

# EUROPA DISTRIBUTION

WORKSHOP AT

*International Documentary Film Festival Amsterdam*

18-20 November 2018

THE ACT OF...RELEASING  
HOW TO BRING DOCUMENTARIES TO THEATRES  
SUCCESSFULLY



*With the support of the MEDIA Programme of the European Union*





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**PROGRAMME**

*Europa Distribution has organised this programme in partnership with IDFA. We kindly ask you to participate in all the Europa Distribution and Festival Activities (Rough cuts screenings & IDFA Forum Central Pitch in particular).*

**SUNDAY NOVEMBER 18**

**ARRIVALS**

- 10.00 – 17.00** **Press & Industry Screenings**  
*See programme on the IDFA website (<https://www.idfa.nl/en/info/industry-program-1>)*
- 11.30 – 17.40** **Rough Cuts Screenings (30-40 minutes/film)**  
*Venue: Pathé Tuschinski cinema, room 4 (see maps)*  
*Event registration by invitation only!*  
*Rough-cut presentations of the 7 following projects:*  
***Advocate** by Rachel Leah Jones & Philippe Bellaïche (11.30), **Forget Me Not** by Sun Hee Engelstoft (12.15), **When Tomatoes Met Wagner** (13.30) by Marianna Economou, **By the Name of Tania** (14.15) by Bénédicte Liénard & Mary Jiménez, **The Half Truths** (15.00) by Hemal Trivedi, **Reunited** (16.15) by Mira Jargil and **A Gentrification Program** (17.00) by Renzo Martens*
- 18.00 – 19.30** **Guests Meet Guests: Networking cocktail**  
*Venue: Zuiderkerk (see maps)*

**MONDAY NOVEMBER 19**

- 9.30 – 11.15** **IDFA Forum Central Pitch**  
*Venue: Compagnietheater, Grote Zaal (see maps)*  
*A total of 5 projects will be pitched for a broad audience of attending broadcasters and other decision makers from around the world*
- 11.45 – 12.50** **IDFA Forum Central Pitch Crossmedia**  
*Venue: Compagnietheater, Grote Zaal*  
*Same as above with 3 crossmedia projects*
- 15.00-16.30** **EUROPA DISTRIBUTION PUBLIC PANEL**  
***Venue:** De Brakke Grond theatre, Rode Zaal (see maps)*

***The Act of...Releasing: How to bring documentaries to theatres successfully?***

*Is there an "X factor" that makes a documentary suitable for theatrical distribution? How do distributors make their selection of documentaries that they will release theatrically and what are their criteria? Are there any recipes to get the audience in the screening room?*

*The distributors and experts on the panel will discuss about what is needed to make a theatrical release successful in terms of marketing and audience engagement strategies.*

**SPEAKERS**

- Katerina Dvorakova** – Marketing & PR Manager, Aerofilms (CZ)  
**Greta Akcijonaite** – General Manager, Greta Garbo (LT)  
**Huub Roelvink** – Managing Director, Cherry Pickers (NL)  
**Daniel Braun** – Co-President, Submarine Entertainment (US)  
**Cecilie Bolvinkel** – Network & Partnerships Manager, EDN & Moving Docs (DK)

**MODERATOR: Mathias Noschis** – Founder, Alphapanda (DE)

- 17.00 – 18.00**    **DOCS FOR SALE HAPPY HOUR**  
Venue: Arti & Amicitiae (see maps)  
*On presentation of your Docs for Sale Acquisition pass*
- 18.00 – 19.30**    **GUESTS MEET GUESTS: NETWORKING COCKTAIL**  
Venue: Zuiderkerk (see maps)
- 19.30**            **EUROPA DISTRIBUTION NETWORKING DINNER**  
Venue: Hemelse Modder, Oude Waal 11 (see maps)

**TUESDAY NOVEMBER 20**

- 09.00 – 12.00**    **EUROPA DISTRIBUTION CLOSED WORKSHOP**  
Venue: Industry Office, Hotel NH Carlton, Paganini Room (see maps)

