

EUROPA DISTRIBUTION

WORKSHOP AT

Sofia Meetings / Sofia International Film Festival

MARCH 13 – 14 2015

BUILDING AUDIENCES FROM THE GROUND UP



SOFIA
INTERNATIONAL
FILM FESTIVAL

With the support of the MEDIA Programme of the European Union

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Europe
MEDIA

INDEX

PROGRAM	2-4
NOTES	5-7
USEFUL INFORMATION	8-9
MAPS	10-11
ED WORKSHOP - BUILDING AUDIENCES FROM THE GROUND UP	12-13
COMMON WORKSHOP WITH EUROPA CINEMAS	14
WHO'S WHO	15-16
ABOUT EUROPA DISTRIBUTION	17

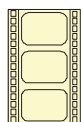
PROGRAM

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 12

ARRIVALS

18:30



PUBLIC SCREENING

Location: Cinema House - 37 Ekzarh Yosif Str. *(see maps)*
ADULTERY by Yavor Vesselinov, Bulgaria, 2014, 72'

20:30

DINNER on the occasion of the opening of 12th Sofia Meetings
Location: Pod Lipite Restaurant - 1 Elin Pelin Str. *(see maps)*
It's the occasion to gather in pairs if you couldn't meet your partner yet

22:30

AFTER PARTY

Location: Festival Center Matti'D (National Palace of Culture)
1 Bulgaria Sq. *(see maps)*

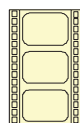
Friday March 13

10:00 – 10:30

**OPENING OF THE 12TH SOFIA MEETINGS
& WHO IS WHO AT THE 12TH SOFIA MEETINGS**

Presentation of all guests of Sofia Meetings
Location: Grand Hotel Sofia, Sofia Conference Hall, 2nd floor
1 Gurko Str., 1000 Sofia *(see maps)*

11:00



CLOSED SCREENING

Location: G8 Cinema - 8 Gladstoun Str. *(see maps)*
THE PROSECUTOR, THE DEFENDER, THE FATHER AND HIS SON, Bulgaria-Holland-Sweden, 105'

13:30

LUNCH

Location: Grand Hotel Sofia - 1 Gurko Str., 1000 Sofia *(see maps)*

14:30 – 18:00

EUROPA DISTRIBUTION WORKSHOP : BUILDING AUDIENCES FROM THE GROUND UP

Location: Grand Hotel Sofia, Serdica/Triaditza Hall 1, 1st floor
1 Gurko Str. *(see maps)*

Moderated by Domenico La Porta

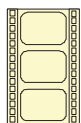
INTRODUCTION AND PRESENTATIONS OF PAIRS

CASE STUDIES:

- Anne Sanchez (Agence Mercredi, FR)
Small budget, strong marketing
- Bob Blöte (EYE, NL)
On introductions, guests, Skype, goodies, tours, food and drink, courses and a bit of film
- Gábor Böszörményi (Mozinet, Hungary)
The KineDok project in Hungary
- Torsten Frehse (Neue Visionen, DE)
When to reach audience via print, when to reach audience via social media? New models for film distributor to reach different target groups
Case Studies Release Campaigns for "Paulette", "Monsieur Claude" and "In order of disappearance"

Q&A AND DISCUSSION

18:30



PUBLIC SCREENING

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

THE PETROV FILE by Georgi Balabanov, Bulgaria-Germany, 2014, 92'

20:00 – 22:30

FREE EVENING

22:30

AFTER PARTY

Location: Fabrica 126 - 126 Knyaginya Maria Luiza Blvd. (*see maps*)

Saturday March 14

9:30 – 12:00

COMMON WORKSHOP WITH EUROPA CINEMAS

Building audiences from the ground up

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

9:30-10:15

Introduction by Domenico La Porta

Projects presentations:

- Madeleine Probst (exhibitor at Watershed, UK)
Conversations about Cinema
- Malgorzata Kostro-Oelchowska (distributor at Gutek Film, Poland)
Scope 50

