Star Award. For Benjamin, it is the constant improvement and learning to approach the new challenging task with a positive mind that keep him going.

## PITCHING DAY 2 | 2:00PM - 4:00PM



### Irene Murugi Ruiru - Kenya Actors Guild | Jury

Irene Murugi Ruiru is an experienced film and television actress and consultant as well as a renowned Radio Voice over Artist with a career that has spanned over 25 years. She has featured in both local and international film, TV and Radio shows.

Irene is an experienced Producer as well as the founding Director of Performers Rights Society of Kenya (PRISK) - a Collective Management Organization that is licensed to collect royalties on behalf of performers in Kenya.

She is currently the Chairperson of Kenya Actors Guild.



### Nice Githinji - Kenya Actors Guild | Jury

Nice Githinji began her career as a stage actress, first appearing on the Phoenix Players stage in Richard Stockwell's "Bad Blood". Following a stellar performance in that show, Nice has evolved into one of the industry's most active voices and has carved herself a niche as a performer who never leaves her audience wanting.

Nice's versatile portfolio shows her playing roles that range from Mary-Magdalene in the acclaimed musical "Jesus Christ Superstar" to Rizzo in "Grease the Musical". She is active on the Kenyan scene as an actor, content creator, vocalist, MC and TV host, with a list of credits that include "Nganya", which she co-created for Iflix, William Shakespeare's "Merry Wives of Windsor", "Subira, Rafiki", "Lost in Africa" and "Country Queen".

Nice also runs an initiative dubbed JiNice Visafe where she mentors and trains upcoming performers in theatre and screen acting.

With 13 awards and nominations under her belt, Nice is one of Kenya's most driven artists, striving to make the industry bigger and brighter. Nice is an expert performer and a consummate professional. She describes herself as a force to be reckoned with; a voice that cannot be stopped, an expert performer and a consummate professional.



### Keziah Githinji - Kenya Scriptwriters Guild | Jury

Keziah Wangui Githinji is a passionate lover of Film, Animation and Theatre; a Film Lecturer who is pursuing a Doctorate in Film Studies. Keziah is a Film Scholar who aims at making films that deal with societal issues and offer solutions. She is a mentor, a film trainer and will be a speaker in the upcoming TED X talk in Nairobi.

Keziah's passion is to equip young minds with the ability to tell stories through film while collaborating with other filmmakers. Her dream is to see African stories being told by Kenyan filmmakers.



### **John Karanja - Entertainment Film Welfare Ensemble Association | Jury**

Karanja John is the leading consultant at Nderi Film Village and the CEO of Entertainment Film Welfare Ensemble (EFWE). Karanja is also the Executive Producer, CEO and maker of films at Magic Galaxy Limited and Jeeba Communication; he has worked as a content manufacturer, Film and TV production mentor and instructor.

Karanja is an alumnus of Kenya Institute of Mass Communication (KIMC). He has served in the industry of film and TV for the past 23 years.



### **Mishael Mose Nyangau - Association of Film Producing Educational Institutions in Kenya | Jury**

Mishael Mose Nyangau is a Communication and Media Studies Teacher/Lecturer at Nairobi Primary School and Kenya Methodist University. He has worked as a film Producer, Director, Scriptwriter and Actor as well as an Adjudicator at Kenya Drama and Film Festivals.

He holds a Master Degree in Communication Studies from University of Nairobi's School of Journalism and a Bachelor Degree in Education (English Linguistics Major and Literature) from the same institution. He is currently a PhD Candidate at Jomo Kenyatta University of Agriculture and Technology (JKUAT) pursuing Communication and Media Studies.

Mishael is a Committee Member of Association of Film Producing Educational Institutions in Kenya (AFPEIK).

# KALASHA INTERNATIONAL FILM AND TV MARKET 2021 - DAY 3

CONFERENCE DAY 3 | 8:25AM - 8:55AM



## Richard Njau - Digital Enabler | Moderator

Richard Njau is a Digital Enabler with an understanding of digital strategy development and implementation. He is a multi-gifted individual with experience in both social and broadcast media as a Content Resource, Media and Advertising Creative, Rapper and TV Presenter.

Under Google Kenya, he worked as the G+ Media & Music Community Evangelist where he was tasked with the responsibility to educate various musicians, influencers and media personalities on the Google+ platform. He went on to become one of 3 YouTube Enablers in Africa (specifically in charge of the East African region) tasked with the role of educating individuals, corporate, musicians, SME and influencers on maximizing their digital potential through video content creation. Richard was also the Head of TV and Radio at Fountain Media, a Radio and TV Station that was created after the analogue to digital migration.

He is passionate about educating individuals, corporate, SMEs, Public and Private sectors on the impact of "digital" to help them achieve their targets, goals, mission and vision; he does this through his #DigitalEmpowerment session across Africa. Since 2010, Richard has been using his gift and in-depth understanding in the digital world to educate and empower various church organizations across Africa on the #MentalDigitalShift. From Zambia to Uganda, Zimbabwe to Ethiopia, he is very passionate about seeing the church embrace the digital tools freely given to expand the Kingdom of the living Heavenly Father.