***Case studies on releases***

**SPEAKERS**

**Julia van Berlo**, Cineart (NL): *FACES PLACES* by Agnès Varda and JR  
**Oscar Eriksson**, Folkets Bio (SE): *FACES PLACES* by Agnès Varda and JR  
**Marie-Pierre Valle**, Wildbunch (FR): *12 DAYS* by Raymond Depardon  
**Istvan Mráz**, Mozinet (HR): *ULTRA* by Balazs Simonyi  
**Mika Siltala**, Cinemamondo (FL): *WHITNEY* by Kevin McDonald  
**Harald Baur**, Arsenal(DE): *WHITNEY - CAN I BE ME*, by Nick Broomfield  
**Andy Whittaker**, Dogwoof (UK): *KUSAMA - Infinity* by Heather Lenz  
**Kim Foss**, Camera Film (DK): *MARIA BY CALLAS*, by Tom Wolf  
**Mika Siltala**, Cinemamondo (FL): *MARIA BY CALLAS*, by Tom Wolf

- 13.00 – 14.00**    **INDUSTRY SESSION: Blockchain and the Creative Economy**  
Venue: Brakke Grond, Rode Zaal (see maps)
- 15.00 – 16.30**    **INDUSTRY TALK: SVOD – Repositioning the Documentary Film Market**  
Venue: Brakke Grond, Rode Zaal
- 17.00 – 18.00**    **DOCS FOR SALE HAPPY HOUR**  
Venue: Arti & Amicitiae, Rokin 112 (see maps)  
*On presentation of your Docs for Sale Acquisition Pass*
- 18.00 – 19.30**    **GUESTS MEET GUESTS: NETWORKING COCKTAIL**  
Venue: Zuiderkerk (see maps)

**DEPARTURES** (Unless you booked an extra night at your own expenses)

## USEFUL INFORMATION

### ACCOMMODATION

Unless notified otherwise by the festival, you will be accommodated at:



**Volkshotel**

Wibautstraat 150, 1091GR Amsterdam

Phone: +31 20 261 2100

### TRANSPORTATION

#### TO REACH AMSTERDAM/YOUR HOTEL

##### FROM SCHIPHOL AIRPORT TO AMSTERDAM CENTRAL STATION

**- TAXIS**

Approximately 65€. Don't take a ride offered to you by taxi drivers at the gate or in the airport building, but go to the official taxi stand outside the airport.

**- UBER**

Approximately 35€. If you're a first time UBER user, please use the promo code hw952ue and get a 10€ discount on your first trip.

**- PUBLIC TRANSPORT**

**Definitely the best option!**

Price of a one-way train ticket from Schiphol to Amsterdam Central Station: 4,30€. Departures 8 times an hour for a duration of 15 minutes. You can buy your train ticket at the yellow ticket machines located in the hallway of Schiphol. Please note that it's not possible to buy your ticket in the train. If you travel without a valid ticket you might get a fine of 50€.

##### FROM AMSTERDAM CENTRAL STATION TO YOUR HOTEL

You can take any metro line and get off at metro station **Wibautstraat**. Then walk for 1 minute.

#### TO GET AROUND IN AMSTERDAM

**- PUBLIC TRANSPORT**

The closest public transport stop to the Industry Office (Hotel NH Carlton, 1<sup>st</sup> floor) is **Muntplein**. From there all primary screening locations, industry venues are within walking distance.

Trams and metros operate until approximately 12:30 a.m. Night busses operate all night long.

An **OV-Chip Card** is necessary to use all public transport in the Netherlands. There are several options: a disposable card for the train, a disposable card for the local bus/ tram/metro and a reusable travel card which you can use for all kinds of transport throughout the whole country. For more information on this matter, please visit this website. (<https://www.ov-chipkaart.nl/home-1.htm> - /)

You can purchase an anonymous card at all train stations, subway stations, as well as many tobacco shops and supermarkets.