10:15-12:00

Round tables with distributors/exhibitors

12:00 – 13:30

LUNCH EUROPA DISTRIBUTION - EUROPA CINEMAS

Location: Red House Restaurant - 33 ul. Parchevich (*see maps*)

13:30 – 15:00

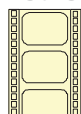
COMMON WORKSHOP WITH EUROPA CINEMAS

Building audiences from the ground up

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

- Debriefing of the round tables
- Q&A
- Conclusions

15:15 – 18:45



CLOSED SCREENINGS

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

15:15 *TWICE UPON A TIME IN THE WEST*, Bulgaria, 100'

17:00 *HOMBRE*, Bulgarian 104'

19:00

AWARDS CEREMONY

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

20:30

ED GET-TOGETHER DINNER

Location: Restaurant Bulgary - 71 Dondukov Blvd. (*see maps*)

22:00

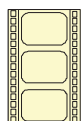
CLOSING PARTY OF 12TH SOFIA MEETINGS AND 19TH SOFIA IFF

Featuring the Festival Band and Friends

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

Sunday March 15

10:30 – 19:00



CLOSED SCREENINGS

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

10:30 *SNOW*, Bulgaria-Ukraine, 80' (extract)

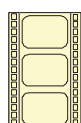
12:00 *CORPSE COLLECTOR*, Bulgaria, 115'

15:00 *SALTO MORTALE*, Bulgaria, 78', (doc)

16:30 *ZEUS*, Bulgaria, 30', (short)

17:15 *THE SINKING OF SOZOPOL*, Bulgaria, 2014, 100'

20:30 – 23:00



PUBLIC SCREENINGS

Location: Lumiere Cinema (National Palace of Culture)

1 Bulgaria Sq (*see maps*)

20.30 *LIFE IS AN ETERNAL SWING* by André Chandelle, Belgium-Bulgaria, 98'

Location: Cinema City (Mall of Sofia) - 101 A. Stamboliyski Blvd.

21.30 *TRAVELATOR* by Dusan Milic, Serbia, 2014, 99'

DEPARTURES

NOTES

NOTES



NOTES

USEFUL INFORMATION

ACCOMMODATION

**Hotel Downtown**

27, Vassil Levski Blvd., 1040 Sofia

Phone: +359 2 930 52 00

<http://www.hotel-downtown.net/>

TRANSPORTATION

**ARRIVALS/DEPARTURES**

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

On Wednesday 11, there will be a person at the airport with a Sofia IFF sign.

From the 12th to the 15th, there will be a special **Sofia IFF desk at the airport terminal 2**.

Should 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 1,96 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**.

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:

Stephane: +359 877 000 016 / stephane.kalev@lvt.fr

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Guest office

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For questions related to the general organization of the festival:

Mira Staleva: +359 887 262 429

For questions related to the ED workshop:

Christine Eloy: +32 496 20 86 22

MAPS

Accommodation

- 1. Hotel Downtown**
27, Vassil Levski Blvd.

Workshop

- 2. Grand Hotel Sofia**
1, Gurko Str.

- 3. G8 Cinema**
8, Gladstoun Str.

Screenings

- 3. G8 Cinema**
8, Gladstoun Str.

- 4. Cinema House**
37, Ekzarh Yosif Str.

Meals

- 5. Pod Lipite**
1, Elin Pelin Str.