For over 10 years, Richard was a gospel Artist, one of the pioneering gospel Hip Hop musicians across Africa! He travelled the African continent both physically and digitally spreading the gospel of Jesus Christ. Through his Cleaning The Airwaves movement, he is now using his YouTube channel to empower upcoming musicians, assisting them to avoid the pitfalls of the music industry by interviewing veteran musicians about their musical journey. #cta101



## Wangeci Murage - Founder & Executive Director, Media Pros Africa | Panelist

Wangeci Murage is a content media executive with over 20 years' experience. She has extensive knowledge on the media landscape in Africa and provides skillful and tactical leadership in broadcast management, content strategy development, TV production and distribution. She is the Executive Director at Media Pros Africa, a leading media resource company that provides customized media solutions to multimedia broadcast networks, content producers, Telco's, film festivals, content markets and media schools across Africa.

As Programming Manager at M-Net Africa, Wangeci provided strategic leadership in content and channel development in East and Central Africa. She set up and managed the M-Net East Africa operations where she launched Africa Magic Swahili on DSTV and worked with acclaimed content production houses to produce hit reality series' Big Brother Africa and Idols East Africa. She also commissioned local



productions Changes, Comedy Club, Stand Up Zambia and The Patricia Show.

At Wananchi Programming, (ZUKU TV) as the Head of Business Development, she managed the commissioning of original local productions such as Tales From The Bush Larder, Groove Theory and BAQE, and was actively involved in the development of new channels such as Zuku Swahili Movies and Zuku Kids, and live broadcast of events on Zuku Sports.

Wangechi is a member of the International Academy of Television Arts and Sciences, the Pan African Film Consortium and the Content Distribution Guild of Kenya. She is a long standing member of the jury for the Emmy Awards, and has sat in several jury committees including the Africa International Film Festival, Africa Magic Viewer Choice Awards, Zanzibar International Film Festival, Kalasha Film & TV Awards, Coast Film Festival, Riverwood Academy Awards, Machawood Short Film Festival, Lake International Pan African Film Festival, Mashariki Film Festival, International Festival of Cinema and Audiovisual of Burundi, Kenya International Sports Film Festival and the Women in Film Awards.

She has built strategic partnerships with media stakeholders around the world and has coordinated pitching sessions, training workshops and roundtable discussions at content markets. Wangechi actively participates in media forums as a panelist at DISCOP Africa, Africa Com, East African Film Network and the Deutsche Wella Global Forums.

She holds a degree in Master of Business Administration, Media Leadership, from the University of Cumbria.



### **Ida Rasanga - Product Manager for Video, Safaricom PLC | Panelist**

Ida Rasanga is a Customer Focused Product Manager with 8 years+ experience, leading product management efforts in early-stage start-ups to large consumer tech companies. She is currently the Product Manager for Video at Safaricom PLC.

Some of her key achievements include launching 4G for Home and most recently developing a Video Product Baze, a platform which enables Content creators in Kenya to monetize their content. Prior to joining Safaricom, she was the lead Product Manager at Samsung Electronics East Africa.

Sciences - Webby Awards (Executive Committee Member).



### **Abel Mutua - Content Producer - Phil-It Productions | Panelist**

With over 12 years' experience in the media industry, Abel Mutua has developed skills and recognition in concept development, script writing, creative consultancy, TV and radio direction.

A husband and father to one, Abel is known for his acting and script writing of "Tahidi High" and "Hapa Kule News", which bore the popular concept of "The Real Househelps of Kawangware" which he also scripted alongside "Mother in Law". Teaming up with popular TV director Phil Karanja and fellow creative Bobb Muriithi, the trio started off Phil-It Productions Limited. Together, they have produced TV shows such as "Hullabaloo Estate", "Sue Na Jonnie", "Maempress" and the on-going "Anda Kava". Phil-It Productions has also produced numerous TV commercials, documentaries and covered various corporate events.

Abel started his YouTube channel in 2020 and in less than 3 months, the channel had garnered 100,000 subscribers, prompting YouTube to award him with a Silver Play Button. Abel uses his channel as a storytelling platform seeking to Inspire, Educate and Entertain through his personal stories and other people's life stories.

## **CONFERENCE DAY 3 | 9:00AM - 9:55AM**



### **Caroline Mbundo-Koroso - Hiventy Africa | Moderator**

Caroline's introduction to video and audio production was in 1997 when she joined Exposure Productions as a Production Intern. Since then she has worked on over 100 local and global TV and Audio productions as Production Manager, Series Producer, Producer, Line Producer or Co-Director. In addition, during this period she cofounded several media and event businesses; some still operating and some closed.

In October 2019, Caroline joined Hiventy Africa in the position of Executive Vice President – Africa. Hiventy Africa is a subsidiary of the Hiventy Group which offers a full range of high-end technical solutions within the following fields: video editing, sound, mixing, mastering, authoring, subtitling, dubbing, media processing, assets storage, content delivery and restoration. Hiventy Africa has facilities in Nairobi and Lagos and the Group, headquartered in Paris, France also has offices in Poland, Vietnam and Singapore. From April 2021, Hiventy Group has launched a new organizational structure to accelerate its global reach.

