

EUROPA DISTRIBUTION

WORKSHOP AT

Sofia Meetings / Sofia International Film Festival

MARCH 16 - 19 2017

“DIAL A FOR AUDIENCE:

HOW CAN DISTRIBUTORS, FILM FESTIVALS AND EXHIBITORS JOIN
EFFORTS TO MAKE THIS LONG DISTANCE CALL”



SOFIA
INTERNATIONAL
FILM FESTIVAL

With the support of the MEDIA Programme of the European Union

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MEDIA

"Dial A for Audience

How can Distributors, Film Festivals and Exhibitors join efforts to make this long distance call"

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"Dial A for Audience"

How can Distributors, Film Festivals and Exhibitors join efforts to make this long distance call'

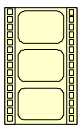
PROGRAM

As hosts of the festival, your presence is required not only for the workshop sessions, but for the festival activities too - thank you!

Thursday March 16

ARRIVALS

18:30



PUBLIC SCREENINGS

18.30 LIGHT THEREAFTER by Konstantin Bojanov BG-BE, 2017, 107'
Location: Cinema House

18.30 THE GOOD POSTMAN by Tonislav Hristov, BG-FN, 86' (doc)
Location: Lumiere Cinema

19:00

WELCOME DRINK OFFERED BY EUROPA DISTRIBUTION

Location: Hotel Downtown Bar

20:30

DINNER on the occasion of the opening of 14th Sofia Meetings

Location: Pod Lipite Restaurant - 1 Elin Pelin Str. (*see maps*)

A good occasion to gather in pairs if you couldn't meet your partner yet

22:30

AFTER PARTY

Location: In the Park (Former MATTI'D) Above Cinema Lumiere

Friday March 17

9:30 - 10:30

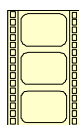
EUROPA DISTRIBUTION WORKSHOP: DIAL A FOR AUDIENCE.

HOW CAN DISTRIBUTORS, FILM FESTIVALS AND EXHIBITORS JOIN EFFORTS TO MAKE THIS LONG DISTANCE CALL

Location: Grand Hotel Sofia, Piano Bar- 1 Gurko Str. (*see maps*)

INTRODUCTION AND PRESENTATIONS OF PAIRS

11:00



BULGARIAN FEATURE FILMS SCREENINGS

Location: G8 Cinema - 8 Gladstoun Str. (*see maps*)

11:20 OMNIPRESENT by Ilian Djevelev, Bulgaria, 110', (30' will be shown)

12:00 HEIGHTS by Victor Bojinov, Bulgaria, expected length 150', (30' will be shown)

12:40 DIRECTIONS by Stefan Komandarev, Bulgaria-Germany-Macedonia, 103', (17' will be shown)

13:10 DEAL by Nadejda Koseva, Bulgaria, expected length 95', (15' will be shown)

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14:30 – 18:00

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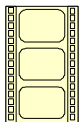
Location: Grand Hotel Sofia, Piano Bar- 1 Gurko Str. *(see maps)*

During the workshop the following distributors will present case studies based on their own experience working with film festivals (negotiating fees, planning targeted marketing campaigns...) or organizing their own festivals:

- **Enrico Dirksen**, *Neue Visionen* (Germany)
- **Ivan Hronec**, *Film Europe* (Czech Republic - Slovakia)
- **Sylvie Leray** *Artcam* (Czech Republic)
- **Damiano Ricci**, *BIM* (Italy)
- **Fredrik Scholze**, *Arthaus* (Norway)
- **Rūta Švedkauskaitė**, *Kino Pasaka* (Lithuania)

The presentations will serve as starting point for an open debate on the topic where everyone will be asked to share her/his own experience to have a wide perspective on the differences and similarities of the relationships between distributors and film festivals at a European level, and how these relations may be improved.

