



FORUM 2026



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History and Evolution:

NOW (Nordic Opportunity Week) began as a platform to celebrate and connect Norwegian talent with the US industry during Oscar season. It has since expanded to include all Nordic countries and creative sectors, evolving into a broader, multi-disciplinary event promoting Nordic culture internationally.

The Three Pillars of NOW:

- **Strengthening the Nordic Creative Community:** Bringing together professionals based on the US West Coast and in the Nordics to build a supportive network.
- **Facilitating Access to the US Market:** Providing Nordic professionals with educational and professional opportunities to navigate the American industry
- **Promoting and Increasing the Export of Nordic Cultural Products:** Our primary focus for 2026 is to enhance the visibility and reach of Nordic films, music, literature, and games in the US market, aiming for concrete results through direct industry engagements and partnerships.

Past Impact:

NOW has facilitated production collaborations, music licensing deals, and representation opportunities, showcasing the global potential of Nordic cultural products and expanding their footprint in the US market. In 2025, producers reported high-value meetings and immediate follow-up; cinematographers gained access to key US guilds and facilities; and Nordic music publishers engaged directly with US music supervisors and producers.



DETAILS FOR NOW 2026

Building directly on the successful 2025 business-forum model, NOW 2026 deepens direct, high-value engagements between Nordic delegates and U.S. decision-makers. The format prioritizes one-to-one and small-group meetings inside agency, studio, guild and legal offices, complemented by curated mixers, industry dinners and concise showcases that trigger concrete follow-ups. Program preparation is strengthened with earlier confirmations, delegate briefings, and tailored materials to improve meeting outcomes.



What's improved in 2026

- Earlier institutional green-light (aiming by October).
- Mandatory pre-trip briefings and an LA Pitch Bootcamp covering the agency ecosystem, packaging norms, and room etiquette; plus a Materials Clinic to sharpen one-pagers, lookbooks/trailers, and slates.
- Conversion built-in: 24–48 hours follow-up holds after meetings, with NOW scheduling support to turn interest into concrete next steps.
- Better preparation of US stakeholders on who the Nordic delegates are.
- Deeper office visits: meetings pair decision-makers with the right craft/executive counterparts (e.g., producer–director meetings, DGA orientation, legal/immigration workshops), and tech/facility stops include time with working department heads.
- Connect Producers with potential partners in LA for better follow-up of leads.

“
The format remains a business forum: one-to-one and small-group meetings..
”

DETAILS FOR NOW 2026

- Precision matchmaking: meetings grouped by genre, format, budget band, and U.S. counterpart interest (including film↔game IP adaptation pathways).

The format remains a business forum: one-to-one and small-group meetings inside agency, studio, guild, and legal offices, complemented by curated mixers, roundtable dinners, and concise showcases embedded in networking. Delegate groups are transported to offices to maximize participation and efficiency for U.S. executives.

01 Direct Industry Engagements

- Producers: targeted pitching with agencies, studios/streamers, financiers and entertainment/immigration counsel—modeled on 2025 with added follow-up holds.
- Directors: structured meetings with U.S. producers seeking director attachments; representation meetings; guild/immigration briefings focused on hireability.
- Game Producers: targeted pitching to agency game divisions and U.S. producers exploring interactive/film-TV IP; emphasis on narrative, adaptation, and cross-media collaboration.

02 On-Site Visits:

Expanded office visits include agencies, studios/streamers, guilds/representation, and legal/immigration; optional tech/facility stops (e.g., camera/sound stages) subject to partner availability.

DETAILS FOR NOW 2026

03

Integrated Showcases within Mixers:

Short, tightly curated showcases embedded in mixers (film/TV trailers and award highlights; director reels; music-for-screen cues; narrative game teasers) designed to trigger meeting requests—kept concise and conversation-driven.

04

Collaboration with Nordic and US Partners:

Delivered with Nordic consulates, film institutes, export offices and U.S. partners. Roles are clarified across selection, preparation, hosting and measurement, with post-event tracking and reporting aligned to 2025's method.



PRODUCERS PROGRAM

For NOW 2026, we continue the focused program for Nordic producers, aiming to create tangible business opportunities by connecting them directly with US financiers and industry stakeholders. This initiative is designed to maximize the chances of securing co-financing and partnerships for high-potential Nordic projects.

