68°
Festival del film Locarno
5-15 | 8 | 2015

*** LOCARNO INDUSTRY ACADEMY PROGRAM ***

WELCOMING DAY - WEDNESDAY 5TH AUGUST 2015

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)

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DAY 1 - THURSDAY 6TH AUGUST 2015

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

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 Ríos, Argentina)

12:30-1:30pm   Summer Academy Lunch at MANOR
                (15min walk from the Magistrale-SUPSI)
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

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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
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!!!)

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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,
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)

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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)

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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)
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_