

68°

Festival del film Locarno

5-15 | 8 | 2015

***** LOCARNO INDUSTRY ACADEMY PROGRAM *****

WELCOMING DAY - WEDNESDAY 5TH AUGUST 2015

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| Afternoon | Arrival of participants in Locarno & Check In at Youth Hostel Palagiovani |
| 6:45pm | Welcoming by the Industry Academy Team at the Hostel & Festival main venues tour |
| 8:00pm | Free evening |
| 9:30pm | Piazza Grande Opening Night screening (optional) |

DAY 1 - THURSDAY 6TH AUGUST 2015

Morning - INTRODUCTION & A COFFEE WITH ...
Afternoon - MARKETING PLENARY SESSION & GROUP WORK
INTRODUCTION

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| 9:15-11:00am | Greetings at Magistrale-SUPSI
Introduction of participants & General
Presentation of the Program by Marion Klotz |
| 11:20-12:30pm | SESSION 1 - (Magistrale SUPSI - room 124)
A COFFEE WITH ... A Producer |

What are the challenges for an Independent Producer today?

GUEST: Agustina Llambi Campell (Producer - La Union de Los Rios, Argentina)

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| 12:30-1:30pm | Summer Academy Lunch at MANOR
(15min walk from the Magistrale-SUPSI) |
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2:00-5:00pm **SESSION 2 - MARKETING GROUP WORK 1**
**Plenary Session & Introduction to the topic of
the group work**

TUTOR: Mathias Noschis (Marketing Strategist – Alphapanda, UK)

5:30-6:00pm **General Debrief**

7:00-8:30pm **Locarno Summer Academies' Warm Up &
Welcoming Drink**
With Carlo Chatrian, Nadia Dresti, Locarno Summer
Academy team & partners (Sopracenerina)

8:30pm Free evening

9:00pm **PAULINA by Santiago Mitre**
produced by Agustina Llambi Campbell
103', (L'ALTRA SALA)

9:30pm Piazza Grande & other festival screenings

DAY 2 - FRIDAY 7TH AUGUST 2015

Morning - Workshop on ACQUISITIONS & SALES

Afternoon - Open Talk on SALES & DISTRIBUTION of Indie Films

10:30-12:45pm **SESSION 3 - (SUPSI, room 124)**
ACQUISITIONS & SALES

Is acquiring a film just a matter of taste?

*GUEST: Nicholas Kaiser (Sales, Acquisition & Production - Memento Films
International, France)*

1:00-2:30pm **Summer Academy Lunch** with morning guest (Manor)

3:00-5:00pm **SESSION 4 - (SUPSI, room 124)**
SALES & DISTRIBUTION

Which future for Sales & Distribution of indie films?

*GUESTS: Susan Wendt (Head of Sales – Trust Nordisk, Denmark), Ryan
Werner (Head of Distribution & Sales – Cinetic Media, USA), Jaume Ripoll*

(CEO & Founder – Filmin, Spain)

5:15-6:15pm **SESSION 5 - (SUPSI, room 124)**
A COFFEE WITH ... A Film Institution

How to produce a major Cinema event?

GUEST: Lesli Klainberg (Executive Director - Film Society Lincoln Center, USA)

6:30-8:00pm **OPEN DOORS Opening COCKTAIL**
(Casa Borgo)

BRIDGING THE DRAGON COCKTAIL
(Sport Café)

8:00pm Free evening

11:30pm-late **INDUSTRY PARTY (Lido de Ascona)**
(Bring your Badge!!!)

DAY 3 - SATURDAY 8TH AUGUST 2015

Morning - Plenary Session with PUENTES & OPEN DOORS
Afternoon - Discovering Industry festival activities

10:30-12:30pm **SESSION 6 – (SUPSI, Conference Room)**
Plenary Session: CLASSIC & ALTERNATIVE
DISTRIBUTION with PUENTES workshop & OPEN
DOORS participants

SPEAKER: Sarah Calderon (Marketing Strategist – THE FILM AGENCY, Spain)

12:30-2:30pm **OPEN DOORS LUNCH with PUENTES at Casa Borgo**

2:30-4:30pm **(OPTIONAL SESSION)**
StepIn.CH Panel & Case Study (Hotel Belvedere)

The visibility of Swiss & European Cinema on VOD Platforms

MODERATOR: Emmanuel Cuénod (Tous Ecrans Film Festival,

Switzerland)
GUEST: *Jaume Ripoll (Filmin, Spain)*

5:00-6:15pm **SESSION 7 – (Magistrale SUPSIS, room 124)**
A COFFEE WITH ... Film Market Director

How to survive to a Film Market?

