

FAQ – Enrolment Dialogue

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Question: [What is Dialogue? What will happen to eTelefilm?](#)

Answer: Dialogue is Telefilm’s new online platform. You can manage your Member account, your Organizations and your Dialogue applications all in one place and at any time of day or night. . Eventually, all programs will be available in Dialogue and all individual (Member) and company accounts (Organization) will be created in or migrated to Dialogue. We are working on that now. The information in this FAQ will help you manage your applications during the transition period.

Question: How do I create an account in Dialogue?

Answer: There are three scenarios for creating a Dialogue account depending on whether, and on which platform, you and your company have existing accounts:

1. **You have an individual user account in eTelefilm.**

You will have to migrate your account from eTelefilm to Dialogue:

- Log into your eTelefilm account.
- Go to the "My applications" tab.
- Under "Create an application", select "Financing application".
- In the first field of the form, select the Promotion program (Note: This will not create an application).
- A message will appear, prompting you to migrate your account to Dialogue.
- When you consent, Dialogue accounts will be set up for you and the main company associated with your eTelefilm account with the following information: address, name, system identification numbers and preferred language.

Note: Before migrating your account, ensure all your information in your eTelefilm account is correct and up-to-date. You will not be able to modify the email address attached to the account after the migration as it will become your unique username for your migrated Dialogue account.

2. **You do not have an eTelefilm account and your Organization exists in Dialogue.**

The Administrator for your Organization can create a Dialogue Member account for you and add you as a Member of the Organization:

- From the Records section of Dialogue, the Administrator selects (from their Organizations) the Organization to which you should be added as a Member.
- From the Organization profile, the Administrator selects the "Add a member" option.
- They will be prompted to enter your first and last name and your email address.
- You will receive an email asking you to confirm your account and to confirm your association to the Organization to which you were added.

3. **You are a new Dialogue Member, your Organization does not exist in Dialogue or eTelefilm and you are applying for any program except Festivals and Markets Calls for Entry.**

You will need to create a new Dialogue account:

- Go to the Log In page of the Telefilm website.
- Select “Create an account” under the “You are a new client” option.
- You will be redirected to a screen with a list of programs and their corresponding application platform (i.e., eTelefilm or Dialogue).
- Select “Create a Dialogue account” and follow the instructions.

Note: If you wish to apply for Festivals and Markets Calls for Entry, you will need to create an eTelefilm account. Follow the instructions above except choose “Create an eTelefilm account”.

Question: How do I submit an application in Dialogue?

Answer: There are three ways to submit your Dialogue application depending on your relationship to the Organization attached to the application:

1. **You have a Dialogue account and you are a Member of the Organization attached to the application:** You will be able to submit an application right away. Simply proceed to the Actions tab of Dialogue and click on “Submit an application”.
2. **You have a Dialogue account and the Organization attached to the application exists in Dialogue but you are not a Member of it:** The Administrator of the Organization will need to associate you as a Member of the Organization.
 - From the Records section of Dialogue, the Administrator selects (from their Organizations) the Organization to which you should be added as a Member.
 - From the Organization profile, the Administrator selects the “Add a member” option.
 - He/she will be prompted to enter your first and last name and your email address.
 - You will receive an email asking you to confirm your association with the Organization.
3. **You have a Dialogue account but the Organization attached to the application is not in Dialogue or eTelefilm:** You will need to create the Organization in Dialogue.

- Proceed to the Actions tab and click on “Create an Organization”.
- You will be prompted to enter the legal name, address, etc. for the Organization. (Note: In certain circumstances, the Organization may need to be validated by Telefilm; e.g., in the case of a duplicate.)
 - Note: If this is the first Organization you are creating, it will be automatically considered the Responsible Organization and a Group will be created with the same name as this Organization. You will have Creator status for this Organization, meaning that you will be able to manage the profile of the Organization, add other Members to it and submit applications.
- When this is complete, proceed to the Actions tab and select “Submit an application”.

Question: When does my Organization need to designate an Administrator?

Answer: You will be able to create Organizations and submit applications without an Administrator. Your Organization will need to have one Administrator designated in the following situations:

- to proceed to contract
- to add Members to the Organization
- to manage the Members’ rights and permissions (including access to Organization’s documents, applications and exploitation reports)

Question: I migrated my account from eTelefilm to Dialogue but some of the Organizations and/or Applications I had access to in eTelefilm are not appearing in Dialogue. What happened?

Answer: When you migrate your eTelefilm account to Dialogue, only the main company associated with your eTelefilm account is migrated. The other companies remain in eTelefilm, as do all applications submitted in eTelefilm

You will need to view and manage your eTelefilm applications in eTelefilm. (Note: Your eTelefilm log-in information will not be impacted when you migrate your account.)