18:30



PUBLIC SCREENING

ENEMIES by Svetoslav Ovcharon, Bulgaria, 2017, 101'

Location: Lumiere Cinema

20:30

EUROPA DISTRIBUTION GET-TOGETHER DINNER

Location: Talents Restaurant *(see maps)*

21:30

CHOUCHKOV BROTHERS PARTY

Location: Fabrica 126

Saturday March 18

9:30 – 11:00

PANEL IN PARTNERSHIP WITH EUROPA CINEMAS

BRIDGING THE GAP: BUILDING RELATIONSHIPS AND DESIGNING EXPERIENCE

Location: G8 Cinema - 8 Gladstoun Str. *(see maps)*

9:30 – 10:30

PANEL AND CASE STUDIES

MODERATED BY MADELEINE PROBST

MADELEINE PROBST, WATERSHED, UK

RŪTA ŠVEDKAUSKAITĖ, KINO PASAKA, LITHUANIA

"Dial A for Audience"

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JOE KRECAK, CURZON, UK
HRVOJE LAURENTA, KINO EUROPA AND ZAGREB FILM FESTIVAL, CROATIA

10:30 – 11:00

DISCUSSION

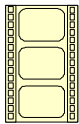
11:00-11:30

COFFEE BREAK AND NETWORKING

11:30 – 15:30

BULGARIAN DOCUMENTARIES

Location: G8 Cinema - 8 Gladstoun Str. *(see maps)*



11:30 THE EYE OF THE MINOTAUR by Borislav Kolev, Bulgaria, 45', (30' to be shown)

12:10 THE VARSANO CASE (WORKING TITLE) by Georgi Tenev, Bulgaria, expected length 82'

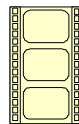
(30' will be shown)

12:50 WORKING CLASS IN FRAME by Mihajlo Kotzev, Bulgaria, 65 ' (30' to be shown) 15:00 PALACE FOR THE PEOPLE by Missirkov, Bogdanov, Bulgaria-Germany-Romania, 90' (30' will be shown)

15:40 – 16:30

BULGARIAN FEATURE FILMS

Location: G8 Cinema - 8 Gladstoun Str. *(see maps)*



15:40 THE INFINITE GARDEN by Galin Stoev, Bulgaria, 85' (30' to be shown)

16:20 RADIOGRAMME by Rouzie Hassanova, Bulgaria, 85', (5' to be shown)

19:00

SOFIA IFF AWARDS CEREMONY

Followed by screening of THE OTHER SIDE OF HOPE by Aki Kaurismaki, Finland, 98'

Location: National Palace of Culture, Hall 1 - 1 Bulgaria Sq. *(see maps)*

22:00

CLOSING PARTY OF 14TH SOFIA MEETINGS AND 21TH SOFIA IFF

Featuring the Festival Band and Friends

Location: Central Army Club - 7 Tsar Osvoboditel Blvd. *(see maps)*

Sunday March 19

10:00 – 12:00

NU BOYANA STUDIOS GUIDED TOUR

Meeting Point: Grand Hotel Sofia

DEPARTURES

"Dial A for Audience

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USEFUL INFORMATION

ACCOMMODATION

Hotel Downtown

27 Vassil Levski Blvd, Sofia, 1040, Bulgaria

Phone: (+359) 2 930 5200

<http://downtown-sofia.hotel-rn.com>

TRANSPORTATION



ARRIVALS/DEPARTURES

A driver of the festival will pick you up at the airport to drive you to your hotel.

From the 16th to the 20th, there will be a special **Sofia IFF desk at the airport terminal 2**.

If you have any problem upon arrival, please contact: **Guest Department +359 2 916 62 00**



TAXI

There is a **Festival taxi company: YELLOW TAXI 91119** – Tel. +359 2 91119

The taxi from the airport to the city centre should not cost more than **10-15 BGN** (5-8 €), if it is **rush-hour up to 20 BGN** (10 €).

Every taxi in Bulgaria is yellow. There are a lot of fake taxi cars, so please look carefully about the rates – every car must have on the front window (bottom left) a sign with the rates. The usual rate is 0.70-0.90 BGN per kilometre for during the day and the start up rate is between 0.5 to 1.5 BGN.

Some of the fake cars have a normal per km rate, but the start up may be 10 or even 20 Euro. The official cars are in front of the west entrance to the arrivals hall. It is simple – the hall is quite small and you should take the right exit after exiting the baggage claim hall.

GENERAL INFORMATION



EXCHANGE

You cannot pay with EURO or any other currency different by **Bulgarian Lev** – BGN (at least not officially and it is strongly recommended not agreeing to pay unofficially).

The official rate is 1,05 BGN for 1 EURO

You can pay with Credit Card in almost every big store or restaurant or club, but this is not “by default”, so please ask first.

Please note that Am Ex and Diners Club are quite unpopular in Bulgaria.

Please **DO NOT exchange** more than 10-15 EURO **at the airport**. The exchange rate is devastating. It is **strongly recommended to exchange your money in bank offices ONLY**.