GUEST: *Matthijs Wouter Knol – (Director of the **Berlinale EFM**, Germany)*

6:30-8:00pm **Industry & Open Doors Happy Hour (Sport Café)**

8:45-10:30pm **FILMMAKERS ACADEMY SCREENINGS 1**
(RIALTO 3)

9:30pm **MARKETING GROUP WORK SCREENING**
Concorso Cineasti del Presente: ***El Movimiento***
by Benjamin Naishtat, 67' (RIALTO 2)

DAY 4 – SUNDAY 9TH AUGUST 2015

**„A LA CARTE“ DAY – FESTIVAL ACTIVITIES: StepIn, First Look, A
Coffee With & Group work Screenings**

10:00-1:00pm **StepIn Workshop (Hotel Belvedere)**
(Please be there at 9:45 to check in)

OR

10:30 – 11:00am **A COFFEE WITH ... an Exhibitor (SUPSI, room 124)**

What is at stake today for Swiss Exhibitors?

GUEST: *Xavier Pattaroni (Exhibitor – **Cinemotion**, Switzerland)*

OR

10:00-12:30pm **FIRST LOOK & MATCH ME one-to-one meetings**
(Rialto)

1:00-2:30pm **StepIn Lunch (Hotel Belvedere)**
Summer Academy Lunch (Manor)

- 2:30-4:30pm **StepIn Conclusion & Wrap Up** (Hotel Belvedere)
(All Industry Academy participants are welcome)
- OR**
- 2:30-6:00pm **FIRST LOOK screenings** (Rialto 3)
- 6:30-8:00pm **Industry & Open Doors Happy Hour** (Sport Café)
- 6:30pm **MARKETING GROUPWORK SCREENING –**
Concorso Internazionale: *Dark in the White Light*
by Vimuthi Jayasundara, 82' (PALAVIDEO - about 20
minutes walk from the SUPSI !!!)
- 9:30pm **MARKETING GROUPWORK SCREENING –**
Concorso Cineasti del presente: *The Waiting Room*
by Igor Drljaca, 92' (RIALTO 2)

DAY 5 – MONDAY 10TH AUGUST 2015

Morning – CASE STUDY ON EXHIBITION

Afternoon – MARKETING GROUP WORK PREPARATION

11:00-12:30pm **SESSION 8 - CASE STUDY on EXHIBITION**

Digital Vs Theatrical – How to keep enjoying films on the big screen?

SPEAKER: Jon Barrenechea (Exhibitor - Picturehouse Cinemas, UK)

- 1:00-2:30pm **Summer Academy Lunch** with morning guest (Manor)
- 2:30-6:15pm **Marketing group work preparation**
(SUPSI, room 124)
- 2:30-4:30pm **(OPTIONAL)**
FOCAL PANEL DISCUSSION –
Women in the INDUSTRY: Spotlight on success
Stories (Hotel Belvedere)
- 2:30-6:00pm **(OPTIONAL)**
FIRST LOOK Screenings (Rialto 3)
- 6:30-8:00pm **Industry & Open Doors Happy Hour** (Sport Café)

8:00pm

Free Evening & Festival Screenings

DAY 6 – TUESDAY 11TH AUGUST 2015

Morning – MARKETING GROUP WORK PRESENTATION

Afternoon – OPEN TALK WITH FESTIVAL PROGRAMMERS

10:00am-12:00pm

SESSION 9 - MARKETING GROUP WORK PRESENTATION

each group presents its marketing plan on a film of the festival.

JURY : Mathias Noschis, Nicholas Kaiser and Daniel Chabannes (Distributor – EPICENTRE FILMS, France)

12:30-2:30pm

Summer Academy Lunch with morning guests (Manor)

3:00 – 5:00pm

SESSION 10 – MEET THE FESTIVAL PROGRAMMERS with the Locarno Filmmakers Academy

What is the mission of a Festival?

GUESTS: John Nein (Head of Programming – SUNDANCE, USA), Anne Delseth (Programmer – Cannes Directors' Fortnight, Switzerland), Andrea Stavenhagen (Programmer and Industry Advisor – Morelia IFF, Mexico)

5:15-6:15pm

General Debrief & WRAP UP
With Marion Klotz & Sophie Bourdon

7:00-8:15pm

FILMMAKERS ACADEMY SCREENINGS 2
(RIALTO 3)

8:45

LOCARNO SUMMER ACADEMY Photo Call
on the Red Carpet (Piazza grande)

9:15-11:00pm

INDUSTRY ACADEMY Farewell Dinner
(Ristorante Vallemaggia)

DAY 7 - WEDNESDAY 12TH AUGUST 2015
DEPARTURE OF PARTICIPANTS & FREE TIME IN LOCARNO
FOR THOSE WHO CAN STAY LONGER!

Program subject to change



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Département fédéral de l'intérieur DFI
Office fédéral de la culture OFC

MEDIA DESK
SUISSE


EUROPA CINEMAS
MEDIA - PROGRAMME DE L'UNION EUROPÉENNE

EUROPA
DISTRIBUTION

EUROPA
INTERNATIONAL