

## EUROPA INTERNATIONAL ROUNDTABLE ON FESTIVALS MARRAKECH 2013

### INTRODUCTION

The impact of film festivals on Independent films is undeniable. Films need festivals to emerge in an evermore-competitive world of content. And festivals also need the best films to please both their audience and film professionals on either a regional, national or worldwide context. However some of the rules, logistics, politics implied by navigating the festivals circuit represent real challenges today.

Thanks to Le Public System Cinema and the Marrakech Film Festival, Europa International, the European organization for sales agents, sets up a work session to raise all these issues in order to be able to launch the discussion, to find some solutions, and to create a closer working relationship between the 2 main actors in the industry.

### AGENDA

#### Wednesday 4<sup>th</sup> December (day 1):

Arrivals

6.30pm: Meeting point

8.00pm: TRIBUTE CEREMONY ON STAGE TO SCANDINAVIAN CINEMA and Nordic Party

#### Thursday 5<sup>th</sup> December (day 2)

9:30 – 12:30: Europa Intl Roundtable on Festivals (open session)

13:00 – 14:30: Festival Lunch

15:00 – 18:00: Europa Intl Workshop (closed meeting only for EI members)

18:30: Cocktail with the professionals

#### Friday 6<sup>th</sup> December (day 3)

TBD Studios visit

Early departure around 7am

### EUROPA INTERNATIONAL WORKING DAY THURSDAY 5<sup>th</sup> DECEMBER 2013

#### **9:30 – 12:30 EUROPA INTERNATIONAL ROUNDTABLE ON FESTIVALS (*open meeting*)**

Moderated by Leslie Vuchot / The Festival Agency (CEO)

**9:30 – 9:45 Welcome coffee**

**9:45 – 10:00 General introduction**

Very brief individual presentation (Company, role, amount of films dealt with per year)

**10:00-12:00 From pitching to delivering a film to a festival**

Creating of a continuous relationship with festivals to pitch at the right time: how do festivals know about the films?

#### **1. Sourcing the right information for festivals: the labour of entry forms**

- Existing tools
- Recommendations

## 2. Servicing and materials - 3 crucial points of views:

- Markets / Festivals / Sales Agent (current list of challenges listed below)
- Recommendations

## 3. Talents attendance

- Workload
- Importance

## 12:00 – 12:30 Conclusions

### Guests:

BFI / SIMON DUFFY / Festival Consultant & Film Programmer (UK)

COPENHAGEN FILM FESTIVALS / THURE SOLDTHVED MUNKHOLM / Head of Program

DICNEX / ALEXANDRE WEISER / DICNEX (France)

FILMAIR SERVICES / OLIVIER MAURICE (FRANCE)

KARLOVY VARY / KAREL OCH / Artistic Director at Karlovy Vary & international programmer (Czech Republic)

MUNICH INTERNATIONAL FILM FESTIVAL / SUSANA BORGES GOMES / Programmer **TBC**

THE FESTIVAL AGENCY / LESLIE VUCHOT - (France)

### Europa International Sales Agents:

DOC & FILM INTL / HANNAH HORNER - Festival Manager (France)

EUROPA INTERNATIONAL / DAPHNÉ KAPFER - Directrice (France)

FILMS BOUTIQUE / VALESKA NEU - Festival Manager (Allemagne)

FORTISSIMO FILMS / LAURA TALSMA - Festival Services Manager (The Netherlands)

GAUMONT / ARIANE BUHL - Festival Manager - Digital Sales (France)

HANWAY FILMS / JILL ROSEN - Director of Publicity and Distribution (United Kingdom)

LES FILMS DU LOSANGE / MARINE GOULOIS - Festival Manager (France)

LEVEL K / FREJA JOHANNE - Sales & Festival Coordinator (Denmark)

MEMENTO INTERNATIONAL / NICHOLAS KAISER – Sales Manager (France)

THE MATCH FACTORY / SERGI STEEGMANN - Sales assistant (Germany)

TRUSTNORDISK / LENA JUHL SEIDELIN – PR & Marketing

URBAN DISTRIBUTION INTL / ARNAUD BÉLANGEON-BOUAZIZ - Festivals & Marketing (France)

WILD BUNCH / ESTHER DEVOS - Festivals & Market Manager (France)

WIDE MANAGEMENT / MATTHIAS ANGOULVANT / Head of Festival (Hotel TBC)

### Other participants:

DANISH FILM INSTITUTE / LEMCHE CHRISTIAN JUHL

FINNISH FILM FOUNDATION / DOMINGO JENNI

ICELANDIC FILM CENTER / GUDJONSDOTTIR LAUFEY

ICELANDIC FILM CENTER / THORSSON THOR TJORVI

NORWEGIAN FILM INSTITUTE / OPPEGAARD STINE

SWEDEN FILM INSTITUTE / LUNDBERG PIA

## 15:30 – 17:30 EUROPA INTERNATIONAL WORKSESSION (*closed meeting*)

### **Sharing of experiences**

Museum Bookings / Theatrical Bookings / Screenings fees etc.