

EUROPA DISTRIBUTION

WORKSHOP AT

Sofia Meetings/ Sofia International Film Festival

MARCH 17 – 20 2016

HOW TO STEAL A MILLION (IDEAS):

JOINING RESOURCES FOR EVEN MORE EFFICIENT MARKETING CAMPAIGNS



SOFIA
INTERNATIONAL
FILM FESTIVAL

With the support of the MEDIA Programme of the European Union

INDEX

PROGRAM	2-5
NOTES	6-8
USEFUL INFORMATION	9-10
MAPS	11-12
ED WORKSHOP - HOW TO STEAL A MILLION (IDEAS): JOINING RESOURCES FOR EVEN MORE EFFICIENT MARKETING CAMPAIGNS	13-16
COMMON SESSION WITH EUROPA CINEMAS	17
WHO'S WHO	18-19
ABOUT EUROPA DISTRIBUTION	20

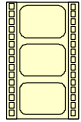
PROGRAM

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 17

ARRIVALS

18:30



PUBLIC SCREENINGS

18.30 FACE DOWN by Kamen Kalev, BG-FR-BE, 2015, 105'

Location: Odeon Cinema

18.30 ZHALEIKA by Eliza Petkova, DE, 2016, 92'

Location: Cinema House

18.30 AND THE PARTY GOES ON by Georgi Balabanov, BG-FR, 2015, 90' (doc)

Location: Lumiere Cinema

20:30

DINNER on the occasion of the opening of 13th 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: Goethe-Institut – 1 Budapesta Str. *(see maps)*

Friday March 18

9:30 - 10:30

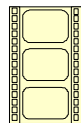
EUROPA DISTRIBUTION WORKSHOP: HOW TO STEAL A MILLION (IDEAS)

JOINING RESOURCES FOR EVEN MORE EFFICIENT MARKETING CAMPAIGNS

Location: Hotel Central - 52 Hristo Botev Blvd. *(see maps)*

INTRODUCTION AND PRESENTATIONS OF PAIRS

11:00



BULGARIAN FEATURE FILMS SCREENINGS

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

11.00 LIGHT THEREAFTER by Konstantin Bojanov, BG, expected length 100' (10' will be shown)

11.15 HRISTO by Grigor Lefterov, Todor Matsanov, BG, 97' (30' will be shown)

11.50 CHIEFTAIN by Zornitsa Sophia, BG, 135' (30' will be shown)

12.25 THE ENDLESS GARDEN by Galin Stoev, BG, expected length 100' (30' will be shown)

14:30 – 18:00

EUROPA DISTRIBUTION WORKSHOP: HOW TO STEAL A MILLION (IDEAS)

JOINING RESOURCES FOR EVEN MORE EFFICIENT MARKETING CAMPAIGNS

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

Moderated by Domenico La Porta

CASE STUDY: BUILDING A RELEASE STRATEGY FOR ROMANIA AND GERMANY

- Andreas Baumann (drei-freunde, DE)

PAN-EUROPEAN MARKETING: FEEDBACK ON THE TIDE EXPERIMENT

- Justine Atkinson (Aya Distribution, UK)
- Amy Gottenbos (Amstelfilm, NL)
- Sylvie Leray (Artcam, CZ)
- Jakub Mroz (Tongariro Releasing, PL)
- Aneta Sekula (Gutek Film, PL)
- Ruta Svedkauskaite (Kino Pasaka, LT)

SIMULTANEOUS SCREENINGS: ONE EVENT, SEVERAL COUNTRIES

- Juliette Duret (Bozar, BE)
- Marisella Rossetti (The Lux Prize)
- Aneta Sekula (Gutek Film, PL)

JOIN EFFORTS: KEYS TO MUTUALIZATION AND CROSS COUNTRIES INITIATIVES

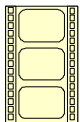
- Domenico La Porta (Cineuropa/Wallimage, BE)

EUROPA DISTRIBUTION DATABASE

- Clara Léonet (Europa Distribution)
- Isabella Weber (freelance)

Q&A AND DISCUSSION

18:30



PUBLIC SCREENING

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

MY FATHER, MY MOTHER, MY SISTER by Dimitar Kotsev-Shosho, BG, 2016, 95'