More information about Amsterdam public transportation system on <https://en.gvb.nl/>

**- TAXIS**

There are numerous taxi stands throughout the city. You can also hail a taxi in the street, though this is not common practice. To order a taxi by phone, call the following general number: +31 20 7777777.

**- MACBIKE**

MacBike offers guests of IDFA a 10% discount on bikes rentals. Grabbing a rental bike is a super easy and comfortable way to get around the city. MacBike has four shops near the festival locations:

Central Station (De Ruyterkade 34 B)

Oosterdok (Oosterdokskade 151-I)

Waterlooplein (Waterlooplein 199)

Leidseplein (Weteringschans 2)

Opening hours: Daily from 9:00 to 17:45. More information on [www.macbike.nl](http://www.macbike.nl)

**GENERAL INFORMATION**

**ACCREDITATION**

You should collect your **Festival Pass** and your **Docs for Sale Acquisition Pass** from the Guest desk, located at the 1st floor of the Hotel NH Carlton (Tulip Room from 14 to 22 November). Open from 9.00 to 21.00.

**Don't forget to bring your ID with you!**

There you can also obtain tickets and get general information about the festival.

With your 2 passes, you will get access to:

- all regular IDFA screenings and events (with a free ticket);
- all industry screenings (no ticket needed: first come, first served);
- the industry program and services of the Industry Office;
- the daily Guests Meet Guests drinks;
- the Awards Ceremony and Documentary Ball on Wednesday, November 21;
- company profiles, strand profiles, biographies and contact information of accredited guests through our online guest list.
- the viewing booths at Docs for Sale (reservation is necessary), which include the full Docs for Sale 2018 catalogue;
- a one-year subscription to the Docs for Sale online catalogue;
- the Docs for Sale lobby;
- the daily Docs for Sale Happy Hour;

**INDUSTRY DESK**

For any questions regarding IDFA's programme for professionals. 1st floor of the Hotel NH Carlton, Tulip Room. Open November 15-21, 9:30-13:00 & 14:00-18:00.

**INDUSTRY WORKSPACE**

A convenient and comfortable open space with a Wi-Fi connection for all accredited guests to work individually and communally. Open from 9.00 to 18.00, November 15-25 (Hotel NH Carlton, E-floor).

**APP**

The App « IDFA 2018 » is free of charge and can be downloaded from the Apple App store or the Google Play Store.

