

# Heather Hatch on What She Learned at #Banff2017

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We caught up with Heather Hatch, the 2017 Banff World Media Festival Mentorship recipient. This mentorship awarded Heather a pass to attend the Banff World Media Festival, June 11- 14, 2017 at the Fairmont Banff Springs. Prior to the festival, she had a chance to consult with her mentor, Cynde Harmon, Producer and CEO for "Really Real Films Inc." (Stranger In The House, If I Had Wings), as well as meet with members of the WIFTV team both before and at the festival. Here is what Heather had to say.

## How was the Festival? What was the biggest highlight for you?

The first meeting I attended with my team, I did not say a word, I just smiled and nodded, but the BBC can be overwhelming for a first meeting. So, at first the festival was very intimidating but attending the parties and meeting people in the industry at these event made it easier. The biggest highlight was meeting people who have sat on committees for some of the grants I have gotten and getting good news in a pitch meeting.

## What did you learn throughout your Banff World Media Festival Experience?



— From left to right: Tami Gabay, Cynde Harmon, Karen Wong, Heather Hatch, Pamela Jones



2017 Banff Mentorship Recipient,  
Heather Hatch

You have to put yourself out there, and working as a team makes it easier. Even if your pitches are not what somebody is looking for, asking them what they are interested in can help you choose projects you want to invest in creatively.

Write down on the business cards, something about the person and your conversation so that you can remember them, and make possible connections after the festival. If you have meetings, look them up so you know what they look like, and can talk about some of their projects to break the ice. When booking a meeting, pick a location or it can get hairy trying to find them. Attending the workshops is full of information and can help you meet people.

## Did the mentorship benefit you? What did you learn from your mentor and how did she help you?

The mentorship with Cynde Harmon, was unbelievable, she was a bubbling well of information, from how to organize my computer files, pitching advice, getting business cards, how to navigate the Banff media website, and how to keep track of and schedule meetings. Mentorship is so important in this industry, you can learn so much from a veteran of the trade, its knowledge that you can not gain through education alone. My Banff experience would not have been as successful without her guidance.



— Heather Hatch (centre) with her mentor Cynde Harmon (left) and WIFTV Treasurer Karen Wong (right)

**Do you have any new projects on the Horizon? Or further development of current projects because of this experience?** I was lucky enough to get the Telefilm micro grant this year to make a feature length documentary, the story of an Elder who wants to fight for her land that will be flooded by the Site C Dam in British Columbia which you can follow at #DellaFilm. The show that Women in Film and Television sent me to Banff for was a successful pitch meeting that turned into development, which was unbelievable. This show involves indigenous language and storytelling for children, and was created with alliance between myself and my team which you can check out at catapult pictures and open sky pictures.

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