- 2. Grand Hotel Sofia**
1, Gurko str., 1000 Sofia

- 6. Red House Restaurant**
33, ul. Parchevich

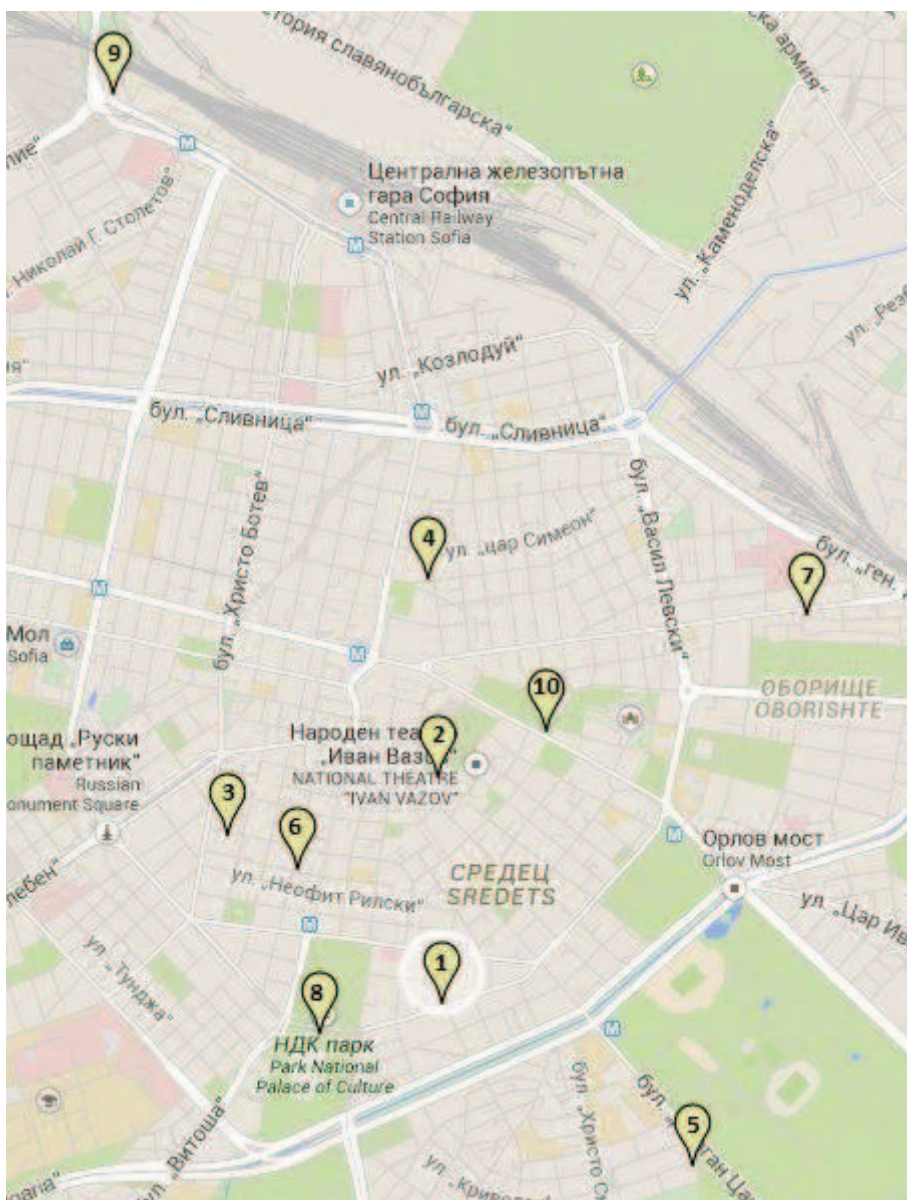
- 7. Restaurant Bulgary**
71, Dondukov Blvd.