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LANGUAGE

Most of the policemen/policewomen do not speak other language than Bulgarian. The same is with the people above 50 years old. If you need help – better ask someone 20-45

CONTACTS ON-SITE

Logistical matters:

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George: +359 883 345 184

Guest office

Office Direct line: +359 884 200 919
Joana Bogdanova: +359 885 301 682
Tihomira Temelkova: +359 884 200 912
Elitza Vezeva: +359 885 901 489

For questions related to the ED workshop:

Christine Eloy: +32 496 20 86 22
Isabella Weber: +39 338 255 40 40

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MAPS



Accommodation

**1. Hotel Central
DOWNTOWN HOTEL**
27 Vassil Levski Blvd,
Sofia, 1040

Workshop

2. Grand Hotel Sofia
1, Gurko Str.

3. G8 Cinema
8, Gladstoun Str.

Screenings & Festival
Activities

4. Cinema House
ul. Ekzarh Yosif 37

**5. Festival Center
MATTI'D/National
Palace of Culture**

6. Cinema Lumiere
1, Bulgaria Sq.

Meals

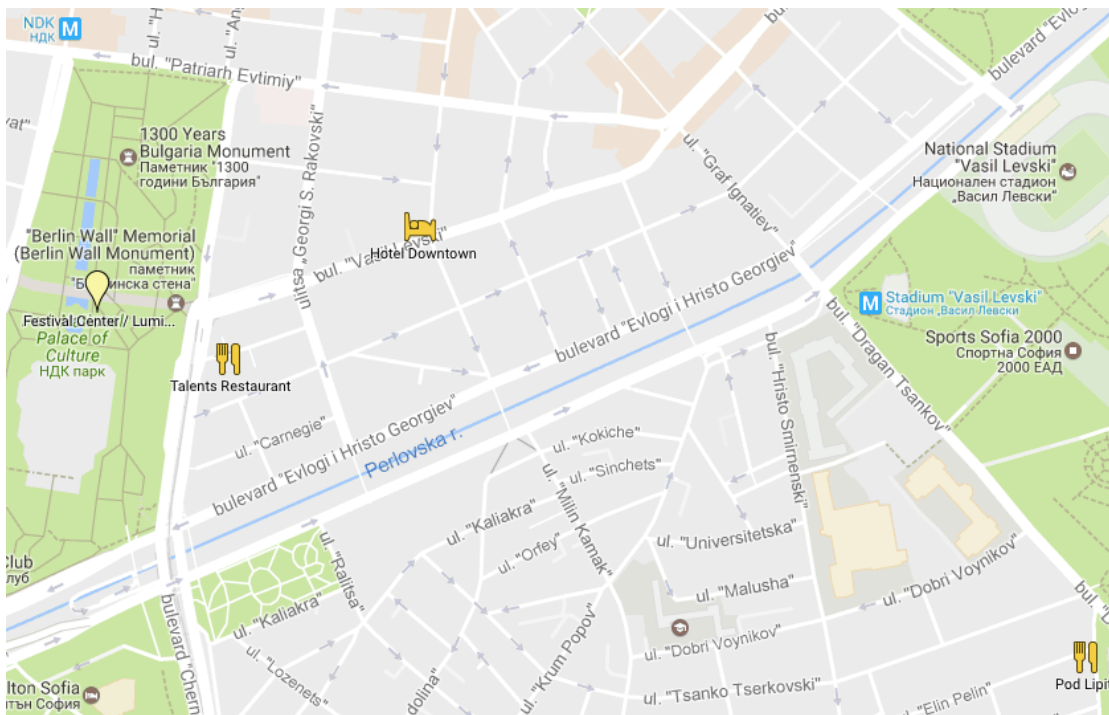
7. Pod Lipite 1, Elin Pelin Str.
8. Restaurant Talents 9, Petar Beron Str.

Parties

9. Fabrica 126
126, Knyaginya Maria Luiza Blvd.
10. Central Army Club
7, Tsar Osvoboditel Blvd.

"Dial A for Audience

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Map A



Map B

"Dial A for Audience

How can Distributors, Film Festivals and Exhibitors join efforts to make this long distance call"

Europa Distribution Workshop
Dial A for Audience. How can Distributors, Film Festivals and Exhibitors join efforts to make this long distance call.

