

Success Stories: Film TT



Employees: 5

Industry: Creative

Region: Trinidad and Tobago

Moviesite Client Since: 2018

About

The Trinidad and Tobago Film Company (FilmTT) is the state agency responsible for the sustainable development of the film industry in Trinidad and Tobago. It is the Film Commission for the country, providing such services to both local and international producers. The company was founded as a standalone company in 2006. In 2014, it became a sub-company of CreativeTT; whose mandate is to stimulate and facilitate the business development and export activities of the Creative Industries, with a focus on the Film, Music and Fashion sub-sectors. FilmTT therefore plays the role of both a development agency, and a sales and service agency through the film commission function. The company reports directly to the Ministry of Trade and Industry.

www.filmtt.co.tt

The Challenge

As a small company with diverse roles, FilmTT needed support from a digital platform that can increase operating efficiency, gather data to show measurable progress in the industry, and automate as many of its functions as possible.

Solutions

FilmTT primarily uses the database components of **Moviesite** such as the Production, Locations, Contacts and Production Tracking. The permit component is scheduled to be implemented upon Cabinet approval.

Production Directory allows FilmTT to communicate directly with and assess professionals in the industry and simultaneously acts as a first introduction to productions seeking professional talent and services.

Production Tracking is used to manage enquiries and production activity on both islands. It is also used to provide the Ministry with current data on employment and production spend. This information is used to show the growth of and the industry's contribution to the country's GDP. This tool has also significantly improved the company's client response especially as it pertains to large productions that require consolidation of inter-island resources.

The location database easily showcases the islands potential and its diverse backdrops. It is continually being updated and has the potential to be expanded to automate new additions.

Process

The database and production tracking modules are managed separately on a daily basis; however, the entire company has the ability to track all of the components utilized in active productions.

As a national permit law is pending, production information is required by productions to access the free company facilitation services and is also encouraged by FilmTT partners.

Results

A cohesive data model that enables accurate and improved reporting on the sector
Data-driven reporting of film industry contributions to GDP.

Effective response and follow-up times with current and prospective clients.

Measurement of stakeholders in the film sector

"FilmTT's mission is to maximise the economic and creative potential of Trinidad and Tobago's screen industries for the benefit of the country and its people."