Caroline is also a Member of Advisory Board - Docubox Film Fund; Member of Advisory Board – Some Fine Day Pix; Member - Kenya Film & TV Professional; Co-Founder - Producers Guild of Kenya; Board Member and Secretary - Poverty Eradication Network (PEN Kenya); Former Committee Member and Secretary - Kenya Oscars Selection Committee.



## **David Campbell - Executive Producer - MediaE Company | Panelist**

In 1973, while hitchhiking through Nairobi to Capetown, the then-university student David Campbell noticed something strange: farmers sprinkled maize in the fields instead of planting it in rows that could be easily tended. Their cows produced just 2-3 litres of milk per day, while their hens laid only 2 eggs a week!

David realized that the problem was one of communication, not one of technology: these farmers simply didn't know how to use local resources to improve yields. He hitchhiked back to the University of Reading in the UK and changed his degree from Agriculture to Communications.

He worked with local media stations, the BBC and trained with some of their leading radio soaps and learned how to produce engaging media productions, always with the idea that he would return to Africa in order to try and support families improved their livelihoods.

David, born in Uganda, wanted to learn how to communicate with rural people, many of whom at the time were illiterate. And at just 29 years of age, he got the opportunity to return to Kenya with the British Development Organization DIFD. He worked with DFID in Kenya for 20 years, focusing on how to reach rural people using media. He helped build up the Agricultural Resource Information Center. And then, in 1997, he started Mediae with his good friend and colleague Kate.

David Campbell is the Founder and Director of Mediae which looks at how to use media to support education and development. He is recognized as a leader and innovator within the media industry has raised significant funds to invest in media for development in Africa. During his career, he has been involved in capacity building and training media production staff in film, video, radio and print production in Kenya and across Sub Saharan Africa.

He has consistently pursued the concept of sustainable media interventions with government, donors and civil society. He continuously encouraged commercial sector involvement to sustain research based, focused media that both meets audience needs and builds large audiences over time

Under his leadership, Mediae has become the region's leader in researching and producing media productions that are highly effective in impacting on people's knowledge, attitudes and practices. Some of the programs he has created include the Radio soap "Tembea na Majira", "Makutano Junction", "Shamba Shape Up", "KnowZone", "Shamba Chef", "Don't lose the plot", "Mpeke Town", to name just a few.

His innovative program "Shamba Shape Up" has changed the way agricultural information can be accessed by large audiences across the East Africa region.

In 2008 He was awarded an OBE for his work in supporting millions of East Africans to improve their livelihoods by using media. And in 2020, David received the Lifetime Achievement Award at Kenya Film Commission's Kalasha Awards.



### Toni Kamau - Producer - We Are Not The Machine | Panelist

Toni Kamau is the youngest female African Documentary Producer to be invited as a member of the Academy for Motion Pictures Arts and Sciences - Documentary Branch. As an award winning Producer, Writer and Founder of We Are Not the Machine, a Nairobi-based production company, she tells stories of outsiders, rebels and change makers. Her past credits include half-hour documentaries for Al Jazeera, MTV Europe and BBC Africa.

The Sundance Special Jury prize winner and POV co-production "Softie", produced by Toni and directed by Sam Soko, premiered at Sundance in 2020 in the World Cinema Documentary Feature Competition, was selected as the opening night film at Hot Docs 2020, won the Oscar qualifying best African Documentary award at Durban Film Festival and the Documentary Silver Prize at El Gouna Film festival. "I am Samuel", a feature produced by Toni and directed by 2019 Rory Peck winner Pete Murimi recently had its world premiere at the 2020 edition of Hot Docs and its European premiere at BFI London Film Festival.

Toni is currently in production on a feature documentary about home and belonging and in development on a couple of documentary series and stand alone shorts.

As a creative working in the emerging Kenyan TV and film production industry, Toni is committed to industry development and nurturing new talent through membership in and participating in leadership roles in local and global film associations namely: Kenya Film and TV Professional Association (Member and former Vice-Chair); Documentary Producer's Alliance (Member); Brown Girls Doc Mafia (Member); Academy of Motion Pictures Arts and Sciences - Oscars (Documentary Branch Member) and International Academy of Digital Arts and Sciences - Webby Awards (Executive Committee Member).



### Wilfred Kiumi - Founding Director - ADMG & Vumicentral | Panelist

Wilfred is the Founding Director of Africa Digital Media Group - ADMG - which is made up of three entities, Institute (ADMI), Foundation (ADMF), and Studios (ADMS). Wilfred has over 20 years' experience in the East African Film and Television industry

Wilfred currently runs Africa Digital Media Studios (ADMS) a Sales, Distribution, Marketing and Production company dedicated to exporting African content to a global audience from the London office. The studios have recently launched vumicentral.com a vendor-driven multimedia platform serving clients in Africa and the diaspora.

