



Industry Days  
8-10 | 8 | 2015  
Festival del film  
Locarno

## **Step In 2015 – Sunday 9th August 2015**

Hotel Belvedere (10:00am – 4:30pm)

### **Structure & Draft Programme** (subject to change)

#### Introduction

August 9<sup>th</sup>, 2015 marks the **fourth edition of our initiative Step In, the interactive think tank focusing on issues surrounding the dissemination of art-house content** in Europe and abroad. Organized in close cooperation with Europa International, Europa Distribution, Europa Cinemas and the Federation of European Filmmakers, we are using a similar approach to the workshop as in the years' prior while also adding some new elements to the mix.

#### Morning (10:00am – 12:45pm): mini-workshop

We will start off the day with **working tables** gathering a maximum of **50 professionals**: producers, directors, international and national distributors as well as exhibitors, a selection of film funds, festival/co-production market representatives and professionals from the area of new media.

After a short welcome note by the moderator and an introduction of the key issues, the participants will break into **five interdisciplinary groups** (of 10 people each) **to work on different topics related to sales, distribution and exhibition**

While three tables will employ the proven more classical approach of discussing subjects in small international and interdisciplinary groups of professionals led by a moderator, 2 others will have a more “hands-on” and experimental approach using films in selection as working material to design marketing campaigns for their releases.

#### *Topics of the 5 Working Groups*

#### **THEME 1: Releasing a Film from the Festival to Distribution**

##### ***Group 1 – The Career of a Film: Starting from its First Presentation at a Festival***

Why are there so many films from the official festival competitions / markets that remain unsold? Why is the risk taking concentrated only on some titles? How to improve the value chain? What are all the components of a film's career and what are the junctions in a film's life that will determine the film's survival? Who are the gatekeepers making the decisions on green-lighting projects?

*Moderator: Jon Barrenechea (Picturehouse Cinemas, UK)*

##### ***Group 2 – Parallels and Differences in Release Strategies in EU and US***

What is the role of the sales agent in the EU vs. the US and what are the differences in releasing films in these territories? How are films launched at festivals in the US in comparison to film launches at festivals in Europe?

*Moderator: Susan Wendt (Trust Nordisk, Denmark)*

## **THEME 2: Marketing a Film**

A hands-on, practical simulation, bringing together players from the different stages of the process to jointly work out a release strategy. The film will be used as a springboard to find trends, best practices to build audiences from stage zero through innovative campaigns (online and otherwise) and cross-sector communication.

*Marketing of a Film from the Festival Screening to its Release on Different Platforms*

**Group 3 – Experimental Table I – Back to the Drawing Board** (“James White” by Josh Mond, USA, from the Concorso Internazionale Section)

*Moderator: Mathias Noschis (Alphapanda, UK)*

*International Distributor: Nicholas Kaiser (Memento Films International, France)*

**Group 4 – Experimental Table II – Back to the Drawing Board** (“Keeper” by Guillaume Senez, Belgium/Switzerland/France, from the Cineasti del Presente Section)

*Moderator: Monique Simard (SODEC, Canada) and Sarah Calderon (The Film Agency, Spain)*

*International Distributor: Pamela Leu (Be For Films, Belgium)*

## **THEME 3: Enhancing the Circulation of EU Films Across Borders While Maintaining Territorial Exclusivity**

### **Group 5 – Digital Single Market and Territoriality**

Over the last few months, the European Commission has been presenting cross-border access as *the* solution to strengthen the circulation of EU films, although the industry is warning that it could have the exact opposite effect.

Considering this, the next step is to look at what the industry could propose to achieve this objective we all pursue - better visibility and circulation of films - in an alternative way, and to identify the role of the different actors of the film value chain in reaching this goal. Whether the films are sold or unsold on a territory, whether it is online or off line distribution, we will be looking at solutions to develop a concrete and consistent alternative to the Digital Single Market’s plans of cross-border access.

*Moderator: Christine Eloy (Europa Distribution, Belgium)*

**Networking lunch** (1:00pm – 2:15pm),

Afternoon (2:30pm – 4:30pm).

The afternoon session will be open to more industry professionals (up to 80).

The 5 working groups will summarize their discussions from the morning and share their conclusions/recommendations with other professionals attending. Questions from the floor are encouraged and discussions of the topics welcomed. In a final wrap-up the moderator will summarize the most important findings stressing the challenges and approaches to overcome them, give recommendations, possibly an action plan for the coming year ... and results could be discussed at Step In 2016!

*Working language for the whole day: English without translation*