Cocktails & parties

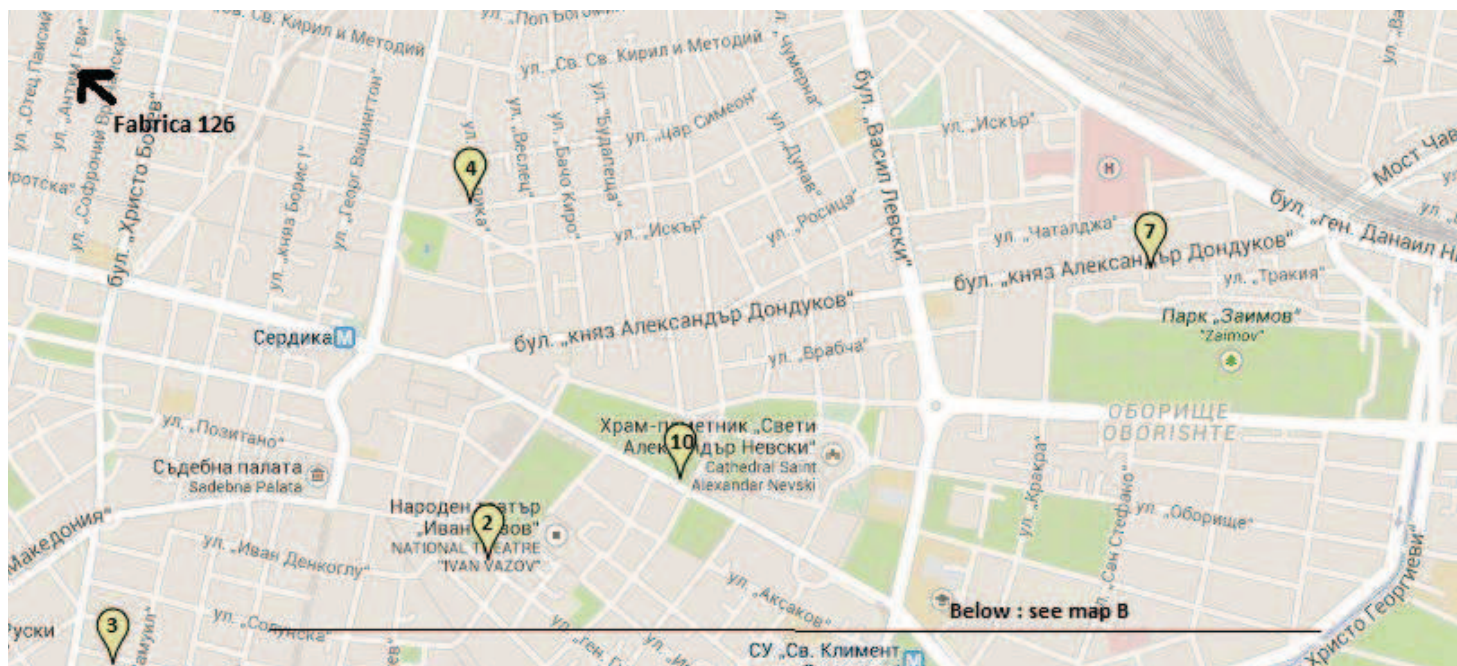
- 8. Festival Center MATTI'D / National Palace of Culture**
1, Bulgaria Sq.

- 9. Fabrica 126**
126, Knyaginya Maria Luiza Blvd.