Selection Process and Criteria

We will work in close collaboration with producer guilds, film institutes, and regional film centers across the Nordic countries to curate and identify a select group of producers. Our goal is to invite three to five producers per country who meet specific criteria that increase the likelihood of attracting US investment. These criteria include:

- Projects must be genre-based, with a preference for high-concept narratives that appeal to international audiences (e.g., thrillers, action, horror and sci-fi with a strong hook). Comedy and documentary may be considered but will be evaluated carefully based on its international appeal.
- Projects should have international potential, showcasing the ability to resonate beyond their local markets.
- Partial financing must already be secured, demonstrating a solid commitment and viability.
- Ideally, the projects will have talent attached—established actors, directors, or other key creatives—to strengthen their appeal to US financiers.



TROLL 2



ISUSU 2



FEED

PRODUCERS PROGRAM

Pitch Sessions

The producers will participate in targeted pitch sessions organized over the course of three days. These sessions will involve taking the group to pre-arranged locations across Los Angeles, where they will meet with interested US parties. By traveling directly to the offices of studios, production companies, and potential financiers, we aim to make the meetings convenient for US professionals and increase participation. Each producer will have a brief, individual pitch opportunity for their project at each location. The intention is to create an efficient environment where producers can present their projects in a targeted and impactful manner.

Follow-up meetings & Additional meeting

If any of the financiers show interest during these sessions, they will have the option to book follow-up meetings later in the week for more in-depth discussions. NOW will also assist the producers in trying to book other meetings that they might be interested in.

Networking Events

Opportunities to connect with industry peers and other professionals in a more informal setting, enhancing their industry connections and broadening their networks.

Additional activities subject to budget

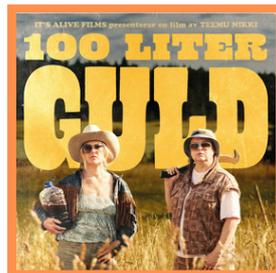
- Entertainment Law Session: A session with an entertainment lawyer specializing in cross-border agreements to support producers navigating the US market.
- Visits to Industry Facilities: Tours of major production companies or studios to give producers a first-hand view of resources and industry practices in the US.

DIRECTORS PROGRAM

The Directors Program is a new addition in 2026, responding to strong feedback from the 2025 Insights Report that U.S. producers are often looking for proven international directors to attach to their projects. Many Nordic directors have international awards, strong box office or critical recognition, but are not yet part of the U.S. talent pool. By giving them direct exposure in Los Angeles, NOW offers U.S. producers a wider range of high-quality directing talent to consider for packaging and financing, while offering Nordic directors concrete access to representation, guilds, and immigration expertise.

Selection Criteria

- Demonstrated track record in film or premium television in home market (festival/award recognition, strong box office/ large viewership, or notable critical acclaim).
- Clear interest and availability to work in the U.S. market in the next 12–24 months (open to attachment on U.S. or U.S.–Nordic projects; willing to pursue representation/guild/visa pathways).
- Meeting-ready materials: updated reel (≤ 2 minutes), concise director statement, selected credits with festival/award/boxoffice/viewership highlights, preferred genres/tones and format (feature/limited/episodic), availability window and representation/contact information (if any). **Note:** directors are not pitching their own projects; materials support attachment to U.S. producers' projects.



DIRECTORS PROGRAM

Core Activities: (rolling across 4 days; anchor = meetings with U.S. producers)

- Anchor meetings with U.S. producers actively seeking director attachments for packaging/financing.
- DGA and immigration/legal clinic focused on director hireability.
- Curated networking (mixers/dinners) with concise director-reel spotlights to catalyze meetings.

Outcome Focus:

- Attachments to U.S. projects; representation conversations; concrete next steps on visa/union pathways.



GAME PRODUCERS PROGRAM

We are developing a focused program for Nordic game producers working in premium, narrative-driven projects and IP with film and TV adjacency. The program is designed to mirror the access film producers have to U.S. agency and studio ecosystems, with a focus on representation, financing, and cross-media opportunities.

