



EUROPA DISTRIBUTION - PRESS RELEASE

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**Europa Distribution's workshop at Sofia Meetings  
Sofia International Film Festival  
March 13-17 2019**

For the ninth year in a row, Europa Distribution has been organizing a workshop dedicated to its members in the scope of the Sofia Meetings of the Sofia International Film Festival. About 20 independent distributors members from the association and coming from the 4 corners of Europe will participate in this workshop on **"Effective Communication in Professional Interactions and in the Negotiation Process"** and will also take part in The Sofia Meetings' activities.

**Negotiation and communication are key aspects** in the daily work of distributors who are buyers and sellers. Thanks to this specific workshop, attending distributors will learn how to **improve their skills** to acquire, sell and promote films at best through theory, exercises, experience sharing and situation analysis. Specifically aimed at people for whom negotiation is a key aspect of their daily work, whether they handle their company's marketing, sales or acquisition strategies, the workshop will take place during two and a half days, from **Thursday 14th** to **Saturday 16th** and will be taught by H el ene Gallez and Joseph Drese, two expert coaches in transactional analysis, interpersonal communication and negotiation.

Attending distributors will also participate to The Sofia Meetings activities: screenings of Bulgarian and Balkan films, meetings and networking events.

The workshop on Professional Interactions and Negotiation is part of a series of trainings that Europa Distribution offers to its members during the whole year, in partnership with several international film festivals in Europe. The next appointment will be at Karlovy Vary International Film Festival at the beginning of July.

**NOTE:** *Europa Distribution is the network of independent film distributors, created in 2006. With about 120 leading independent distributors representing 30 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 information, brainstorming and training sessions. The network's aim is to strengthen the existing ties to improve the curation, promotion and distribution of independent films.*

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