He holds a Masters in Film Distribution & Marketing from Birmingham City University (United Kingdom)

## CONFERENCE DAY 3 | 10:05AM - 11:00AM



### Bonney Tunya - Co Production Editor BBC Africa | Moderator

Bonney Tunya is BBC Africa's Editor for Coproduction; here he looks after partnerships between the BBC and local television networks in Kenya. Preceding this role, he was BBC Africa's Senior Broadcast Journalist for business.

Before joining BBC, Bonney worked as CNBC Africa's East Africa Anchor. Bonney is a multimedia African journalist with a wealth of experience moderating high-level debates. He has interviewed 8 presidents and several heads of state and governments. A proven communication professional, Bonney has media trained top leaders of industry as well as contributed for the Forbes Africa magazine. In his early career Bonney worked as the Business and General News anchor with the Kenya Television Network (KTN).

Bonney studied Journalism at the United States International University (USIU) Kenya, and is an alumnus of the Reuters News Foundation, The Global Short Film Project and the African Media Initiative.



### Julian Macharia - JM Consulting | Panelist

Julian Macharia is a strategic and dynamic leader with over 20 years' experience in Leadership, Strategy, Business, Media, Communications, Content development and Analytical thinking. He is an accomplished creative expressing himself using multiple media formats combined with astute business management skills with an entrepreneurial outlook.

Julian holds a degree in Media, from the University of Nairobi and sits on the Boards of Buni Media and Waridi events.

Julian worked as the Deputy Director of Programs at Royal Media Services where he led a dynamic team of over 400 staff in building 15 radio stations' businesses which have grown to be market leaders in each of their categories. He was also Head of Operations at Well Told Story (in Kenya and Tanzania) where he optimized the business to focus on change management strategies, performance management and system re-design.

Julian resides in Nairobi, Kenya. He has consulted widely within the region and internationally i.e. South Africa, Tanzania, Ethiopia, Somaliland, United States, Germany, Belgium and Senegal.



## Luke Ouko - Head of Technology-Why, The Agency Limited | Panelist

Luke Ouko is currently in charge of technology innovation at a MarTech company Why, The Agency Limited. Their main focus is unlocking the financial potential of the informal sector in African economies using behavioral science, FinTech and data science. For more than 20 years, he was CTO at systems integrations companies in Kenya with projects in the region.

Luke graduated from Massachusetts Institute of Technology's Media Lab in Media Arts and Sciences specializing in Media Technology. He thereafter spent time as a researcher in MIT's E-Commerce Architecture Group. Previously, he studied operations research at Stanford University and Commerce at the University of Nairobi. His main research interests are in the impact of Industry 4.0 on Media, Education and Innovation in general.



## Kagisho Baphela | Panelist

Kagisho Bapela is the Director of Strategy, Mergers and Acquisitions at Mokoena Holdings Group of Companies. His primary responsibilities include deal structuring and development of growth and financial strategies for the Group.

Prior to this, he was involved in deal making and research projects as a consultant. He successfully completed the bid evaluation process for the free-to-air television licences on behalf of the Independent Communications Authority of South Africa ("ICASA") in 2015/2016. This entailed analysis of business plans and financial projections to assess financial sustainability. He completed the market study on the Pay TV industry on behalf of ICASA. This study involved assessment of market power using SNNIP test, international benchmarking as well as interpretation of data to define the product market within the South African Pay TV market.

Other than research work, Kagisho structured deals and raised capital on behalf of his clients within film, manufacturing and construction sectors. He was contracted by the Industrial Development Corporation to review film finance transactions before they were presented to the Credit Committee. He also performed due diligence investigations for film projects on behalf of the Industrial Development Corporation.

He is currently working on a film fund aimed at investing in the motion picture value chain.

## CONFERENCE DAY 3 | 12:30PM - 1:25PM



### **Auka Gecheo - Secretary General CECAFA / Managing partner -Live Eye | Moderator**

Auka Gecheo is an accomplished senior management professional with eight years' experience in senior management, adept in managing business relationships, people management, as well as being well versed in Public Relations and building Business networks. He is a strategic thinker, keen on sustainability and long-term growth and with a good understanding of doing Business in the East African region.

Auka is currently the Executive Director of the Council of East and Central Africa Football Association (CECAFA). He is also a Partner at Live Eye Limited, a TV Production Company that offers a broad range of services to the media industry, including editorial and creative content development services, engineering and technical operations, broadcast systems integration, professional staff outsourcing and digital media management. Prior to this, he was at Supersport as the East Africa General Manager, among other organizations.

Auka graduated in Sports Management Advancement Programme (Distinction) from Wits Business School, University of Witwatersrand (South Africa); he also holds a B.A. Degree in Building Economics (Honors) from University of Nairobi. He is currently pursuing a Master of Business Administration Degree at Strathmore Business School, Strathmore University.



