

3rd EUROPA INTERNATIONAL CONFERENCE
11 - 13 December 2014, MARRAKECH

“New Dimension for International Distribution”

The greater the obstacle, the more glory in overcoming it

- *Molière*

PROGRAMME OUTLINE

Thursday 11th December

Arrivals

2.00 pm - 4.00 pm: Board meeting

4.00 pm - 6.00 pm: GENERAL ASSEMBLY

6.00 pm - 8.00 pm: Industry Cocktail

Friday 12th December

Moderator & Chairman: Ted Hope (Hope for Film, Fandor)

10.30 am - 11.30 am New Platforms: Opportunities for Sales

11.30 am - 12.00 pm: Coffee break

12.00 pm - 1.00 pm Sales & Exhibition

1.00 pm - 2.30 pm: Conference Lunch

2.30 pm - 3.30 pm Digital VS Traditional: Selling films tomorrow

3.30 pm - 4.30 pm Festivals: Tools & Strategy

4.30 pm - 5.00 pm: Coffee break

5.00 pm - 6.00 pm Coaching Session: Travel, Jet Lag & Family

8.30 pm: El Dinner thanks to official partners YMAGIS & COPEERRIGHT AGENCY

Saturday 13th December

10.30 am - 12.30 pm: Board meeting

Departures

Free time

Festival Closing Night (Film & Cocktail)

Sunday 14th December

Departures

Free time

CONFERENCE DESCRIPTION

New Platforms: Opportunities for Sales

The digital revolution is an opportunity to develop new platforms of films distribution. DirectAssets is a dedicated solution for movie sales agents to manage their servicing operations.

This web portal streamlines the relationship with the local distributors by allowing them to order online any kind of deliverable. Sales agents are easily creating movies and related products in the platform and will be able to customize the access of each distributor depending on the movies they have acquired. Following up on orders has never been so easy since creation of deliverables can be requested by a single mouse click in DirectAssets.

- **Christophe Lacroix** (Chief Operating Officer, Ymagis)
- **Arnaud Denoual** (Post Production Sales Manager, Ymagis)

Sales & Exhibition

Besides, the digital is also opportunity to develop new ways of distribution directly with theaters and exhibitors, and thus to improve the circulation of European films.

Europa Cinemas (theaters and exhibitors network) and Smartjog Ymagis (content distribution network) is thinking to a new platform to allow cinema theaters to download directly the films, either for catalogue films or for films without distributors handling by the rights holders (sales agents and/or distributors) in 2 main target markets, the European Union and the United States, by developing digital and commercial services (DCP and KDM orders, online payment and programming contracts, availability of digital marketing) in addition to their delivery to cinema screens and laboratories via satellite, ADSL/fiber or physical media.

- **Fatima Djoumer** (Europa Cinemas)
- **Jean Mizrahi** (CEO, Ymagis)
- **Isabelle Nerin** (Project Officer, Ymagis)

Digital vs Traditional: Selling films tomorrow

Can VoD and theatrical exhibition both benefit each other with a model where both can further film culture, audience development, and overall cinema appreciation? When audiences enjoy cinema in any form, they are far more apt to engage with more film soon after? Is there a model that leads to a win/win for everyone? What VoD really means to the bottom lines of prestige films and independent films ?

Is it possible to use main cities' theaters and screenings premiere as hosts for digital transactional premieres, to use the digital community to help proselytize the film, and then to bring back the film to traditional distribution and to the local art house armed with an engaged community of fans that will help make sure their friends prioritize the theatrical release on their busy schedules.

This dialogue follows the life cycle of the film, and how it moves from the festival circuit, to the theatrical circuit, to the 'circuit' itself on the digital platform. We will discuss the role of the festival and the physical theatre in the film community and how this is impacted by a digital existence.

- **Susan Wendt** (Head of Sales, TrustNordisk)
- **Daniela Elstner** (CEO, Doc & Film International)

Festivals: Tools & Strategy

Following last year Europa International work session to discuss common standards and best practices to optimize the key relationship between sales companies and festivals, the key backdrop is the exponential increase in the number of film festivals taking place around the world, and the main issues related to this change. First, there is a need to simplify the entry form, which becomes a full-time job for sales agents (around 5 potential films for 1 festival, around 50 festivals per year, around 10 pages for 1 entry form), by setting up a common entry form and a code of good conduct. Secondly, there is a request to getting feedbacks from festivals (local distributors invitations, publicity and press coverage, screening attendance reports, etc.).