20:30

EUROPA DISTRIBUTION DINNER

Location: Restaurant Talents – 9 Petar Beron Str. (*see maps*)

22:30

AFTER PARTY

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

Saturday March 19

9:30 – 13:00

ROUNDTABLES WITH EUROPA CINEMAS

Joint session on marketing and audience development strategies

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

9:30-10:00

INTRODUCTION BY FATIMA DJOUMER AND CHRISTINE ELOY

10:00-13:00

ROUND TABLES WITH DISTRIBUTORS & EXHIBITORS

- Social media & data
- Acting local in a global economy
- Developing joint marketing strategies
- Special events and programming

Q&A

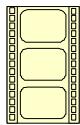
DEBRIEFING & CONCLUSIONS

13:00 – 14:30

LUNCH EUROPA DISTRIBUTION - EUROPA CINEMAS

Location: MOMA Restaurant - 28 UI Solunska (*see maps*)

14:50 – 16:30



BULGARIAN FEATURE FILMS SCREENINGS

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

14.50 THE MAYOR OF NOWHERE by Tonislav Hristov, FI-BG, 75' (fiction-documentary-hybrid), (30' will be shown)

15.25 GODLESS by Ralitsa Petrova, BG, 103' (30' will be shown)

16.00 LIFT FOR PATIENTS by Igljika Trifonova, BG, 88' (30' will be shown)

19:00

SOFIA IFF AWARDS CEREMONY

Followed by screening of THE ZERO THEOREM, 107', by Terry Gilliam

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

20:30

TURKISH GALA COCKTAIL AND DINNER on the occasion of the closing of the 13th Sofia Meetings and 20th Sofia IFF

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

22:00

CLOSING PARTY OF 13TH SOFIA MEETINGS AND 20TH SOFIA IFF

Featuring the Festival Band and Friends

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

Sunday March 20

12:00 – 13:00

FERA 'DIRECTORS IN DIALOGUE'

Michaël R. Roskam, Director and President of Unie van Regisseurs (BE),

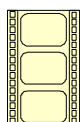
meets Pavel G. Vesnakov, Director (BG)

The discussion will be moderated by FERA Chair Dan Clifton (UK)

Location: Cinema House (Dom na Kinoto)

Note: just for your information, if you'd like to attend. The idea behind Directors in Dialogue is to develop a practical European cross border cooperation between directors, and to bring these cultural exchanges to filmmakers attending the festival and the general public.

14:00



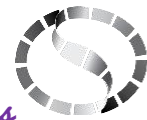
BALKAN SCREENINGS

14.00 PANAMA by Pavle Vučković, SRB, 2015, 100'

Location: Lumiere Cinema

18.30 IN YOUR DREAMS! by Petr Oukropec, CZ-SK-BG, 2016, 79'

Location: Odeon Cinema



Joining resources for even more efficient marketing campaigns

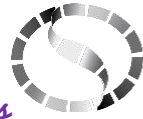
19.00 THE BEAST IS STILL ALIVE by Vessela Kazakova and Mina Mileva,
BG, 2016, 91' (doc)

Location: Hall of the Former Communist Party HQ

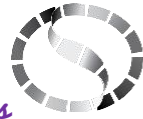
20.30 24 HOURS by Kiril Stankov, BG, 2016, 75' (doc)

Location: Cinema House

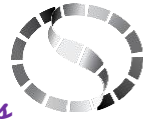
DEPARTURES



NOTES



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USEFUL INFORMATION

ACCOMMODATION

**Hotel Central**

52, Hristo Botev blvd, Sofia 1000, Bulgaria

Phone: (+359) 894 590 004

<http://www.central-hotel.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 1,96 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 / marketing@siff.bg

Kalina: +359 884 200 915

Guest office

Office: Direct line: +359 2 9166200 / + 359 2 916 6297

Sofia Hussein: +359 884 301 688

Ana Blagova: +359 885 901 489

Elitza Vezeva: +359 885 299 782

For questions related to the general organization of the festival:

Mira Staleva: +359 887 262 429

For questions related to the ED workshop:

Clara Léonet: +32 472 62 54 48

Christine Eloy: +32 496 20 86 22

MAPS

Accommodation

1. Hotel Central

52, Hristo Botev Blvd.

Workshop

2. Grand Hotel Sofia

1, Gurko Str.

3. G8 Cinema

8, Gladstoun Str.

