



LAUNCH LAB | The AD Department

The AD Department Launch Lab dives into the essential role of the Assistant Director (AD), revealing how they orchestrate the daily workings of a film or TV production.

This lab will provide a comprehensive introduction to the vital role of the Assistant Director, demystifying the AD's multifaceted responsibilities and showcasing their pivotal role in ensuring smooth and efficient on-set operations.

The program will look at the practical and logistical aspects of the AD's work, including the creation of detailed shoot schedules and call sheets, the management of crew and resources, the diverse responsibilities of the 1st, 2nd and 3rd Assistant Directors, on-set communication and protocols and ways to anticipate and address potential challenges.

Participants will also gain insights into building a professional presence, networking, and career development in preparation to pursue entry-level opportunities in the AD department.

Guest Presenter **Waeel Nassereddine** is an assistant director based in Adelaide with over ten years' experience in the film industry. He has worked across Australia and Canada, gaining a wealth of knowledge and hands-on insight into diverse production environments. As a 1st AD his credits include features *Monolith* (2022) and *Carnifex* (2022) and has worked consistently in both the AD and Production department across features, series and shorts, with credits on *Ladies in Black* (2024), *Escape from Pretoria* (2020) and *Zoey's Extraordinary Playlist* (2021).

Waeel thrives on the dynamic nature of life on set, where no two days are the same and the lab will include real-life examples and engaging anecdotal stories from his own experiences in the AD department.

The AD Department Launch Lab is a unique opportunity to gain invaluable industry knowledge and an understanding the vital role of the AD. Learn, connect, and elevate your career. BOOK NOW!

Date: Saturday 17 May 2025

Time: Doors 9.30am | Lab 10.00am – 4.00pm | Networking 4.00pm – 5.00pm

Venue: The Mercury

Cost: FREE FOR MERCURY SUBSCRIBERS or \$75

Tickets strictly limited and bookings essential.

Supported by the South Australian Film Corporation

FULL PROGRAM:

0930	DOORS OPEN + COFFEE!
1000 – 1230	<p>Intro and Housekeeping</p> <p>What does an Assistant Director do?</p> <ul style="list-style-type: none">- A closer look at department structure and duties <p>Breaking down a scene</p> <ul style="list-style-type: none">- Reading a script- Anatomy of a scene with video references
1230 - 1330	LUNCH BREAK
1330 – 1600	<p>Roleplaying!</p> <ul style="list-style-type: none">- Radio etiquette- Tips and advice <p>Scheduling</p> <ul style="list-style-type: none">- Movie Magic vs spreadsheets
1600 - 1700	NETWORKING in Foyer