



EUROPA DISTRIBUTION - PRESS RELEASE

March 9 2015

**DISTRIBUTION WORKSHOP**  
**Sofia Meetings - Sofia International Film Festival**  
**March 12-15 2015**

For the fifth year in a row, Europa Distribution is hosting a distribution workshop in the scope of the Sofia Meetings of the Sofia International Film Festival and. About 25 independent distributors members of the network will participate in this workshop, **“Building Audiences from the Ground Up”** and the Sofia Meetings activities.

The participants will reflect on how to develop audiences in the digital era through topics such as the use of social media vs. traditional media, reaching niche audiences, forging bonds with schools in a film literacy common purpose, or organising event cinema. Distributors from the network will share their experience and expertise through the presentation of case studies: Bob Blöte from EYE (NL), Gábor Böszörményi from Mozinet (HU) and Torsten Frehse from Neue Visionen (DE) are expected. Marketing expert Anne Sanchez (Agence Mercredi - FR) will also be amongst the panelists and moderation will be assured by Domenico La Porta (Cineuropa; head of Transmedia at Wallimage - BE).

For the second year, the Sofia Meetings will also be the occasion for Europa Distribution to organise a joint workshop with Europa Cinemas. Indeed, distributors and exhibitors from both networks will meet to share experience and brainstorm on how to work together in reaching audiences. Communication and joint efforts between distributors and exhibitors are foundations of their daily work and keys to build audience’s interest in films, especially in an ever-changing market. To meet with peers from all over Europe dealing with various realities of field is an ideal context to develop together innovative ideas.

The workshop reserved to Europa Distribution members will take place on Friday March 13 and the joint session with exhibitors from Europa Cinemas will be on Saturday March 14.

Attending distributors will also participate in the festival activities: screenings of Bulgarian films, meetings, events,...

***NOTE:** Europa Distribution is the association of independent film distributors, created in 2006. With more than 140 leading independent distributors representing 28 countries in Europe and beyond, it serves as the voice of the sector and acts as a network and a think tank. Since its creation, Europa Distribution has accompanied and reinforced the integration and collaboration process between its members through brainstorming and training sessions and information. The network’s aim is to strengthen the existing ties to improve the curation, promotion and distribution of independent films.*

**CONTACT:** For more information about the Sofia workshop, contact: [communication@europa-distribution.org](mailto:communication@europa-distribution.org)



*With the support of the MEDIA  
program of the European  
Commission*