**CONTACTS ON-SITE**

**FOR QUESTIONS RELATED TO THE FESTIVAL (GENERAL MATTERS, LOGISTICS)**

**IDFA Office** +31 206 273 329

**FOR QUESTIONS RELATED TO THE ED WORKSHOP**

**Sandrine Pujar** +32 483 43 17 38

**Christine Eloy** +32 496 20 86 22

MAPS



**1. Volkshotel**

Wibautstraat 150  
Tel: +31 20 261 2100

**2. Hotel NH Carlton - Industry Office**

Vijzelstraat 4  
Tel: +31 20 622 2266

**3. Pathé Tuschinski**

Reguliersbreestraat 26-34

**4. Zuiderkerk**

Zuiderkerkhof 72

**5. Compagnietheater**

Kloveniersburgwal 50

**6. De Brakke Grond Theatre**

Nes 45

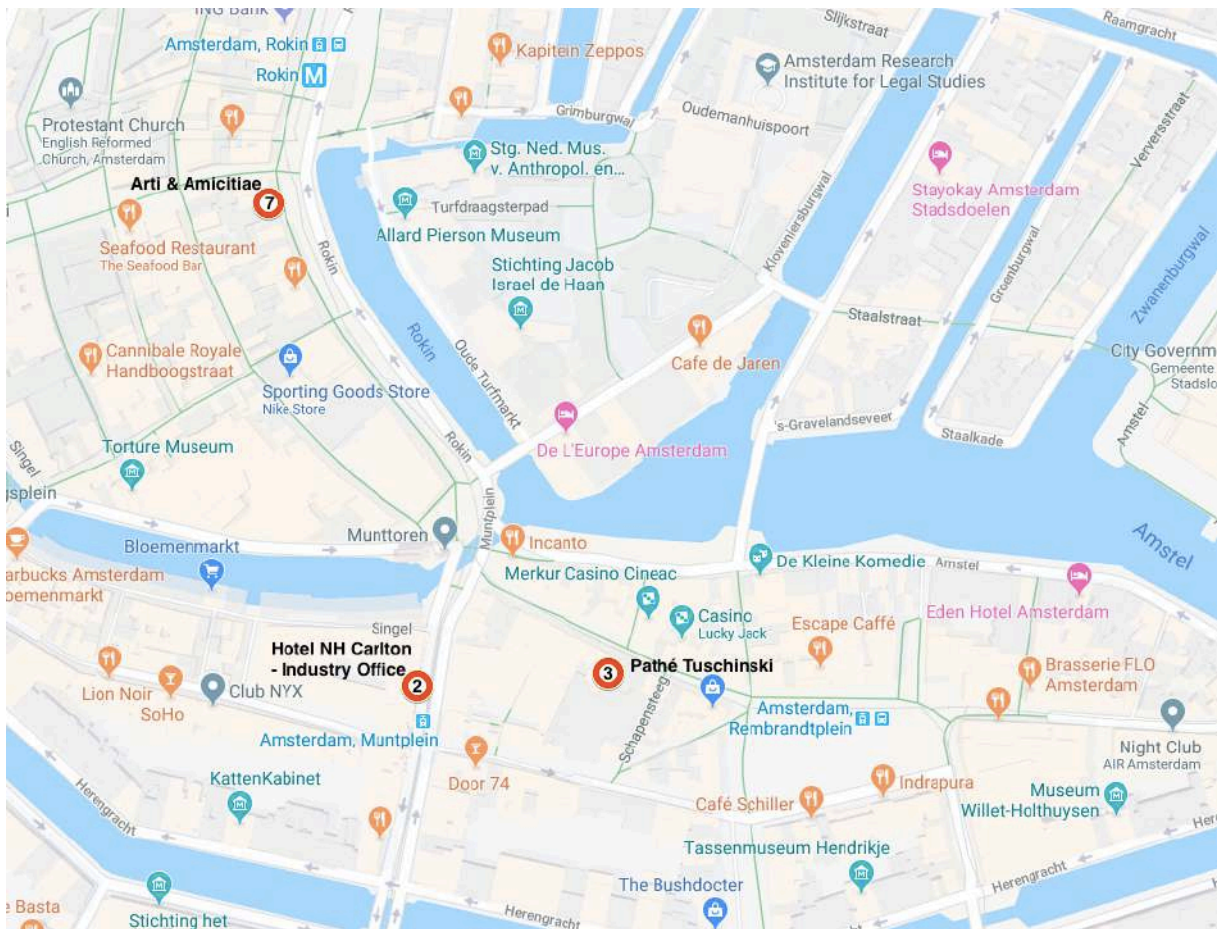
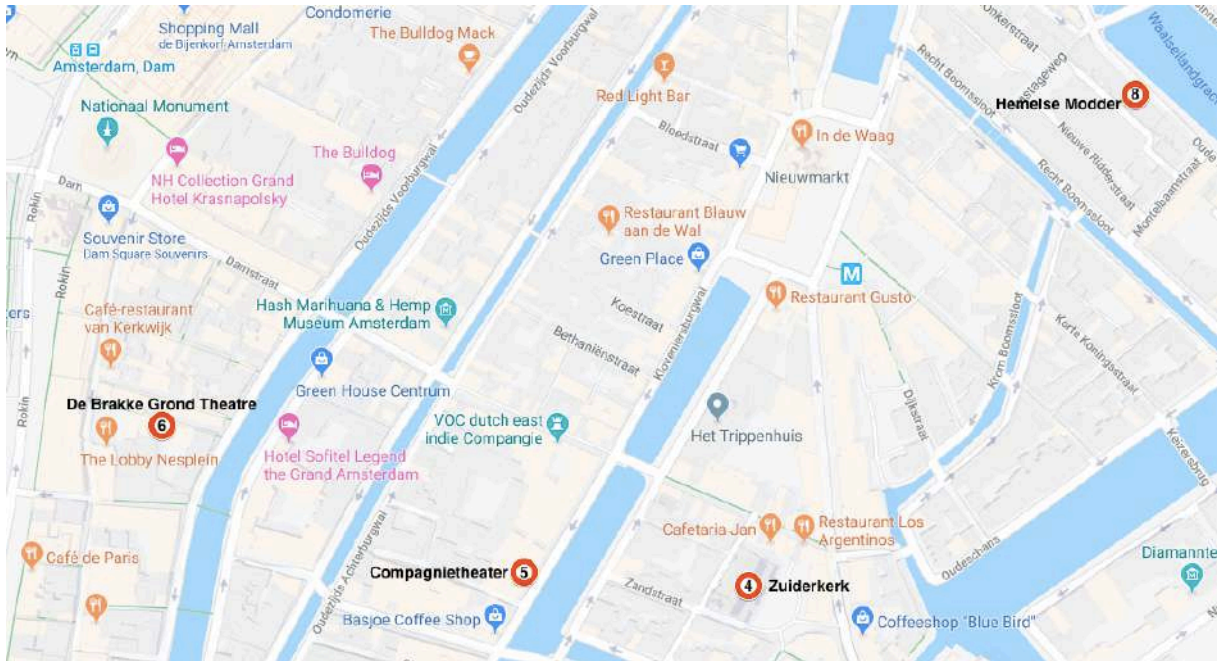
**7. Arti & Amicitiae**

