



EUROPA DISTRIBUTION - PRESS RELEASE

August 7 2013

**DISTRIBUTION WORKSHOP  
LOCARNO INTERNATIONAL FILM FESTIVAL  
AUGUST 9-13 2013**

For the 4th year in a row, Europa Distribution is hosting a workshop at the Locarno International Film Festival on audience engagement: how can distributors and exhibitors work more together to attract local audiences? More than 30 independent distributors' members of the network will participate in this workshop. In addition, 4 distributors from the Mediterranean network MEDIS will join this activity.

Europa Distribution, which now represents 130 independent distributors, has created the workshop as a chance to take a hard, practical look at the opportunities and challenges faced by the distributors in the digital world when it comes to engaging audiences.

The session at the Belvedere in Locarno on August 10 will combine market data on audiences today, experts' presentations on digital marketing and social media and distributors' and exhibitors' feedbacks on their marketing strategies and on their interaction to get the attention of local audiences. Speakers include Dan Light (Glasseye Inc, UK), David Graham (Attentional, UK), Seneit Debesse (Debesse Film, Germany), Arnaud Reaute (Under the milky way, France), Andreas Baumann (Drei Freunde, Germany), Frank Braun (Neugass Kino AG, Switzerland), Anne Pouliquen (Distingo, France). The panel will be moderated by Jan Naszewski (T-Mobile New Horizons IFF / New Europe Film Sales, Poland).

Europa Distribution members and MEDIS members will also participate on August 11 in STEP IN, an industry initiative of the Locarno International Film Festival, in partnership with Europa Distribution, Europa International and Europa Cinemas.

Europa Distribution was founded in 2006 and has rapidly grown to its current 132 members in 28 countries. It has become a key voice championing Europe's independent film industry. The body's activities are supported by the MEDIA PROGRAMME of the European Union. The Locarno Workshop is supported by the German Federal Film Board (FFA), by the Locarno IFF, and by the Euromed Audiovisual Programme.

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go to: <http://www.europa-distribution.org/workshops/locarno/>

