



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

StepIn Programme

Sunday, August 9th, 2015

Hotel Belvedere

10:00AM - 4:30PM

INTRODUCTION

Sunday, August 9th, 2015 marks the fourth edition of "Step In" an interactive Think-Tank focusing on issues surrounding the dissemination of Art House content in the EU and around the world.

Organized in close cooperation with Europa International, Europa Distribution, Europa Cinemas and the Federation of European Filmmakers, this year's "Step In" event will take a similar approach of the previous editions but with some new elements added into the mix.

MINI WORKSHOPS : 10:00am - 12:45pm

In the morning we will kick off the day the day with 5 working tables gathering a maximum of 50 industry professionals. The invited participants will include producers, directors, national and international distributors, exhibitors, film funds, film festivals, co-production markets and new media professionals.

After a short welcome note from the moderator and a brief overview of the key issues which we will be addressed during the day, the participants will break into five interdisciplinary groups and will work on topics related to sales, distribution and exhibition.

- Participants from Table 1, 2 and 3 will employ the proven and more classical approach.
- Participants from Table 4 and 5 will make use of a more "hands-on" and experimental approach and will simulate a marketing campaign for the release of a film selected in this year's festival.

THEME 1

Releasing a Film: from festival to distribution

- **Table 1 – The Life of a Film: from its first presentation at a festival to distribution.**

Why do so many films selected in official festival competitions and markets remain unsold? Why is the risk taking concentrated only on some titles? What are all the components playing in favor of a film's career? What are the stages in a film's life that will determine its survival? How can we improve the value chain? Who are the gatekeepers today who are green-lighting projects?

Moderator: Jon Barrenechea (Picturehouse Cinemas, UK)

- **Table 2 – Releasing Strategies in Europe and the US: differences and similarities.**

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

Moderator: Susan Wendt (Trust Nordisk, Denmark)

THEME 2

Marketing a Film: from its first festival screening to its multiplatform release

- **Table 3 - Experimental I : Back to the Drawing Board**

Simulated marketing strategy based on the film "James White" by Josh Mond (USA), selected in the Concorso Internazionale Section.

Moderator: Mathias Noschis (Alphapanda, UK)

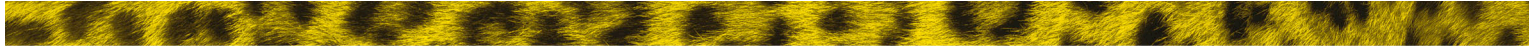
International Distributor: Nicholas Kaiser (Memento Films International, France)

- **Table 4 – Experimental II : Back to the Drawing Board**

Simulated marketing strategy based on the film "Keeper" by Guillaume Senez (Belgium/Switzerland/France), selected in 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)



Note: Participants from Tables 3 and 4 will participate in a hands-on and practical simulation of a marketing strategy, trying to create the most effective releasing strategy. The selected films will be used as a springboard to identify trends, or methods to build audiences from the first festival screening to distribution. The participants will also look into innovative campaigns by taking into account online strategies, social media etc. and on how to improve cross-sector communication.

THEME 3

Enhancing the Circulation of EU Films Across Borders While Maintaining Territorial Exclusivity

- **Table 5 – Digital Single Market and Territoriality**

Over the past 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 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: create a better visibility and circulation of films in an alternative way and identify the roles of the different actors of the film value chain. Whether the films are sold or not in a particular territory, or whether they have an online or off line distribution, the group will look 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: 1pm – 2:15pm

OPEN DISCUSSIONS : 2:30pm – 4:30pm

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

Monique Simard, President and CEO of the SODEC (Canada) will give a brief keynote, and will introduce the afternoon's open discussions. The main theme will be "Methods to adapt to the challenges and embrace the opportunities that lie in the future of independent filmmaking."

The 5 working groups will be asked to summarize the discussions they had in the morning and share their conclusions and recommendations. Questions and discussions with the audience will be encouraged.

In a final wrap-up **Lesli Kleinberg**, Executive Director of the Film Society of the Lincoln Center (US) will summarize the most important findings and make suggestions for an action plan for the coming year. She will also highlight some results which could potentially be discussed at "StepIn" 2016!

NB: All the sessions will be in English. There will be no translation.

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