



## FEELGOOD FORMATS new pitching session focused on discovering entertainment formats that bring a smile to viewers' faces.

**CALL FOR PROJECTS from today until April 22nd, 2022**

**Madrid March 18, 2022.-** Conecta FICTION & ENTERTAINMENT launches the first edition of the **pitch FEELGOOD FORMATS**, a call focused on highlighting the value of entertainment format creators as a centrepiece of the industry. The pitch session for the five (5) selected finalist formats will be evaluated by an international jury of experts and will be held at the **Palacio de Congresos El Greco in Toledo, Castilla-La Mancha, between June 21st and 24th**.

Creators and producers from all over the world will be able to apply and all kinds of formats will be accepted, under the essential requirement of being original formats that have never been produced before. Among the selection criteria are the presence of "**feelgood**" elements, innovation and the potential for international exploitation. The formats will have as the only thematic requirement the ***Feelgood concept***, as they will need to focus on transmitting positive energy, incorporate elements of humour or seek to bring a smile to the viewer's face, including fun, wit, motivation and any ingredient that makes the viewer feel good.

**Géraldine Gonard**, director of Conecta FICTION & ENTERTAINMENT '*In this edition of Conecta we had a very clear idea to open a pitching session for entertainment formats. In addition, we were striving to frame that creativity in the concept of feeling good while entertaining the viewer, something we all need more than ever these days. The screen should also provide the viewers with positive energy and help them mentally and emotionally. That's what this new contest is all about, promoting new positive concepts and trying to bring them to life on screen for the enjoyment of an audience hungry for good vibes*'.

The deadline to submit a format is April 22, 2022, through the event's website, where all the details and requirements to participate are already available. Format registration is free of charge.

**The 6<sup>th</sup> edition of Conecta FICTION & ENTERTAINMENT has the support of the Government of Castilla-La Mancha, and the collaboration of Castilla-La Mancha Film Commission. Inside Content is in charge of designing and producing the event.**

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