### **Dennis Mbuthia - Game Designer and Animator at Adala Studios Limited | Panelist**

Dennis Mbuthia is the Head of Department, Rubika Video Game Development at ADMI, lead game designer and animator at Adala Studios Limited. He has 9 years industry experience and has worked on 15+ motion graphic campaigns, 4 2D animated short films and 1 board game. He is the current Treasurer of Association of Animation Artistes Kenya, 1st Runner up in an AR/VR Competition and one of 3 finalists at the Chezo Gaming Hackathon.

Dennis has a passion for animation projects and games that bring innate joy and learning to the everyday lives of his customers and clients. He has taught for 8 years at ADMI and at Kenya Institute of Mass Communication (KIMC). He hopes to inspire the artists in his class to be the best they can be and impact the world with their individual skill set.

Dennis is a graduate of Jomo Kenyatta University of Agriculture and Technology, Harvard Law School's CopyrightX program and Homeboyz Animation School. He sits in the OSCAR Selection Committee Kenya since 2017 representing the Kenyan animation industry and volunteers at Destiny Chapel as a digital media consultant.

Learning and teaching are his key passions and is willing to share his knowledge and expertise to all who will listen.



### **Sayo Owolabi - Chief Innovations Officer, Ingenium Communications & CEO, Lagos Esports Forum | Panelist**

Sayo Owolabi is the Founder and CEO of Africa's leading full service, wholly private Esports Organization, the Lagos Esports Forum (a member of the Global Esports Federation, GEF). The LESF was created in May 2020 to drive Education, Engagement and Empowerment in the Nigerian and African Esports Ecosystem.

A Lawyer by training and with over a decade experience in Sports Media and Marketing, Sayo has created and executed Media and Event properties for various multinational brands in Nigeria and Africa through radio shows which are syndicated across the continent and tournaments in Football, Table Tennis and Esports.

Sayo's passion and creative contributions in the African Esports ecosystem was recognized by the Global Esports Federation and in March 2021, he was appointed as a member of the Education, Culture & Youth Commission as well as the newly created International Relations & Development Commission.

He is the only African Speaker to have graced the GEF Convention (GEFcon) platform in December 2020 and April 2021.

Sayo has also participated as a Speaker/Panelist on various Podcasts, Webinars and Conferences centered around "The Potentials of the African Esports Ecosystem" most notably, The Commonwealth Action Series in October 2020, the Hong Kong based YEAH Webinar Series in November 2020 as well as being featured as a Guest on global media platforms - Al Jazeera and Supersport.



### **Franklin Omote - Gaming Product Manager, Safaricom PLC | Panelist**

Franklin Omote is the Gaming Product Manager at Safaricom PLC. He has 10+ years of hands-on experience in the Telecommunication industry and specifically within content business growth and strategic relationship development.



### **Douglas Ogeto - CEO of LudiqueWorks | Panelist**

Douglas Ogeto is an entrepreneur with 9+ years of experience in Technology, Branding & Community Building. He has played a key role in designing, planning and execution of entrepreneurship and impact related projects in Sub-Saharan and West Africa, having worked both in the private and NGO sector. He is passionate about building communities and accelerating ventures across Africa.

He currently serves as CEO of LudiqueWorks, Africa's favourite and award winning video game publishing company, game development accelerator and dedicated game fund, committed to growing the video game and eSports industry on the continent.

Douglas also serves as a Director at Africa Esports Championship - "Africa's Premier Esports League".



## **Andrew Kaggia - Award winning 3D Animator, Filmmaker & Game Developer | Panelist**

Andrew Kaggia is an award winning 3D Animator, Filmmaker and Game Developer from Nairobi. His Youtube channel, Herosmashers has to date almost 400 million views and continues to capture a massive international audience with his superhero animations.

He heads Afrokana Digital, an animation studio that produces content for diverse clients around the world.

## CONFERENCE DAY 3 | 2:30PM - 4:00PM



### Liz Lenjo - Founder and Managing Consultant of MYIP Legal Studio | Moderator

Liz Lenjo is the Founder and Managing Consultant of MYIP Legal Studio. She specializes in Intellectual Property, Entertainment, Media and Fashion Law. She is an Immediate Former Member of the Competent Authority, the tribunal established under Section 48 of the Copyright Act (CAP 130). She is also an adjunct faculty member at the Strathmore University Law School where she teaches Media and the Law.

Liz holds a Master of Laws (LL.M) in Intellectual Property Law from the University of Turin (Italy) and World Intellectual Property Organization (WIPO), a Bachelor of Laws (LL.B) from the Catholic University of Eastern Africa (CUEA) and Postgraduate Diploma Kenya School of Law. She also holds a Certificate in Fashion Law from Fashion Law Institute - Fordham University Law School (New York). She also has professional certificates in IP Management, Mediation & Arbitration from WIPO Academy and CopyrightX from HarvardX.

Liz is also a published writer and scholar. Her LL.M research paper has been published by the renowned Marquette Intellectual Property Law Review 2018 titled: "Inspiration versus Exploitation: Traditional Cultural Expressions at the Hem of the Fashion Industry." The paper is available online on Westlaw and Lexis. She has also written and been quoted in several local newspapers including the Sunday Nation, The Star, Up Magazine among others.