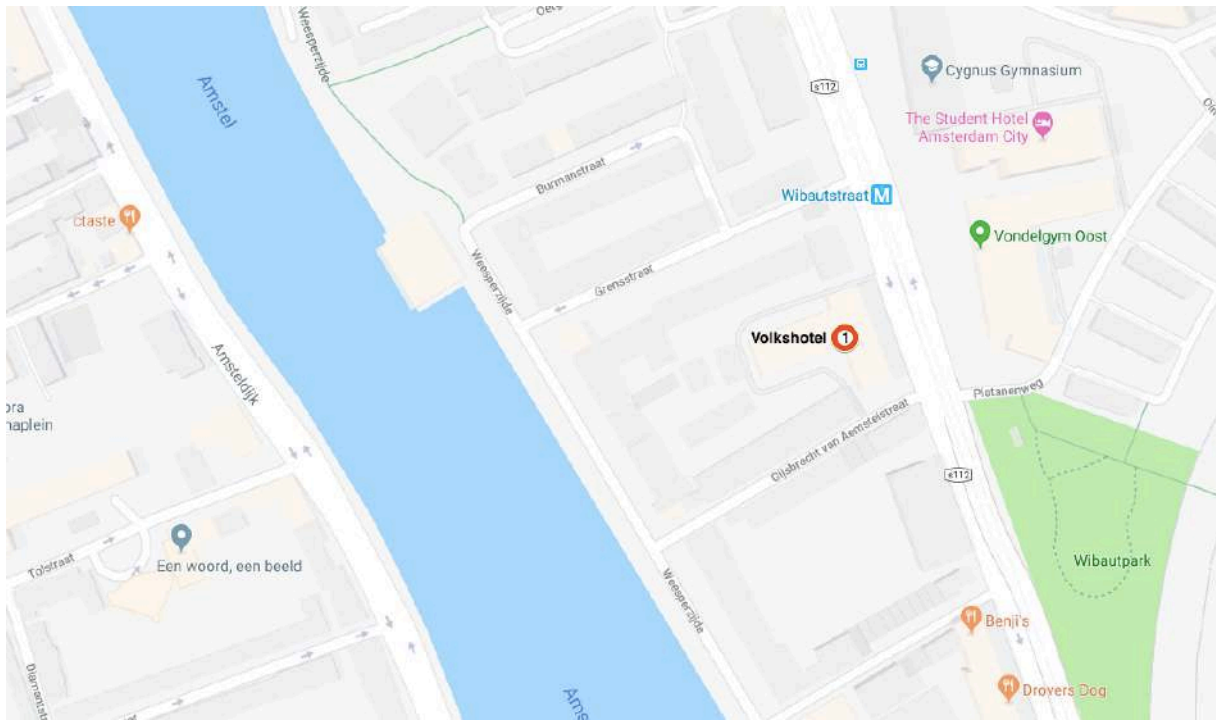
Rokin 112

**8. Hemelse Modder**

Oude Waal 11  
+31 20 624 3203







WHO'S WHO

EUROPA DISTRIBUTION PANEL – *The Act of...Releasing: How to bring documentaries to Theatres successfully?*

MODERATOR



**Mathias Noschis**  
**Founder, Alphapanda (DE)**

Mathias Noschis is a film marketing strategist specialised in social media. He is the founder of Alphapanda, a film marketing agency with team members in Berlin, Warsaw and Geneva. Alphapanda's client list includes 20th Century Fox, Warner Bros., the European Film Awards, Festival Scope and several independent producers, distributors and sales agents. Alphapanda's recent projects span from fiction films *The Guest* (Locarno '18), *Another Day of Life* (Cannes '18), *Touch Me Not* (Berlinale '18 Golden Bear) and *God's Own Country* (Sundance '17) to documentaries *Manu* (IDFA '18), *Hamada* (IDFA '18), *Heartbound* (TIFF '18) and *Ghost Hunting* (Berlinale '17). Mathias is also a consultant for Creative Europe MEDIA and a marketing expert and tutor for organisations such as ACE Producers, FOCAL, IFFR and Proimagenes Colombia.

SPEAKERS



**Greta Akcijonaite**  
**Founder & General Manager, Greta Garbo Films (LT)**

Greta Akcijonaite is the founder of Greta Garbo Films, a distribution company in Lithuania. She has worked actively in Lithuanian film industry since 2005. Her experience includes programming for film festivals (Vilnius International Film Festival "Kino pavasaris", Vilnius Documentary Film Festival, Vilnius Film Shorts, Women Film Festival) film distribution (over 50 titles of European cinema), project management ("Cinema under the stars", "#europeanfilmchallenge", etc.). Recently Greta Akcijonaite opened a new boutique and delicatessen cinema in Vilnius - Kino Deli, with only 26 seats. Greta Garbo Films has been operating as a distributor since 2017 and successfully released one documentary film - *Walk With Me* (dir. Marc J. Francis, Max Pugh).



**Cecilie Bolvinkel**  
**Network & Partnerships Manager, EDN & Moving Docs (DK)**

Cecilie holds a Master's Degree in Film Studies, and before joining EDN she worked as a festival coordinator for shorts & documentaries at the Danish Film Institute. At EDN, Cecilie is responsible for overall partnership coordination. Furthermore, she produces several events and workshops and coordinates EDNs involvement in the pan-European distribution network Moving Docs. Cecilie is also the editor of the EDN Financing Guide, which contains detailed information on a wide range of financing and co-production possibilities in Europe.

Besides her work at EDN Cecilie is the founder of a monthly documentary event in Berlin.



**Daniel Braun**

**Co-Founder & Co-President, Submarine Entertainment (US)**

Dan Braun is the co-founder and co-president of New York based Submarine Entertainment, a company whose services include film sales, distribution and marketing services, production and broadband content creation. Braun is a producer on the upcoming Creepy feature anthology horror film to be directed by Chris Columbus and is a writer/editor on all the Creepy and Eerie line of comic books.



