



Industry Days
10-12 | 8 | 2013
Festival del film
Locarno

Step In 2013 – Sunday 11th August at Hotel La Palma au Lac

Structure & Draft Programme

Step In will be gathering a maximum of 60 professionals, mostly international and national distributors as well as exhibitors, in priority members of Europa International, Europa Distribution and Europa Cinemas. A small selection of film funds' and festival/co-production market representatives might join when we think their contribution can be important for the discussions.

Step In will begin with an interactive presentation on the Russian market by Joël Chapron and country key players. Questions by professionals from the floor are encouraged.

Then the participants will break into four to five interdisciplinary groups to work for 1h15 on different main topics related to sales, distribution and exhibition. Most tables will welcome a few guests; moderators will rely on them to give brief, concrete input based on their experiences and raise the key issues to be discussed in depth with other professionals attending. But participants are also encouraged to be active by suggesting specific problems or challenges they face when being contacted by the moderators in advance to the event in order to focus on what is really at the core of their concerns in their daily job and what is more at stakes to improve the circulation of independent cinema.

This year, participants will be able to choose the group discussion they wish to join, on the "first come, first served" principle.

Discussion and final wrap-up: Each group presents a summary of their discussion (10 minutes each) and final wrap up / conclusions (10 minutes).

I- INTRO TO RUSSIAN MARKET (start 9:30am, duration max. 45 minutes)

MODERATOR - Joël Chapron, Expert on Russian Market

Guests:

Nadezhda Motina, Premium Film

Mary Nazari, Pioner Cinema

Daniel Goroshko, A-One Films

Sergey Nekrasov, Volga Films

II- WORKING TABLES (start 10:30, duration max. 1hr.15min)

Table 1 – Eastern and Central Europe

Foreseen Topics:

-Recap, what has happened in the past year in regards to the main issues raised at the first Step In meeting in August 2012.

-Necessity of national/regional support for distribution in the region

-The evolving role of festivals in distribution

Confirmed Guests (This is the only table with a lot of guests since it is a follow-up discussion of last year's Step In working session):

Daniel Goroshko, A-One Films,
Bernd Buder, Connecting Cottbus,
Ileana Cecanu, Transilvania Film,
Darko Baseki, Macedonia Film Fund
Liana Ruokyte-Jonsson, Lithuanian Film Fund,
Tiina Savi, Black Hand
Christian Hordila, Romanian Film Promotion
Mira Staleva, Sofia Meetings
Joel Chapron, Russia Expert

Participants:

Raffaella di Guilio, Fandango
Marco Valerio Fusco, Intramovies
Gabor Boszomenyi, Mozinet
Radka Urbancova, Aerofilms
Greta Akcjonaitė, Kino Pasaka

Table 2: Anti-Piracy

Specific questions will be determined by moderator once he knows who will participate (he can customize the topics to reflect piracy issues and anti-piracy measures in the markets of the participants).

MODERATOR: Christophe Elkins, Muso,

Participants:

Camille Néel, Le Pacte
Alice Damiani, Doc and Film
Gilles Sousa, Bac Films
Hugo Lopes, Alambique
Beat Käslin, Arthouse, Switzerland

Table 3: Media Backed Pilot Projects – Distribution

Foreseen Topics:

Work in Progress Report on initiatives such as TIDE Experiment and Eye on Films

For this to be productive, the people presenting their initiatives will give concrete information on how these initiatives work, their benefits, challenges etc.

MODERATOR: Sasha Wieser, East West Distribution

Guests:

Nawid Sarem, Eye on Films
Adeline Monzier, Tide

Participants:

Alessandra Moresco, LeKino
Peter Jäger, Outlook
Susan Wendt, Trust
Thania Dimitrakopoulou, The Match Factory

Kamran Sardar Khan, Camino
Mary Booberg, Folkets Bio
Tinne Bral, Imagine Film
Laurent Steiert, OFC

Table 4: Marketing and Promotion in Small Markets

Foreseen topics:

Together with Artemio Benki /Czech Republic (who sat at the marketing table at Step In 2012) and Sarah Calderon who has been working on a great number of marketing campaigns, the moderator will prepare some key topics to be discussed at the table such as:

The increasing trend of creating/using (social) networks and platforms to appeal to the audience, how can digital marketing be used in small markets, alternative and innovative programming etc.

MODERATOR: Andreas Baumann, 3 Freunde Distribution

Guests:

Artemio Benki, Sirena Film
Sarah Calderon, The Film Agency
Andy Whittaker, Dogwoof
Alessandro Raja, Festival Scope

Participants:

Yves Blösche, Film Coop
Carlo Dias, Amstel Films, We Want Cinema
Nicholas Kaiser, MFI
Eric Vicente? Sophie Dulac
Vi Nguyen, Imagine
Holger Rechtenwald, Mindjazz Pictures
Frank Braun, Neugass Kino
Mohamed Layadi, Medis

Swiss professionals:

Yves Blösche, Film Coop
Frank Braun, Riffraff Kino,

Table 5: International Table

We've added this table when we decided to open up Step In to non-EU guests. We are in the process of confirming international guests.

The International Table will gather a few international key players (from North America, Australia, Asia) to confront their points of view, analyses of the markets, challenges and possible solutions with their European colleagues.

MODERATOR: Eugene Hernandez, Film Society of Lincoln Center

European Guests will support the moderator by providing an European perspective on the issues discussed:

Anne Pouliquen, Distinguo (France)
Tobias Seiffert, Senator (Germany)

International Guests:

Vera Herchenbach, Madmen (Australia)
James Liu, Joint Entertainment Intl. (Taiwan, tbc)
Anick Poirier, Entertainment One Films (Canada, tbc)
Young Joo Suh, Finecut (South Korea, tbc)
Ryan Werner, Radius (USA)

Participants

Suzy Coulont, The Works
Esther van Messel, First Hand Films
Maria Lavnikovich, Picture Tree International
Daniel Melamed, New Cinema

III- DISCUSSION AND FINAL WRAP-UP (12:00-13:00):

Each group presents a summary of their discussion (10 minutes each) and final wrap up / conclusions (10 minutes)

IV- BUYERS' & SELLERS' LUNCH (13:00-14:30)