Liz is a blogger on [www.lizlenjo.com](http://www.lizlenjo.com) on IP and Entertainment Law matters focusing on non-legal minds to understand basic issues on these areas of law and is a part of Creative Commons Kenya as the Culture & Entertainment Lead. She is also a recipient of the prestigious nomination Business Daily Top 40 under 40 Women 2018 in the legal field.



### Paul Kaindo - Senior Legal Counsel, KECOBO | Panelist

Paul Kiarie Kaindo is an Advocate of the High Court of Kenya specializing in Copyright and Related Rights. He is currently a Senior Legal Counsel at the Kenya Copyright Board. Paul has over 6 years' experience in copyright and related rights in Kenya. He was until December 2019 a copyright prosecutor.

Paul is a member of The Law Society of Kenya and The East Africa Mediation Training Institute and holds a Master Degree in Intellectual Property (MIP) from The African University in Mutare, Zimbabwe. He also holds an LLB Degree from Kampala International University and a Post Graduate Diploma in Law from The Kenya School of Law.

Prior to joining the Kenya Copyright Board, Paul was a private legal practitioner in Nairobi and a lecturer at a middle level college in Nairobi Kenya.





### **Uduak Oduok - Fashion and Entertainment Lawyer | Panelist**

Ms. Uduak (Uduak Oduok) is a passionate and experienced advocate who has litigated a wide variety of issues in California courts. She has also represented and counseled a range of clients in matters ranging from breach of contract disputes, network television and licensing deals, apparel manufacturer agreements, fashion modeling agreements, record label agreements, promoter agreements, sports-agent agreement, partnership agreements, sponsorship agreements, film/television agreements, licensing agreements, debt collection disputes, copyright and trademark infringement claims.

Ms. Uduak is also a recognized thought leader, and trailblazer for her work on Africa's emerging global fashion and entertainment markets, and the niche practice of fashion law in the United States. She has authored a combined total of over 11,000 articles, some of which have been syndicated globally, and spent hundreds of hours educating and counseling on the aforementioned topics. She also counsels and represents clients on US-Africa entertainment legal matters, including industry professionals in the "Afrobeats" music genre.

For her work in the field of law, fashion, entertainment, and media, she has earned numerous nominations and recognitions including an award from the American University Washington College of Law in Washington, D.C. for her legal impact in the field of intellectual property in Africa.



### **Josephine Oyombe - Legal Services Manager, Kenya Film Commission | Panelist**

Josephine Oyombe is an Advocate of the High Court of Kenya admitted to the Bar in the year 2012. She is currently the Legal Services Manager at Kenya Film Commission. She provides leadership and guidance on legal matters at the Commission. She facilitates drafting of specialized contracts, drafting of policies and guidelines, oversees compliance by the Commission of relevant statutory and regulatory requirements, assists with formulation and implementation of strategies on risk management, litigation records among other duties. She also advises a wide range of the Film Industry Stake holders on Copyright aspects concerning their audio visual products.

She specializes in Intellectual Property Law, Film and Media Law, Legal and Regulatory Compliance as well as policy development. She did her pupilage at the firm of Kairu McCourt Advocates where she worked as an Associate upon her admission to the roll of advocates. She thereafter joined the firm of Sisule, Munyi & Kilonzo Advocates that merged with KN Law LLP where she gained vast experience in Intellectual Property and Commercial Law. She has also worked with Multichoice Kenya on secondment.

In addition to being an Advocate of the High Court of Kenya, she is a registered patent agent, She served as a member of the Law Society of Kenya Young Lawyers Committee in 2014-2016. She is currently a member of the Law Society of Kenya- Continuous Professional Development Committee.

Ms. Oyombe is a Certified Corporation Secretary (ICPSK), holds a Master Degree (LLM) in International Trade & Investments Law from University of Nairobi, a Postgraduate

Diploma in Law (PGD- Kenya School of Law), and a Bachelor Degree in Law (LLB) from Moi University. She is also a Certified Patent Agent with Kenya Industrial Property Institute (KIPI) and a Certified Mediator (MTI East Africa). Ms. Oyombe is a member of the Law Society of Kenya (LSK) and the East Africa Law Society. She was also nominated by the Law Society of Kenya in 2017 to serve in the Taskforce on Court Annexed Mediation.



## **June Gachui - Founder and Principal Consultant, JGIP Consultants** | Panelist

June Gachui is the Queen of all things Nyummy! One of Kenya's most sought after entertainers, she sings, acts both on screen and on stage, is a voice over artist for radio commercials, documentaries, animations and offers bilingual MC and hosting services. It has been said that the one thing that distinguishes her from most of her peers, is the truth in her performance; June performs with her entire being, with soul, and doesn't hold anything back when she is on stage; those who have listened to and watched her perform can attest to that. Coining the phrase #NyummyMusic as a new genre that aptly describes the feeling June hopes her audiences to get once they experience her music.