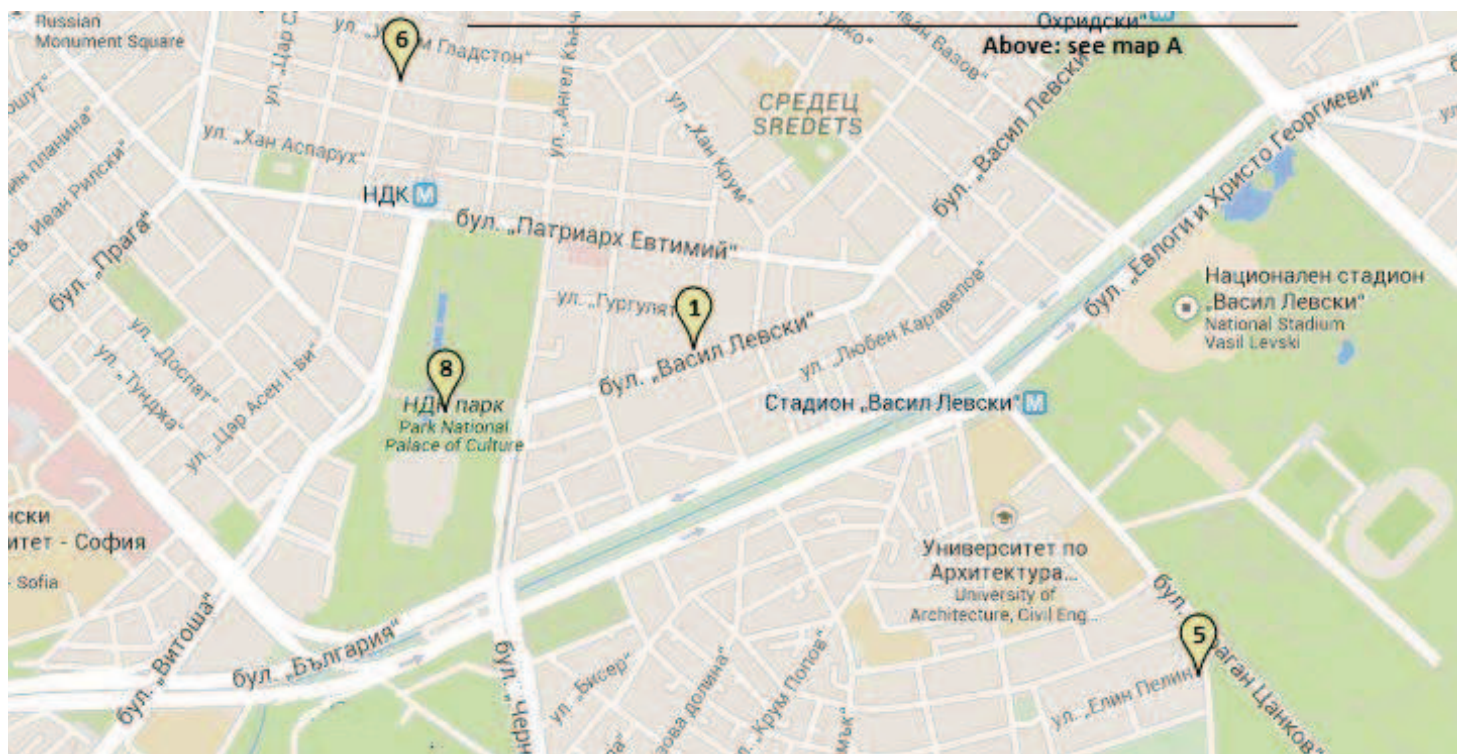
- 10. Central Army Club**
7, Tsar Osvoboditel Blvd.



Map A



Map B



Europa Distribution Workshop
Building Audiences from the Ground Up

FRIDAY MARCH 13, 14.30-18.00 - Grand Hotel Sofia, Serdica/Triaditza Hall 1

Moderator

**DOMENICO LA PORTA, Cineuropa, BE**

Domenico La Porta is a man of many hats. He's a movie critic (tv host @ RTBF), an industry journalist (Editor of CINEUROPA.org) and a Transmedia producer (with his company KWEB). He is also the head of Transmedia at WALLIMAGE, the Belgian economical film fund investing in multi-platform story developments. As a Transmedia architect, Domenico has shaped multi platforms story worlds and cross media creative promotion around films such as *The Suicide Shop*, *Ernest & Célestine*, *Mood Indigo*, *Cub (...)* and the upcoming animated series URBANCE that raised \$300,000 thanks to a strategic crowdfunding campaign successfully ran across october 2014. Domenico is currently writing the multi-platform script of Urbance and developing TALION, a tv series with Transmedia developments based on his own original concept. Domenico is also an international consultant in multi-platform architecture, social media, community building and cross-media strategies for the audiovisual sector. He has worked with companies such as Supercell (Clash of Clans), Ustwo (Monument Valley), Studio Canal (Ernest & Celestine), Warner Brothers (Harry Potter) and he is currently developing an upcoming gamification app with the support of the MEDIA programme of the European Union.

Speakers

**BOB BLÖTE, EYE Film Instituut, NL**

Bob Blöte studied Communication/Media at the University of Amsterdam (UvA), worked at the communication and education departments of the Amnesty International Film Festival and later Movies that Matter. At the moment he works for the communication department of EYE, the film museum in Amsterdam and is programmer of his local cinema Filmtheater Voorschoten.