**Katerina Dvorakova**

**Marketing & PR Manager, Aerofilms (CZ)**

Katerina Dvorakova is PR Manager at Aerofilms, a Czech distribution company based in Prague. Aerofilms specialises in high quality and attractive feature films and documentaries. Their recent documentary titles include McQueen, Earth: One Amazing Day, L'empereur, Les Saisons. Aerofilms has also released a number of Czech documentaries over the past years (King Skate, Wilder than Wilderness, Cervena, A Marriage Story). Katerina holds a degree in Marketing Communication and PR from the Charles University and is currently finishing her Law degree at the same university. Besides her activities in film distribution, Katerina is also a member of programming team at the Mezipatra Queer Film Festival, the largest showcase of LGBT films in the Czech Republic.



**Huub Roelvink**

**Managing Director, Cherry Pickers Filmdistributie (NL)**

Huub Roelvink is the owner and Managing Director of Cherry Pickers Filmdistributie, a Benelux distribution company that has released titles like Lady Macbeth, The Rider, Sweet Country, The Nile Hilton Incident and Wildlife, and documentaries such as Chavela, La Chana and Oasis: Supersonic. Before founding the company in 2016 he was the Managing Director of Imagine Filmdistributie and the founder of Cinema Delicatessen, a distributor specialised in documentaries. He also has a wide experience in cinema programming and exploitation, starting his career as a student in Kriterion cinema in Amsterdam, and subsequently programming various art houses and being Managing Director of LUX cinema. Huub holds a Masters in Social Anthropology from the University of Amsterdam.



**EUROPA DISTRIBUTION WORKSHOP - Case studies on documentary releases**

**SPEAKERS**



**Harald Baur**

**Licensing & Legal Affairs, Arsenal Filmverleih GmbH (DE)**

Harald has been in charge of Licensing and Legal Affairs for Arsenal Distribution since 1998. Besides this, he co-founded Goodmovies, a home video label of 10 independent distributors, and was one of its three co-Presidents from 2005 to 2010. He was the Managing Director of the initiative "Cinécole; Pupils to the Cinema!" between 2003 and 2009 and has also been COO of both the Französische Filmtage Tuebingen-Stuttgart, French Film Festival (1995 – 2002) and the Augsburg Independent Film Days (1998 – 2000).



**Oscar Eriksson**

**Acquisitions Consultant, Folkets Bio (SE)**

Oscar Eriksson has been working at Folkets Bio, Sweden's leading art house distributor, since 2014. He has been working mainly on Intake and Kiki by Sara Jordenö, The Raft by Marcus Lindeen, Push It by Julia Thelin and many more. As a key player on the Swedish art house scene, Folkets Bio distributes 35-40 films a year and owns 20 cinemas all around Sweden. Since 1973, the company has released feature films as well as documentaries in the cinema and has been a pioneer when it comes to distributing documentaries both on cinema and VOD. Besides his work at Folkets Bio, Oscar Eriksson runs the largest LGBTQ-film festival in Sweden, Cinema Queer International Film Festival.



**Kim Foss**

**Managing Director, Camera Film (DK)**

Kim started his career in the music business, running and curating independent film clubs and working as a freelance journalist. He was hired to run and curate the newly established NatFilm Festival in 1993. He stayed with the event, turning it into the largest film festival in Denmark, for 13 years, simultaneously serving as critic and film journalist for the daily newspapers Det Fri Aktuelt and Jyllands-Posten. He co-founded the sister festival CPH:DOX in 2003.

In 2006 he was hired as the managing director of the arthouse cinema Grand Teatret in Copenhagen as well as the company's distribution arm, Camera Film. In 2006 he received an honorary Bodil Award from the Danish Film Critics Association. In 2010 he was named Chevalier de l'ordre des Arts et des Lettres by the French Minister of Culture.



**Istvan Mraz**  
**Coordinator, Mozinet (HU)**

Istvan was born in Budapest in 1988. After some years in film production, he joined Mozinet Ltd. in 2016. He wants to concentrate on documentaries and animation.