In parallel to this discussion, the sales company Soul Food developed a project called FBO (Festival Box Office), an international platform collecting data from the festival (number of attendees, average ticket price, number of screenings, total % of sales ticket), which might serve the sales agents' interests in the future and improve the relationships between festivals and sales agents.

- **Misa Mogorovic** (CEO, Soul Food)
- **Jérôme Paillard** (Executive Director, Marché de Cannes)

Coaching Session: Travel, Jet Lag & Family

Exploring ways to deal with stress and conflicting (work - home) values is the objective of this entertaining worksession. How to deal with guilt and frustration when family life and professional life are experienced as antagonistic? How to plan time and other practical keys to quieten these feelings? How to manage with the stress generated this way?

The psychologist and psychotherapist roles will mainly consist in facilitating discussion addressing the issue, sharing problems and experience, as well as providing practical tools and theoretical input as needed.

- **Hélène Gallez** (Coach & Psychotherapist, Independant)
- **Joseph Drese** (Psychologist, Université Catholique de Louvain)

TED HOPE, CHAIRMAN



Hope joined Fandor as CEO in February of 2014, bringing with him a wealth of film experience as a creator, curator, advocate and innovator in the film community as well as a vision for how Fandor will grow in the ever-changing digital world of content distribution. Using innovative ways to find and share a greater array of works with the audience that craves them is Fandor's mission and among Hope's strongest passions.

Prior to Fandor, Hope was the Executive Director of the San Francisco Film Society where he successfully raised significant new sponsorship funding, expanded the San Francisco International Film Festival's offerings to include the innovative Artist to Entrepreneur (A2E) program and launched their new Fall Awards event. He also introduced new alliances, including a distribution arrangement with Sundance Artist Services and implemented several grants in such areas as documentary, strategic planning, and operations.

Hope is an influential figure in the film community with a survey of films numbering over seventy that includes many highlights and breakthroughs of the last two decades. Hope co-founded and ran the 90's production and sales powerhouse Good Machine, which produced notable and Academy Award nominated films such as *EAT DRINK MAN WOMAN* (1994) and *CROUCHING TIGER, HIDDEN DRAGON* (2000). After he and his partners sold the company in 2002, Hope went on to co-found the New York production company This is that, which over its eight years produced eighteen features and received numerous awards, including four Academy Award Best Screenplay nominations. Subsequently, he founded Double Hope Films with his wife, filmmaker Vanessa Hope, and looks forward to premiering Vanessa's feature directorial debut *ALL EYES AND EARS* at festivals this fall.

Hope's films have received some of the industry's most prestigious honors: *THE SAVAGES* (2007) earned two Academy Award nominations; *21 GRAMS* (2003), two Academy Award nominations and five BAFTA nominations; and *IN THE BEDROOM* (2001), five Academy Award nominations. Ted holds a record at Sundance: three of his twenty-three Sundance entries (*AMERICAN SPLENDOR* (2003), *THE BROTHERS MCMULLEN* (1995), and *WHAT HAPPENED WAS . . .* (1994)) have won the Grand Jury Prize, more than any other producer. Two of his films, *AMERICAN SPLENDOR* (2003), and *HAPPINESS* (1998) have won the Critics Prize at the Cannes International Film Festival.

Hope's first book *HOPE FOR FILM*, a film memoir with insights from his directors and productions, came out this year from Soft Skull Press. Hope posts regularly on his HopeForFilm blog, home of Truly Free Film, which *Variety* has called a "fantastic resource." He also co-founded HammerToNail.com, a film review site focused on Truly Independent Film. Hope is recognized, by *The Hollywood Reporter* and other publications, as one of the most influential and powerful people in Independent Film. He has received numerous awards and honors including the Vision Award from the LA Filmmakers' Alliance and the Woodstock Film Festival's Honorary Trailblazer Award. He lectures throughout the world and participates on many film juries, (including Sundance, SXSW, and Karlovy Vary). Hope serves on the advisory boards of the Adrienne Shelly Foundation, The Film Collaborative, Power to the Pixel, SXSW Film, the Woodstock Film Festival, and the Roxie Theater.

