

SERIES OVERVIEW

The Business Of Carnival™ is a web-based series created by Entertainment & Sports Lawyer Carla Parris and it is the first Caribbean entertainment law & business web product. In the year and half since it was first launched, it has grown into a series that currently comprises 13 episodes that have been filmed in three countries (Trinidad & Tobago, Barbados, Los Angeles, Hollywood).

It has been designed to educate persons based in the Caribbean and across the world about the Intellectual Property law and business matters associated with the creative sector and carnival industry. It has also been created to stimulate entrepreneurship and support innovation by providing persons with the tools to create long term revenue and sustainable business ventures.

The series also demystifies some of the common misconceptions concerning copyright law and the ownership of creative products such as carnival designs, costumes and events in an attempt to minimize the exploitation that is rampant within the creative industry.

PLATFORMS:

You can follow the series on the You Tube channel, Carla Parris LLB, LLM as well as on Instagram and Facebook on @thebusinessofcarnival.

SEASONS 1

Trinidad & Tobago

The first season was shot in Trinidad and Tobago. Through its talk show format, show producer and host Carla Parris talks with celebrity guests who are leaders in their various fields (Photographers, Events Producers, Carnival Bandleaders, Soca Artists) to explain the linkage between Intellectual Property law and revenue generation. The guests featured in the first edition are Fay Ann Lyons (performing artist & song writer), Dean Ackin (Founder of the Tribe Group of Companies) Jules Sobion, (Founder of Events Company Caesar's Army Ltd) Marvin Eversley, (Owner of Videography Company Liz Bliz Ltd)

Barbados: Crop Over edition of the series was filmed in Barbados during the Crop Over season 2018. It features DJ Puffy (Andre Parris) and Richard Haynes (Baje International Carnival band/South Central Talent Management Agency)

SEASON 2

Trinidad & Tobago edition featured 1. Kees Dieffenthaler 2. Anya Ayoung Chee (Project Runway Winner) 3. DJ Private Ryan (Ryan Alexander) Chandra Maharaj (Chandra Maharaj Designs)

Los Angeles, Hollywood edition: (Emerging entrepreneurs edition)

RECENT ACHIEVEMENTS & PRESS MENTIONS:-

CARIBBEAN AIRLINES (CAL) DISTRIBUTION

February 2019: Episodes from Season 1 & Season 2 included on the Caribbean Airlines (CAL) in flight content app "Caribbean View"

TRINIDAD AND TOBAGO FILM FESTIVAL

The series has recently made history as the first webseries to have succeed in entry into the prestigious festival and to be amongst documentaries and full length feature films from around the Caribbean. It was screened on Monday August 19th at NAPA

CINEMA DISTRIBUTION:

July 2018:- The series was picked up by local cinema, Cinema One and 90 second highlights of each episode were aired before Summer Blockbuster movies over a two week period at its cinemas IMAX, Gemstone

EASTERN CARIBBEAN DISTRIBUTION

July 2018: A partnership was formed between Carla Parris and the Organization of Eastern Caribbean Commission (OECS) Commission in which the OECS created an online 'The Business of Carnival' Newsletter which distributed each episode of edition 1 to its 11 member states and globally over the period of one month.

<https://pressroom.oecs.org/understanding-the-business-of-carnival> <https://pressroom.oecs.org/understanding-the-business-of-carnival>

Several articles have been featured in the business section of the Trinidad and Tobago Newsday.

<https://newsday.co.tt/2018/09/27/the-business-of-carnival-2/>

<https://newsday.co.tt/2019/03/05/all-about-the-business-of-carnival/>

Further a two part feature about the series was featured as recently as November 26th and December 3rd 2018 in a Barbados digital business newspaper, "The Barbados Business Authority"

On Sunday April 14th 2019 Carla Parris was featured on the front cover of the Business Guardian newspaper

http://edition.pagesuite.com/popovers/dynamic_article_popover.aspx?artguid=4d5f40cf-7a15-4045-a1eb-5be202d3634f&appid=3352&fbclid=IwAR1wCjiQBAAsbwGrXpE8Lx2v_nnM3-31WWCknS3n-lqTjZ_zA-c-N2nhLZQ

PRODUCER INFORMATION :-

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Season 2 Production Team:- Carla Parris, Lynmerie Parris, Juliette Mc Cawley, Video Producers/Editors:
Media Mill Ltd