

ISDE PROGRAMME

International Sales & Distribution Executives

Measurable Report | Partner Feedback Summary | Cohort 1 | March 2026

1. EXECUTIVE SUMMARY

The inaugural ISDE Programme (May–July 2025), hosted by NIFS in partnership with Trino Motion Pictures, was assessed as a successful pilot. The programme addressed a critical skills gap in the film and television industry relating to international sales, licensing, and distribution. Twelve (12) executives were equipped with industry-aligned, practical knowledge, and the programme contributed directly to measurable organisational growth at Trino Motion Pictures.

Key Programme Outcomes

- Addressed a critical skills gap in international film sales, licensing and distribution
- 12 executives trained with industry-aligned, practical knowledge
- Launch of a dedicated Content Acquisition & Sales Division and subsidiary at Trino Motion Pictures
- Participation at MIP London and access to the MIPCOM database

2. OVERALL EXPERIENCE

Metric	Result
Overall Rating	Excellent / Very Good
Expectations	Met or exceeded for all participants
Likelihood to Recommend	8–10 / 10

“It was a life-changing opportunity.” — Sherif Olorunrinu Adekunle

“For me, this wasn’t just a programme. It was a shift.” — Temitope Sanni

3. PROGRAMME CONTENT & DELIVERY

Session Quality & Relevance

Area	Rating / Feedback
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Session Quality	Excellent / Very Good
Relevance to Participant Goals	Very Relevant / Extremely Relevant
Facilitator Engagement	Highly engaging and knowledgeable

Most Impactful Sessions

- Hands-on physical class sessions
- Sessions with international experts: Maskelah Gabriel-Adams, Shantelle Rochester, Serge Noukoue, Cynthia Brutus, Paloma Garcia
- Localised insights from Nigerian facilitators: Ijeoma Onah and Kene Mkparu

4. FACILITATORS & TOPICS – COHORT 1

The programme featured 14 distinguished facilitators from Nigeria, Africa, Europe, the UK and the US, covering topics from foundational film business principles to global sales, distribution strategies and emerging industry trends.

Facilitator	Country / Region	Topic Highlights
Ijeoma Onah	Nigeria	Basic Film Business Principles and Practices
Deborah Sheppard	US	Navigating Global Sales and Distribution
Claude Mwamba	Africa	Value of Localization
Ana Ballo	Africa	The Evolving Landscape of Content Distribution
Kene Mparu	Nigeria	Nollywood business gaps, evolving models, cinema reimagining
Christophe Pecot	France	Strengthening Global Collaboration
Shantell Rochester	UK	Sales, distribution, commissioning, market strategy
Craig Kelly	US	Distribution challenges & technologies
Alain Modot	Europe	Technical requirements, distribution monopoly
Cynthia Brutus	Africa	Distribution company operations
Karina Durhone	Africa	Distribution company operations
Serge Noukoue	Africa	Marketing, sales, and deal strategies
Maskelah Gabriel-Adams	UK	From strategy to execution, rights & territory breakdown
Paloma Garcia	Europe	International audiovisual distribution, content classification, value chains, and pandemic impact

5. IMPACT & OUTCOMES

Key Gains Reported by Participants

- ✓ New professional connections and mentorship opportunities
- ✓ Enhanced skills and knowledge in international sales and distribution
- ✓ Career advancement opportunities
- ✓ Collaboration opportunities with peers and industry professionals
- ✓ Increased visibility within the industry

Tangible Outcomes

- ✓ Participation at MIP London and access to the MIPCOM database
- ✓ Broader understanding of monetising intellectual property
- ✓ Strategic insight into global distribution, content curation and marketing
- ✓ Improved professional positioning as Sales and Distribution Executives
- ✓ Launch of a dedicated Content Acquisition & Sales Division and subsidiary at Trino Motion Pictures

“I can confidently step into rooms now and say I’m a Sales and Distribution Executive because I’ve done the work.” — Temitope Sanni

6. LOGISTICS & ORGANISATION

Area	Assessment
Programme Coordination	Very Good / Excellent
Communication	Clear and Timely

Suggestions for Improvement

- Increase the number of practical, hands-on sessions
- Improve scheduling to better accommodate participants with full-time employment
- Adjust pacing for more intensive class sessions

7. PROGRAMME ELEMENTS EFFECTIVENESS

Programme Element	Effectiveness Rating
Networking / Community Building	Excellent
Mentorship Opportunities	Good – Excellent
Resource Materials	Good – Excellent

Programme Element	Effectiveness Rating
Q&A Sessions with Speakers	Good – Excellent