FRIDAY MARCH 18, 14.30 - 18.00 - Grand Hotel Sofia, Sofia Hall -1 (Piano Bar)

Speakers



ENRICO DIRKSEN, NEUE VISION, DE

Enrico is Head of Theatrical Sales at Neue Visionen Filmverleih, one of the leading independent distributors in Germany with a strong focus on European movies. After Media and Communications studies at the Humboldt University he started working at Neue Visionen Filmverleih in 2012. His main responsibilities are negotiation with exhibitors and coordination of marketing campaigns for new releases. Recent releases of the company are "Sense of Wonder", "Welcome to Norway" and "The Young Karl Marx".



IVAN HRONEC, FILM EUROPE, CZ

FILM EUROPE buys and co-produces European and festival films, which it distributes to cinemas, as well as on VoD and DVD, and broadcasts on its own television channels. Since 2009, the company has presented more than 400 top films at Czech, Slovak, Hungarian and Polish cinemas and festivals. In 2011, it launched the FILM EUROPE CHANNEL – the first European film channel, with 800 films, all of European origin. In September 2013, it opened the festival cinema KINO FILM EUROPE in Bratislava. In 2014, the company started a review of French films in the Czech Republic and Slovakia called *Crème de la Crème* and organised for the first time the *Be2Can* festival, presenting competition films from Cannes, the Berlinale and Venice. In 2015, it launched the review of Nordic films *SCANDI* and the DVD and BR edition *FESTIVAL 12*. In 2016, it launched the *FESTIVAL CINEMA CHANNEL* the premium film channel with top festival films from the world.



SYLVIE LERAY, ARTCAM, CZ

Sylvie Leray is the managing director of Film Distribution Artcam, an independent film distribution company established in 2000 in Prague by the producer Artemio Benki. Artcam distributes in theaters Arthouse movies that are often awarded at biggest international film festivals. With its strong experience in Arthouse, Artcam keeps his line up to present to the Czech audience the best artistic choices. Artcam manages Studio Béla, a Arthouse theatre with 100 seats located in the historic center of Prague.

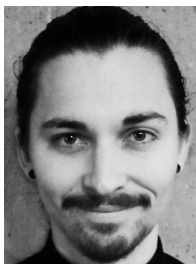
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DAMIANO RICCI, BIM DISTRIBUTIONE, IT

Damiano Ricci is an Movie Business Expert specialized in Film Marketing and Distribution. He have been working on Film Distribution for 15 years. He graduated in Communication at 'La Sapienza' University in Rome with a specialization in Marketing and a final thesis in Film Marketing Strategies. He has worked for: 20thFox Italy (2002-2003) as a Marketing Assistant, 01 Distribution - Rai Cinema (2003-2005) as Online and Trade Marketing Specialist, Medusa (2006-2012) as Product Manager, Bim Distribuzione (from 2013) as Marketing Director



FREDRIK GEORG NILSEN SCHOLZE, ARTHAUS, NO

Fredrik has been part of Arthaus' marketing division since early 2015. He graduated from BI business school with a bachelor in Creative Industries Management, and later a programme in Media Sciences at the University of Oslo. His main working tasks are Marketing campaigns, social media, event planning and graphic designs, and has specialized in communication with younger audiences. He has also been coordinating the Scope100 project. Arthaus is Norway's largest theatrical distributor of independent quality films, releasing 12-14 films annually.

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**Open Panel with Europa Cinemas
Bridging the Gap
Building Relationships & Designing Experience**

SATURDAY MARCH 19, 09.30 - 11.00 - G8 Cinema

Speakers



MADELEINE PROBST, FILM HUB SWWM PRODUCER & CINEMA PROGRAMME PRODUCER AT WATERSHED, UK

Maddy joined Watershed in 2002; a space for cultural exchange that promotes engagement, enjoyment, diversity and participation in specialised film and media arts. One of its core functions is to develop audiences for the diversity of film ranging from specialised British and world cinema to archival and repertory screenings and events. She and the cinema programme team, work collaboratively with a whole range of partner organisations, festivals and creatives in Bristol and beyond, to develop Watershed's cultural cinema programme and audience development strategy. She is also now the Vice-President of Europa Cinemas and for the past seven years, has facilitated various Europa Cinemas' workshops on innovative practices at the Il Cinema Ritrovato festival, Sofia Film Festival and for the first time, Sevilla. Prior to Watershed, she worked for Vital Distribution, the leading UK provider of sales, marketing and distribution services to over 75 independent music labels. Maddy has been instrumental in establishing Watershed as the Film Hub Lead Organisation for the South West & West Midlands as part of BFI's Film Audience Network and is producing this project for the next two years.