**Mika Siltala**  
**CEO & Head of Acquisitions, Cinemamondo (FI)**

Mika lives in Helsinki and has a background in journalism, scuba-diving and kayaking. He is a founding member of a major indie book publisher Like Ltd, focusing on books on cinema, editing and translating several of them from Oshima Nagisa to Ed Wood. In the late 80's, he founded the Love & Anarchy film fest, now better known as Helsinki Film Festival – Love & Anarchy, which is by far the biggest cinema event in Finland, including the market Finnish Film Affair (FFA).

In 1990, he co-founded Cinema Mondo Ltd, a distribution company and exhibitor focusing on world cinema and Japanese animation (Studio Ghibli films). Their most successful recent titles include Sami Blood, Moonlight and Maria by Callas. This season, they will release Mary and the Witch's Flower, A Prayer before Dawn, White Fang, Nothing Like a Dame, The Rider, and Shoplifters for Xms. Cinemamondo will start 2019 with the documentaries Kusama Infinity to mark the 100<sup>th</sup> anniversary of Japan/Finland diplomatic relations, and then Beale Street, Place Publique, Double vies ...

Mika is a Board member of the Finish Distributor's Association.



**Marie-Pierre Vallé**  
**Head of Acquisitions, Wild Bunch (FR)**

Marie-Pierre holds a Bachelor of Arts (Literature and History of Art). She has been responsible for TV films acquisitions in TF1, then Creative Director at StudioCanal and since 2008, she is Head of Acquisitions at Wild Bunch, working in the domestic and international independent companies.

Wild Bunch particularly looks for young directors and new talents. Their films have been successful all over the world and often awarded in numerous important film festivals.



**Julia Van Berlo**  
**Press & Promotions, Cinéart (NL)**

With a general love for storytelling Julia studied English Language & Culture at university. After that, she went on to the Faculty of Arts, Culture & Science where she graduated with a Master in Film Studies. Julia has worked in cinemas for nearly a decade, and her love for the film industry really grew. After an internship many years ago at Cinéart (an arthouse Benelux

distributor), she came back to work for them in 2016. She works on the marketing team and does the publicity for all the films besides reading scripts for acquisition.



**Andy Whittaker**  
Founder, Dogwoof (UK)

Andy is the founder of Dogwoof. Founded in 2004, notable releases include theatrical hits such as Blackfish and Dior and I. Dogwoof does distribution, International sales and recently started production. Recent releases include Kusama and Three Identical Strangers.

**DISTRIBUTORS (IN ALPHABETICAL ORDER PER LAST NAME)**



**Greta AKCIJONAITE**  
Greta Garbo - LT  
greta@garbo.lt



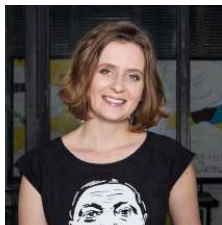
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## NOTE-TAKER



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EUROPA DISTRIBUTION TEAM



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**Sandrine PUJAR**  
Project Assistant  
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ABOUT EUROPA DISTRIBUTION

**Europa Distribution** is the association of independent film distributors. With **over 115 leading independent distributors representing 29 countries in Europe and beyond**, it serves as the **voice of the sector**, and acts as a **network** and a **think tank**.

Since 2006, Europa Distribution has been creating new bridges for its members to share knowledge and mutualise experience. Through dedicated brainstorming and training sessions, open panels, informal gatherings, the Association's aim is to enhance the circulation of information and ideas and to improve the curation, promotion and distribution of independent films.

**Ursula Meier** is the President of Honour of the Association. The Board of Administration, chaired by **Laurent Dutoit (Agora Films / Switzerland)** and **Stefano Massenzi (Lucky Red, Italy)** is composed of 12 independent European distributors, representative of all members in terms of nationality, type of structure and cultural diversity. The list of current members is available on our website: <http://www.europa-distribution.org>



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Let's  
TALK

With the support of the MEDIA Programme of the European Union



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