LIST OF PARTICIPANTS

Company	Name	Title	Country
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Sales agents

Autlook Filmsales	Salma Abdalla	Managing Director	Austria
Doc & Film International	Daniela Elstner	CEO	France
Fandango Sales	Stefano Basso	Acquisitions	Italy
Films Boutique	Jean-Christophe Simon	CEO	Germany
Fortissimo Films	Nelleke Driessen	Managing Director	Netherlands
Intramovies	Paola Corvino	CEO	Italy
Kinology	Grégoire Melin	CEO	France
Le Pacte	Nathalie Jeung	Sales Manager	France
Les Films du Losange	Lise Zipci	International & TVSales	France
Level K	Freja Johanne	Sales & Festivals Mnger	Denmark
Memento Films International	Emilie Georges	CEO	France
Red Film Sales	Gerhard Spiehs	CEO	Switzerland
Soul Food	Misha Mogorovic	Managing Director	Serbia
The Match Factory	Jenny Walendy	Legal & Business Affairs	Germany
TrustNordisk	Susan Wendt	Head of Sales	Denmark
Urban Distribution International	Frédéric Corvez	Managing Director	France
Wide Management	Loïc Magneron	CEO	France
Wild Bunch	Silvia Simonutti	Sales Manager	France
Wild Bunch	Esther Devos	Festivals Manager	France

Partners

Ymagis	Jean Mizrahi	CEO	France
Ymagis	Christophe Lacroix	Chief Operating Officer	France
Ymagis	Arnaud Denoual	PostProd Sales Manager	France
Ymagis	Isabelle Nerin	Project Officer	France

Guests

Fandor	Ted Hope	CEO	USA
Europa Cinemas	Fatima Djoumer	Managing Director	France
Marché de Cannes	Jérôme Paillard	Executive Director	France

PRACTICAL INFORMATION

Hilton / Accommodation & Conference Center

PALACE ES SAADI
Rue Ibrahim El Mazini
Hivernage
Marrakech – Maroc
<http://www.essaadi.com/en/accommodations/the-palace>

Tél. 212 5 24 33 74 00
A cloakroom will be available for luggage storage on your day of departure.

The conference will take place in the room called "Salle du Jury" at the Palace Es Saadi, same hotel as for your accommodation.

Accreditation

A festival' information desk and team will be at the Palace Es Saadi Hotel to welcome you and give you your accreditation badge.

You will find in the bag:

- your accreditation and the programme and schedule for the festival
- the programme for the conference

Contacts

Daphné Kapfer	+33 6 78 88 76 67
Tass Kaci	+212 6 16 97 95 44
Anne Courtier	+212 6 16 97 95 43
Anaïs Coureaud	+212 6 16 97 95 55
Hédi Zardi	+212 6 16 97 95 52

Meals / Lunch, Cocktail & Dinner

Thursday 11th December Dinner: FREE TIME

Friday 12th December Lunch: CONFERENCE LUNCH

Friday 12th December Dinner: EL PARTNERS' DINER

Friday 12th December at 8.30 pm: "EUROPA INTERNATIONAL PARTNERS' DINNER" thanks to the companies **COPEERRIGHT AGENCY** and **YMAGIS**

Location will be communicated by email on Thursday 11th December.

Where to eat in Marrakech

TERRASSE DES EPICES
15, SOUK Cherifa Sidi Abdelaziz - Medina
Tél. + 212 (0) 524 375 904
<http://terrassedeseepices.com/accueil.php?langue=fr>

LE JARDIN
32 souk El jedl Sidi Abdelaziz - Medina
Tél. +212 (0) 5 24 37 82 95
<http://lejardin.ma/>

AL FASSIA GUÉLIZ
Bd Zerktouni - Guéliz
Tel. +212 (0) 5 24 43 40 60
<http://www.alfassia.com/restaurants-gastronomique.html>