8. PARTICIPANT TESTIMONIALS

“Being part of Cohort 1 was a very rewarding experience. It was an eye-opener into the international film and television business.” — Olatubosun Olasimbo

“I can confidently step into rooms now and say I’m a Sales and Distribution Executive because I’ve done the work.” — Temitope Sanni

“It was a life-changing opportunity.” — Sherif Olorunrinu Adekunle

“For me, this wasn’t just a programme. It was a shift.” — Temitope Sanni

9. FUTURE ENGAGEMENT & INTEREST

Participants expressed strong interest in continued engagement with the ISDE Programme and NIFS, including:

- Participation in future cohorts
- Becoming mentors for upcoming participants
- Partnering formally with NIFS
- Speaking at future programme events

10. CONCLUSION & PROGRAMME DIRECTOR’S REMARKS

The ISDE Programme’s first cohort successfully bridged African creativity with international business insights. With contributions from world-class facilitators, participants not only expanded their knowledge but also strengthened their professional networks, gained tangible skills, and are now better positioned to take African content to global audiences.

The programme combined global expertise with local perspectives to create an empowering experience for all participants. It not only built capacity but fostered a network of professionals ready to drive African content onto the international stage.

Acknowledgement

We sincerely thank all facilitators for their invaluable contribution to the programme, sharing their expertise, real-world experience, and mentorship with Cohort 1. Your guidance has made this programme a transformative journey for all participants.

PARTNERSHIP REPORT

NIFS 2025 x CcHUB

Beyond Borders: Global Pathways for African Content

EXECUTIVE SUMMARY

The collaboration between the Nigeria International Film Summit (NIFS) 2025 and CcHUB served as a high-octane masterclass in the commercial mechanics of the film industry. Titled “Beyond Borders: Global Pathways for African Content,” the workshop shifted the focus from production to the critical bottom line: Sales, Distribution, and Cinema Theatrical Business Management.

Key Highlights at a Glance

- Initially designed for 40 fellows — attendance surged to nearly 200 participants
- Demonstrated the industry’s urgent demand for structured commercial frameworks
- Covered Sales, Distribution, and Theatrical Business Management in depth
- Hosted at CcHUB HQ, Lekki — a premier innovation hub in Lagos

CORE FOCUS AREAS & OUTCOMES

Pillar	Key Learning & Impact
Theatrical Management	In-depth analysis of cinema operations, programming, and maximising box office yield in the African context.
Global Sales	Frameworks for navigating international licensing deals, rights windows, and negotiating with global streamers.
Distribution Strategy	Strategic mapping of content journeys from local theatrical release to international SVOD/AVOD platforms.
Commercial Excellence	Practical use-case labs on sales packaging and engaging international buyers.

HIGHLIGHTS OF THE ENGAGEMENT

1. Elite Facilitation & Industry Insights

The workshop featured a powerhouse lineup of facilitators who bridged the gap between the UK and Nigerian markets:

<p>Shantelle Rochester UK</p>	<p>Provided a masterclass on navigating global markets, rights structuring, and the complexities of international co-production.</p>
<p>Maskelah Gabriel-Adams UK</p>	<p>Delivered vital perspectives on global distribution trends and securing international buyer engagement.</p>
<p>Kene Mkparu Nigeria</p>	<p>Offered an authoritative deep dive into the theatrical business, leveraging extensive experience to demystify cinema management and domestic distribution.</p>

2. High-Impact Participation

The energy at CcHUB HQ was electric. With nearly 200 attendees — including content entrepreneurs, producers, and media investors — the sessions evolved into a vibrant town hall of ideas. The engagement levels during the Breakout Labs and Roundtables underscored the necessity of such professional platforms for the growth of the Nigerian creative economy.

3. Strategic Networking

By hosting the event at CcHUB, NIFS successfully fostered a networking nexus where filmmakers and investors could discuss the “business of film” in a professional, focused environment. The synergy between the facilitators and the diverse audience created a clear roadmap for scaling African content globally.

APPRECIATION NOTE TO CCHUB

We extend our sincere appreciation to the entire management and team at CcHUB for being such an exceptional partner for NIFS 2025.

Your support in providing the space and logistics at CcHUB HQ in Lekki allowed us to host a transformative session that far exceeded our expected attendance.

The success of this workshop — anchored by the brilliant insights of Shantelle Rochester, Maskelah Gabriel-Adams, and Kene Mkparu — is a testament to what is possible when industry leaders collaborate.

Thank you for helping us empower nearly 200 content professionals with the tools to take African cinema to the world.

We look forward to future collaborations that continue to drive excellence in our industry.