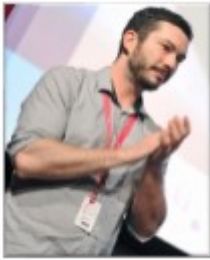


JOE KRECAK, CURZON ARTIFICIAL, UK

Joe worked in the film industry for eight years and started as a film projectionist, progressed to a cinema manager and now work in theatrical distribution. He started working in theatrical sales at Curzon Artificial Eye over three years ago and he is responsible for planning release strategies, booking in all theatrical and festival screenings and coordinating national touring programmes and retrospectives.

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HRVOJE LAURENTA, KINO EUROPA AND ZAGREB FILM FESTIVAL, HR

Graduated Journalism at the Faculty of Political Science, University of Zagreb. In 2003 he became the Coordinator, then in 2008 was appointed Executive Director of the Zagreb Film Festival where he has remained up to date. Since 2008 he is also the Executive Director of Kino Europa, the most beautiful and oldest cinema in Zagreb. Bought by the City of Zagreb in 2007, it was given for management to Zagreb Film Festival. Europa Cinemas Network awarded Kino Europa the Best programming prize in 2016. Since 2014 Hrvoje is a President of Croatian Independent Cinemas Network, which counts 35 members and 47 screens from all over Croatia.



RUTA SVEDKAUSKAITE, KINO PASAKA, LT

Ruta is head of communication and programming at Kino Pasaka and she is currently in charge of communication strategy, social media planning and special projects. In addition to that, main responsibilities include film selection to the repertoire of the cinema and open air screenings. Kino Pasaka is a private art-house cinema Pasaka located in the Old Town of Vilnius, Lithuania, as well as a European and art-house film distributor in the Baltic States. Recently Kino pasaka launched a VOD platform, which lets to implement Day&Date releases into distribution strategy of the company and other local distributors. Recent releases: Frantz (by François Ozon), The Innocents (Les innocentes by Anne Fontaine), Brothers (Brodre by Aslaug Holm), Wiener-Dog (by Todd Solondz).

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WHO'S WHO

DISTRIBUTORS (in alphabetical order by name)



MATIAS BOERO LUTZ
DEAPLANETA – ES
mboero@deaplaneta.com



EDGAR DAARNHOUTER
Paradisofilms - NL
edgar@paradisofilms.nl



ENRICO DIRKSEN
NEUE VISIONEN – DE
dispo@neuevisionen.de



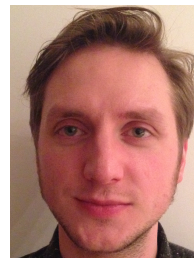
FLEUR DOPHEIDE
AMSTEL FILM – NL
fleur@amstelfilm.nl



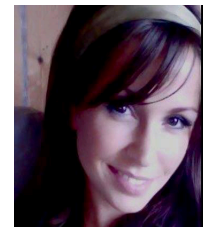
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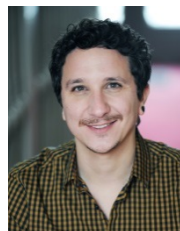
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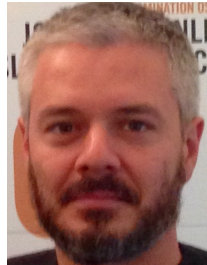
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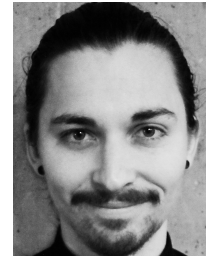
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VIVIAN ZANDKUIJL
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ABOUT EUROPA DISTRIBUTION

EUROPA DISTRIBUTION is the **European network of independent film distributors**. Since its creation, Europa Distribution has accompanied and reinforced the integration and collaboration process between its members through information, and brainstorming and training sessions. The network's aim is to strengthen the European existing ties to improve the curation, promotion and distribution of independent films.

With **125 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**.

Ursula Meier is the President of Honor of the Association. The Board of Administration, chaired by **Laurent Dutoit (Agora Films / Switzerland)** and **Jakub Duszynski (Gutek Film / Poland)** is composed of 13 independent European distributors, representative in terms of nationality, type of structure, and cultural diversity. The list of current members is available on our website: www.europa-distribution.org

EUROPA DISTRIBUTION



Christine ELOY
General Manager
christine.elay@europa-distribution.org



Isabella WEBER
Communication Consultant
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NOTES

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