Selection Process and Criteria

Projects should meet criteria aligned with how U.S. agencies evaluate game projects:

- Projects at vertical slice stage or later, with playable material and a clear creative vision. A polished prototype may be sufficient. Veteran teams with strong credits may be considered at paper-pitch stage.
- Primary focus on premium PC and console titles. Cross-platform projects are acceptable if there is a strong premium component. Mobile-only free-to-play projects are generally not a focus.
- Preference for original IP with meaningful cross-media potential. Licensed IP may be considered with a strong transmedia strategy and secured rights.
- Realistic budgets, typically in the USD 5–20 million range, with clear use of funds and feasible production schedules.
- Strong narrative or creative vision, including story-forward design, rich worlds or innovative approaches that support talent attachment and IP expansion.
- Clear potential for representation and packaging, including financing, publishing, licensing, or film and TV adaptation.



GAME PRODUCERS PROGRAM

Pitch Sessions

Targeted pitch sessions will take place in the offices of agencies with dedicated game divisions and selected cross-media or interactive teams exploring premium interactive IP. Each producer will have brief, individual pitch opportunities at each location.

Follow-Up Meetings

Interested parties may schedule follow-up meetings later in the week for deeper discussions around financing, co-development, IP options, and representation.

Networking Events

Participation in curated mixers and cross-track dinners to connect game producers with film/TV and interactive executives, music supervisors, and potential IP partners.

Additional activities subject to budget

- Entertainment/Interactive Law Session: Cross-media legal/IP briefing (options, licensing, talent/union considerations).
- Facility/Studio Tours: Visits to relevant technology partners or studios (subject to partner confirmation).



OSCAR VIEWING & CELEBRATION

The Oscar Viewing & Celebration remains the permanent flagship event of NOW. It brings together Nordic and U.S. industry professionals for an evening of networking, cultural celebration, and visibility during Hollywood's most important week.

Purpose:

- Reinforce Nordic presence and identity in Hollywood.
- Provide high-level, informal networking opportunities across delegations.
- Spotlight Nordic cultural and creative excellence on Oscar night.



TIMELINE

01



OCT

- Finalize the event concept and program structure, including key groups (Film/TV and Game producers and directors).
- Begin outreach to Nordic industry bodies (producer guilds, film institutes, games export agencies) for participant selection.
- Begin initial outreach to potential US collaborators (studios, agencies, and guilds) to gauge interest and confirm involvement.

02



NOV

- Open application/registration for Nordic participants across all groups; start gathering portfolios and demos for review.
- Reviewing applications in collaboration with Nordic partners.
- Design and distribute a “Save the Date” communication to potential participants and partners.
- Begin developing promotional materials, including social media assets and email campaigns to target industry professionals in the US.

TIMELINE

03



DEC

- Close application process for Nordic participants and finalize selected participants for each group.

04



JAN

- Host a coordination call with Nordic partners, US collaborators, and key stakeholders to align on program details and responsibilities.
- Begin logistical arrangements for Nordic participants (e.g., accommodation, flights, transportation).
- Confirm initial venues for key events (dinners, showcases, mixers) and begin securing logistical support (transportation, catering, etc.). Dependent on support confirmation.
- Confirm participation of key US industry players for all planned events.

05



FEB

- Finalize the detailed script and format for stage interviews, presentations, and showcases.
- Confirm and finalize all venues and on-site logistics (e.g., AV equipment, setup details for each event).
- Finalize and confirm program details with all US collaborators, ensuring their participation in respective events.
- Distribute final event schedule and program details to all participants, partners, and industry attendees.
- Finalize detailed event schedule, including exact dates/times for showcases, mixers, and networking dinners.

TIMELINE

06



MAR

- Sat, March 14 – Arrivals, delegate orientation pitch prep.
- Sun, March 15 – Oscar Viewing & Celebration (evening).
- Mon, March 16 - March 18 – Rolling office meetings for all groups (Producers, Directors, Game Producers) across agencies, U.S. producers (for Directors), studios/streamers, guilds, and legal. Daily follow-up holds reserved for interested parties. Curated mixers/industry dinners with concise showcases scheduled across the same window.
- Thu, March 19 – Final follow-ups and departures.

07



MAR/APR/JUL

- Conduct a debrief meeting with key staff and collaborators; gather feedback from participants and attendees.
- Compile and analyze feedback, preparing a report on event outcomes, successes, and areas for improvement.
- Distribute post-event surveys to Nordic participants and US industry attendees to evaluate the impact and effectiveness of the event.
- Final reporting