**GÁBOR BÖSZÖRMÉNYI, Mozinet Ltd, HU**

Gábor holds an MSc in economics and final certificate in film aesthetics. He started working in the film business in 1998 as a film critic, later became editor, editor-in-chief and publisher of an online and printed film magazine and several books on films. Owner and managing director of Mozinet Ltd., he operated 2 art house cinemas (2005-2011) and has distributed almost 100 films in the Hungarian cinemas so far (from 2006). Initiator of film literacy and audience development programs (2006-2012: 'Zsánerben', a nationwide competition of film knowledge for high school students; 2014-: 'Mozinet Klub') and the Hungarian partner for KineDok, a project that brings CEE documentaries closer to the public in five countries of the region. Gábor has been a consultant and adviser for EACEA, MAFILM Film Studios (2009-2010), Hungarian Society of

Cinematographers (2009-2010) and Hungarian Motion Picture Foundation (2007-2009). He is executive vice-chairman and later chairman of the Hungarian Federation of Film Societies (2008-2011), vice president of the Federation of Hungarian Art-house Cinemas (2012-). Participant of SOFA - School of Film Agents (2013) and EAVE Film Marketing workshop (2013), and, since 2014, he is member of the board of Europa Distribution.



TORSTEN FREHSE, Neue Visionen, DE

Torsten funded the German distribution company Neue Visionen in 1997. Through the years, Neue Visionen has extended its activities with a DVD label (Good Movies) and since 2006, with production. Torsten was also an exhibitor (Central Kino, Movimiento, Lichtblick-Kino Berlin) and he is a board member of AG Verleih (association of German independent film distributors).



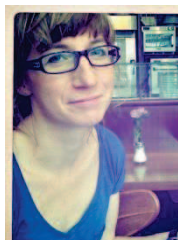
ANNE SANCHEZ, Agence Mercredi, FR

Anne Sanchez joined the Agence Mercredi in 1999, and became associate director in 2002. Created in 1993 by Arnaud Rouvillois, Agence Mercredi is dedicated to movies marketing (French theatrical and HV releases), with a focus on partnerships and promotions. Its range of activities includes media plannings, licensing and consulting for international releases. The agency dealt with 800 films in the last 18 years, from independent movies to blockbusters: *Pulp Fiction*, *Seven*, *Chicken Run*, *Amelie from Montmartre*, *The Lord of the Rings*, *Kirikou and the Sorceress*, *Persepolis*, *Avatar*, *Hunger Games*, *Little Nicholas*, *Belle and Sebastian*, *Enemy*, *The Butler*...

**Common workshop with Europa Cinemas
*Building Audiences from the Ground Up***

SATURDAY MARCH 14, 09.30 - 15.00 - G8 Cinema

Speakers



MALGORZATA KOSTRO-OLECHOWSKA, Gutek Film, PL

Malgorzata Kostro-Olechowska (born in 1974) studied at the Warsaw School of Economics. She has been working in Gutek Film since 2003, first as a PR Manager and from 2007 as a Head of Promotion.

Gutek Film is one of the leading art house film distributors in Poland. The company has released so far more than 300 films, directed by Lars von Trier, Mike Leigh, Pedro Almodovar, Peter Greenaway, Jim Jarmusch, Wong Kar-Wai and David Lynch, among others. Gutek Film also runs one of the leading art houses in Poland, the Muranów Cinema in Warsaw (Europa Cinemas Award 2004 for high quality programming). Malgorzata's previous jobs include RRM Media House of Radio Zet (one of the biggest radio stations in Poland) as a Promotion Specialist (1994-1998), DDB Warsaw advertising agency as an Account Manager (1999-2002).



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.

WHO'S WHO

DISTRIBUTORS (in alphabetical order by company)



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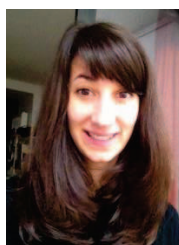
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EUROPA DISTRIBUTION



Christine ELOY
General Manager
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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 association’s aim is to strengthen the European existing ties to improve the curation, promotion and distribution of independent films.

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**.

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

With the support of the MEDIA Programme of the European Union