Note: All exploitation reports for all projects, including those submitted in eTelefilm, will need to be submitted in Dialogue for the reporting period **ending June 30**. This feature will be available **soon**.

Question: My company is listed as the Responsible Organization in My Organization profile. What does that mean?

Answer: The Responsible Organization is the first Organization created in a group of Organizations. When that first Organization is created, a Group is established (even though at this point there is only one Organization in it) and the Group name is set as the name of the Responsible Organization. Additional Organizations can be created and added to the Group once the Responsible Organization has an Administrator designated. The Responsible Organization, as its name indicates, is responsible for the management of the Group and it can:

- view a list of all the Organizations in its Group
- view a list of all the Members and Administrators of the Related Organizations in its group
- add a Member to any Organization in its group for which it is the Administrator
- create and add additional Organizations to its group (once an Administrator is designated)Note: Each Organization in the Group will have its own Administrator who may be the same or a different individual than the Administrator of the Responsible Organization.

Question: I submitted an application with one Organization and now want to submit another application with a different but related Organization but when I try to create that new Organization, I get an error message. Why?

Answer: You cannot create a second Organization in your group until an Administrator has been designated for the first Organization. It is recommended that you submit the second application with your first Organization. If either application receives a positive recommendation, you will receive task to start the Administrator Designation process and once it is complete, you will be able to create the new Organization.

Question: What is the difference between an Administrator and a Member of an Organization?

Answer: The Administrator is authorized by their Organization to perform the following actions in Dialogue on behalf of that Organization:

- the submission and management of applications
- the management of Members of the Organization (including adding and removing Members)
- the management of Members' rights and permissions regarding the Organization
- the management of the Organization profile
- the management of exploitation reports
- the execution of contracts
- access Broadcaster Reports (for Broadcasters only)

A Member has the following permissions (depending on the rights given by the Administrator):

- Manage his/her Member profile
- View a list of the Organizations in their Groups
- View the profiles of all the Organizations of which they are a Member)
- Submit and manage applications (if authorized)
- Read Organization documents (if authorized)
- Sign contracts (if authorized)Manage exploitation reports (if authorized)
- Manage the Organization profile (if authorized)
- Send an Administrator designation task to someone

Question: How many Administrators can be in an Organization?

Answer: An Organization should have at least one Administrator. There is no limit to the number of Administrators an Organization can have, however, Telefilm recommends that each Organization limit the number of Administrators to one.

Question: How do I become designated as Administrator for my Organization?

Answer: You must be authorized by an officer or director of the Organization to be its Administrator and your Organization must have a positive recommendation on an application. When the Organization receives a positive recommendation for one of its applications, the Member who created the Organization will automatically receive a task to start the Administrator designation procedure.

- To complete the task, you will need to submit the following documentation identifying the company and confirming your authorization by the Organization:
 - Incorporation documents (including the list of Officers and Directors)
 - Certificate of Authorization completed and signed by an Officer or Director of the Organization
- Telefilm will review your request.
 - If Telefilm approves your request and if you previously completed your Identity Verification (in eTelefilm or in Dialogue), your Administrator designation is confirmed and your Organization and Member profiles will be updated.
 - If Telefilm approves your request but you have not previously completed your Identity Verification (in eTelefilm or in Dialogue), you will be prompted to complete it. Your Administrator designation will be approved when you successfully complete the Identity Verification step.
- If the Creator of your Organization was a different individual than the Administrator, that Creator's status will revert to Member at the point of Administrator designation and all Creator permissions will be lost. The new Administrator can restore certain of those permissions, if required.

Question: What is Identity Verification and why do I have to complete it?

Answer: The Identity Verification process confirms that you are indeed the individual your company has authorized as its Administrator. This is an information security step to protect you, your company and Telefilm and the Canada Media Fund.

You only have to complete your Identity Verification once. A successful Identity Verification is noted in your Member profile and can be used to support Administrator designation requests for multiple Organizations.

To complete the Identity Verification step:

- When your “Request Administrator Role” task has been approved by Telefilm, you will receive a task to complete your Identity Verification (unless you have already successfully completed one in the past).
- The Identity Verification is done by Sterling BackCheck, an external service provider. You will receive an email from Sterling BackCheck with instructions and a link to their website to initiate the process. (Note: If you have questions during the process, please contact services@telefilm.ca. Do not contact Sterling BackCheck.)
- Telefilm will be notified of your Identity Verification result and will update your Member and Organization profile in Dialogue accordingly.