



## Audience and prerequisite

This program is suitable for all audiences, whatever industry or position. This program doesn't require any specific background or skill.

## Program Duration :

21 hours over 3 continuous or discontinuous days, on site (France and international) or online

## Rate including all taxes :

- 1500€/ participant
- In-house & Tailor-made program: contact us

## Dates 2026

- May 19<sup>th</sup>, 20<sup>th</sup>, 21<sup>st</sup>

## Accessibility :

Participants with disabilities are more than welcome. Contact us : [flammable@flammable.fr](mailto:flammable@flammable.fr)

## Application :

- Until 3 days before the start of the program
- Deadline for response : 48H average
- Admission process : interview

## Grading System, Completion :

- Interactive quizzes
- Course Completion Certificate

## Trainer : Lucie Cabourdin

Lucie Cabourdin worked for 15 years in the audiovisual industry. During her career, she had the opportunity to manage numerous creatives and as Banijay Group's Global Head of Development, to energize the creativity of the world's leading production company. In 2020 she creates Flammable, a consulting firm dedicated to using creativity as a strategic business tool and a lever to foster innovation in any company, from any industry, creative or not.

<https://www.linkedin.com/in/lucie-cabourdin/>

## Contact :

Flammable  
3 Passage Bullourde  
75011 Paris, France  
[flammable@flammable.fr](mailto:flammable@flammable.fr)

# A BEGINNER'S GUIDE TO BECOMING A TV AND DIGITAL CONTENT DEVELOPMENT EXECUTIVE

## DESCRIPTION

To become a professional TV and digital content creative... What a dream! But like all attractive sectors, many aspire to such a career and only a few will make it. Despite appearances, like all careers, being a TV development executive is more technical than imagined, requires numerous qualities and professionals use their own codes, vocabulary, tools, methodologies. Beyond fantasy, what does the daily life of a TV creative look like? How to be creative everyday? How to professionalize and make one's attempt to become such a professional credible? Flammable offers here the unique opportunity to immerse oneself into a fascinating and little-known profession.

## LEARNING GOALS

- To understand and to capitalize on the qualities needed to become a good TV and digital format development executive
- To master the vocabulary and tools used by audiovisual professionals
- To differentiate between different development techniques : format adaptation, format creation from scratch and format creation based on a brief
- To learn how to collaborate with others and how to leverage collective intelligence
- To master different creative frameworks and methodologies (brainstorming, brainwriting, SCAMPER, DISRUPTT®...)
- To make one's attempt to become a TV and digital development executive more credible by professionalizing one's approach to it



## DETAILED PROGRAM

### DAY1 – IMMERSION INTO THE DAILY LIFE OF A PROFESSIONAL TV CREATIVE

#### MORNING : DEVELOPPING A TV FORMAT LIKE A PROFESSIONAL (3H30)

What qualities are needed to be a good development executive? What does the daily life of a TV creative look like? What vocabulary, tools are used by professionals? What is the difference between an idea, a concept, a format? This morning participants will get the chance to become familiar with the key concepts and practices of an atypical professional ecosystem.

#### AFTERNOON : WORKSHOP : IMAGINING AND DEVELOPING ONE'S TV CONCEPT (3H30)

3 exercises are planned for the afternoon session. Guided by their trainer, participants will individually try first to develop a TV and digital concept based on a specific brief. Then, they will try to adapt an existing show to another audience, and finally they will try to create a brand new concept from scratch. At the end of the session, all will pitch their favorite creation and reflect on the difficulties encountered during these different exercises.

### DAY2 – HOW TO BE CREATIVE EVERYDAY AND TO COLLABORATE WITH OTHER CREATIVES

#### MORNING : HOW TO BE CREATIVE EVERYDAY (3H30)

What are the secrets to imagine and develop not only one but several different TV concepts? Can we condition ourselves to be creative on a daily basis? What tools can be used? This morning all participants will learn how to take advantage of collective intelligence and how to master different ideation tools and techniques (brainstorming, brainwriting, SCAMPER, DISRUPTT®...).

#### AFTERNOON : WORKSHOP : BEING CREATIVE TOGETHER : CREATIVE TEAM WORK (3H30)

Participants are split into different groups and will need to collaborate with others during a series of creative development exercises under the guidance of their trainer. Like the day before, the workshop ends with a pitching session and a reflection about the difficulties encountered during these different exercises.

### DAY3 – HOW TO « SELL » YOUR IDEAS TO OTHERS AND HOW TO EASE IDEAS EXECUTION

#### MORNING : AND AFTER? MASTERING THE POST-IDEATION STEPS (3H30)

Once we are 100% convinced about the qualities of our concept, the hardest part is yet to come : you need to convince others! Clients, but also the colleagues who will execute, make tangible your idea. To do so, you will need to master certain persuasion techniques. After discovering what makes a creative pitch efficient, participants will be individually coached to make their potential attempt to become a TV creative credible.

#### AFTERNOON : WORKSHOP : PITCH FESTIVAL (3H30)

Participants will work again with their group mates to dig even deeper into the development of one of the concepts created the day before. They will need to focus especially on the way they will present their concept to others and imagine an impactful way to pitch it. The day ends with a Pitch Festival where all groups will present in an official but fun atmosphere their creation to the other participants.