Her love affair with music, theatre, and the arts is one that spans over two and a half decades and "Singing and acting are my passion and they also double up as pretty effective and profitable stress relievers!" June shares. In spite of this being a fun hobby, June has found a way to structure the art in such a way that it is professional, entertaining, and more importantly profitable, by using some of the skills she has gained through her own business.

In addition to her love for the arts, June is an Advocate of the High Court of Kenya and is the Principal of JGIP Consultants. She graduated from the London School of Economics and Political Science with an LL.B (Hons) and French law. She holds an LL.M in Intellectual Property Law from George Washington University, USA. Ms. Gachui is also an Associate Member of the International Trademark Association (INTA). She has extensive experience in all areas of Intellectual Property (IP) Law and Entertainment Law; having trained with the World Intellectual Property Organization (WIPO), New York as well as with reputable Australian Entertainment Law Firm Joan B. Peters-Private Practice, to name a few.

As part of her work in the IP field, She is a resource person and trainer for the creative entrepreneurs within the creative industries ranging from music publishing, film and TV, software developers, corporate clients, schools, regional and international organizations on matters of IP, advocating for the protection of commercially viable exploitation of IP rights. "I wanted to focus on an area of law linked to the arts so that

I could make a difference in the lives of many creatives," she says.

June also serves on the Kenya Film Classification Board (KFCB) as a Director of the Board, as well as on the Kenya Private Sector Alliance (KEPSA) Sector Board for Sports, Culture, and Heritage. With over a decade of experience performing live, she has been blessed to grace stages in the US, Australia, UK, France, Uganda, and all over Kenya with notable features being opening for Hill Street Soul – in November 2010, Joe Thomas at The Tusker Lite Experience in March 2012, Jazz Under The Stars in August 2014, Pamoja Concert with Owuor Arunga in September 2014, Simplified Soul JAM in August 2015 and Koroga Festival in May 2016, Terminal Weekend in August 2018, just to mention a few.

In addition to performing, every year June curates and produces several shows, one of the most popular properties is called Motown In Nairobi, staged every year in October on the eve of Mashujaa Day. Others include "The Heng!" a 90s throwback concert, "Soul Train", "The Tribute Series" where we honour living and fallen musical legends, and 'Bare' just to name a few.

June successfully launched her album in 2016 (now available on iTunes, Google Music, Amazon Music, and locally on mookh.com) dubbed 'Twenty Years', the album is a testament of her 20-year musical journey and life experiences told in her own style of music which she fondly refers to as Nyummy Music.

June won the Acclaimed Café Ngoma Award for Best Soul Act in 2017. June has been on our TV screens in films like 'Project Daddy' and made a cameo appearance in 'Nairobi Half-Life'. June has graced numerous stages and has been a Phoenix Player for over 10 years. Some of the most memorable performances include two one-woman shows namely; 'My Brilliant Divorce' and 'Shirley Valentine'. In addition, she played major roles in 'Wife Begins at Forty', 'It Runs in the Family' and 'Steel Magnolias' to name a few.

June was also the leading lady in Sterling Quality's 'Lwanda -Man of Stone' a truly Kenyan musical where she played Nyaber. July 2016 saw June play 'Millicent' in the three-woman show - "Threefold Cord", for which June was nominated and won the Best Actress Award 2016 –Sanaa Theatre Awards. She has also been cast in plays for various corporate and charitable organizations, the most recent being a production of the 'Vagina Monologues' in 2017 and 2018 directed by Mumbi Kaigwa - this was the third time that June has played in this international production.

June was a sitting judge for the show called 'Kwaya' as well as a judge for the 'Tusker Project Fame' auditions, TV show host of 'The Great Kenyan Bake Off' for the past 2 seasons and most recently a radio presenter on Capital FM Kenya's drive time show #TheJam. Proving to audiences over and over just how quickly she can think on her feet, June performs with other improv comedians in a uniquely put together show titled "Because You Said So" - a true first of its kind in Kenya's comedy scene. Finally June has over the years been invited to deliver numerous key-note addresses for Toastmasters Kenya, TedXAccra and also on the Engage Talk platform; her most popular to date is titled "In the Meantime Theory", to name a few.

## WORKSHOP DAY 3 | 11:00AM - 11:55AM



### **Nickson Omondi - Team Lead: Digital Service Tax -KRA | Speaker**

Nickson is the Team Lead, Digital Service Tax at Kenya Revenue Authority



### **Susan Njeru - Team lead: Stakeholder Engagement; Domestic Taxes Dept| Speaker**

Susan is the Team Lead in Stakeholder Engagement within the Domestic Taxes Department at Kenya Revenue Authority.

## WORKSHOP DAY 3 | 1:30PM - 2:25PM



### **Jobie Bakama - Founder, Callback Dreams Studios, South Africa | Speaker**

Jobie is a Director, Producer and Digital Marketer who lives, breathes and oozes ideas. He has won different hats in the media industry over the last 20+years and brings to the table an incredible amount of work, life and entrepreneurial experience. His early assignments included assisting Film Director John Woo, Producer Beau St. Clair and Actor Pierce Brosnan. He even had an eye-opening stint as a PA on the hit sitcom "FRIENDS".

Jobie has produced and written 4 internationally syndicated radio shows for Ed Lover & Dr. Dre, Fatman Scoop, DJ Mr Vince and Walt Baby Love. He has consulted and worked on digital marketing and social media campaigns for brands like Mnet and Mustek. He has also created and executive produced several reality and music TV shows including "The Hustle" for VUZU, "Stripped Down" and "The Mix Up" for Channel O.

Over the last decade, Jobie has produced/directed music videos for artists and brands including Mafikizolo, Tiwa Savage, MiCasa, Sauti Sol and Jaguar, among others. He has also produced brand visuals for Coca Cola, Ford, Mecer, Universal and Samsung. Some of his works have won international awards including MTV Base Awards and Channel O Awards.

Jobie is the host of The Fundi Podcast, Founder and Creative Director of Callback Dream Studios and the Head of The Illiphant Publishing.

## WORKSHOP DAY 3 | 2:30PM - 4:00PM



### **Ritesh Taksande | Speaker**

Ritesh Taksande is a SKIFT course director at the Film and Television Institute of India. With up to 10 years of experience in filmmaking, Ritesh possesses advanced knowledge in scriptwriting, short filmmaking and cinematography.

# KALASHA INTERNATIONAL FILM AND TV MARKET 2021 - DAY 3

## PITCHING COMPETITION PROGRAMME

**Highlights of the session to air on Saturday 8th May 2021 on NTV @ 8:00 PM**

<b>PITCHING OF SHORTLISTED TV PROJECTS</b>		
<b>VENUE: SARIT CENTRE      DATE: 5th May 2021      TIME: 1100HRS- 1300HRS</b>		
1100hrs- 1115hrs	<b>KUTOKA CHINI</b> (Bob Muendo Muindi)	
1120hrs- 1135hrs	<b>LIVING LIBRARIES WITH JOHN SIBI OKUMU</b> (Mwaniki Njache)	
1140hrs- 1155hrs	<b>TANGA</b> (Nicholas Adongo)	
1200hrs- 1215hrs	<b>TASH NA TOSH</b> (Lawrence Murage)	
1220hrs- 1235hrs	<b>THE NEST</b> (Sarah Lillian Were)	
1240hrs- 1255hrs	<b>TWO IN ONE</b> (Kevin Njue)	

<b>PITCHING OF SHORTLISTED DOCUMENTARY PROJECTS</b>		
<b>VENUE: SARIT CENTRE      DATE: 5th May 2021      TIME: 1400HRS-1600HRS</b>		
1400hrs- 1415hrs	<b>46 DAYS</b> (Wambui Gathee)	
1420hrs- 1435hrs	<b>FABBY</b> (Joy Chenyenyodzi)	
1440hrs- 1455hrs	<b>MWANGAZO</b> (Densu Moseti)	
1500hrs- 1515hrs	<b>TABAКА GEM</b> (Weldaline Biyaki Nyabuto)	
1520hrs- 1535hrs	<b>THE GREEN EMPIRE</b> (Lwal Griffin)	
1540hrs- 1555hrs	<b>WILDLIFE SAVIORS</b> (Richard Omondi)	

<b>PITCHING OF SHORTLISTED ANIMATION PROJECTS</b>		
<b>VENUE: SARIT CENTRE      DATE: 6TH MAY 2021      TIME: 1100HRS- 1300HRS</b>		
1100hrs- 1115hrs	<b>A BUG'S LIFE MATTERS</b> (Victor Murithi)	
1120hrs- 1135hrs	<b>BY THE EDGE OF THE SPEAR</b> (James Kinyanjui)	
1140hrs- 1155hrs	<b>KAWIA'S ADVENTURE</b> (Lydia Mugure)	
1200hrs- 1215hrs	<b>KIKI NA ELLA</b> (Wambaa Muiru)	
1220hrs- 1235hrs	<b>SIRI</b> (Sue Wanjiru)	
1240hrs- 1255hrs	<b>THE ALMASI PROJECT</b> (Rachael Mwara Kung'u)	

<b>PITCHING OF SHORTLISTED FILM PROJECTS</b>		
<b>VENUE: SARIT CENTRE      DATE: 6TH MAY 2021      TIME: 1400HRS- 1600HRS</b>		
1400hrs- 1415hrs	<b>BANDI</b> (Jennifer Gatero)	
1420hrs- 1435hrs	<b>GARRI</b> (Anthony Mwangi Njoroge)	
1440hrs- 1455hrs	<b>MAUMAU- THE BURNING SPEAR</b> (Njoroge Mbui)	
1500hrs- 1515hrs	<b>MY DAD'S FUNERAL</b> (Mercy Kamau)	
1520hrs- 1535hrs	<b>SINS OF THE FATHER</b> (Kennedy Musangi)	
1540hrs- 1555hrs	<b>THE QUEST</b> (Joshua Omondi)	

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# Kalasha International Film & TV market

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