Meals

4. Pod Lipite

1, Elin Pelin Str.

5. Restaurant Talents

9, Petar Beron Str.

6. MOMA Restaurant

28, Ul Solunska

Cocktails & parties

7. Goethe-Institut,

1, Budapesta Str.

8. Fabrica 126

126, Knyaginya Maria Luiza Blvd.

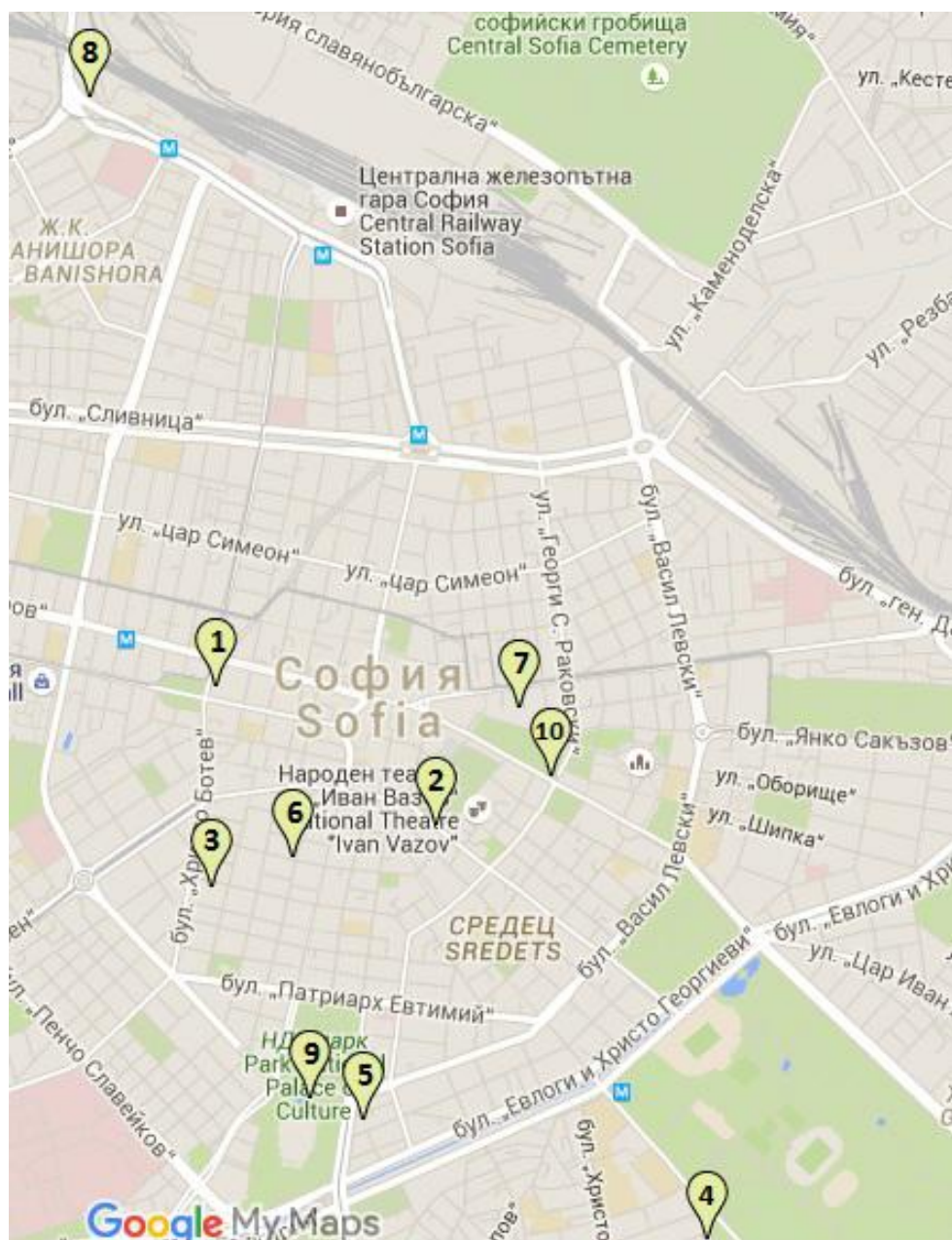
9. Festival Center

MATTI'D/National Palace of Culture

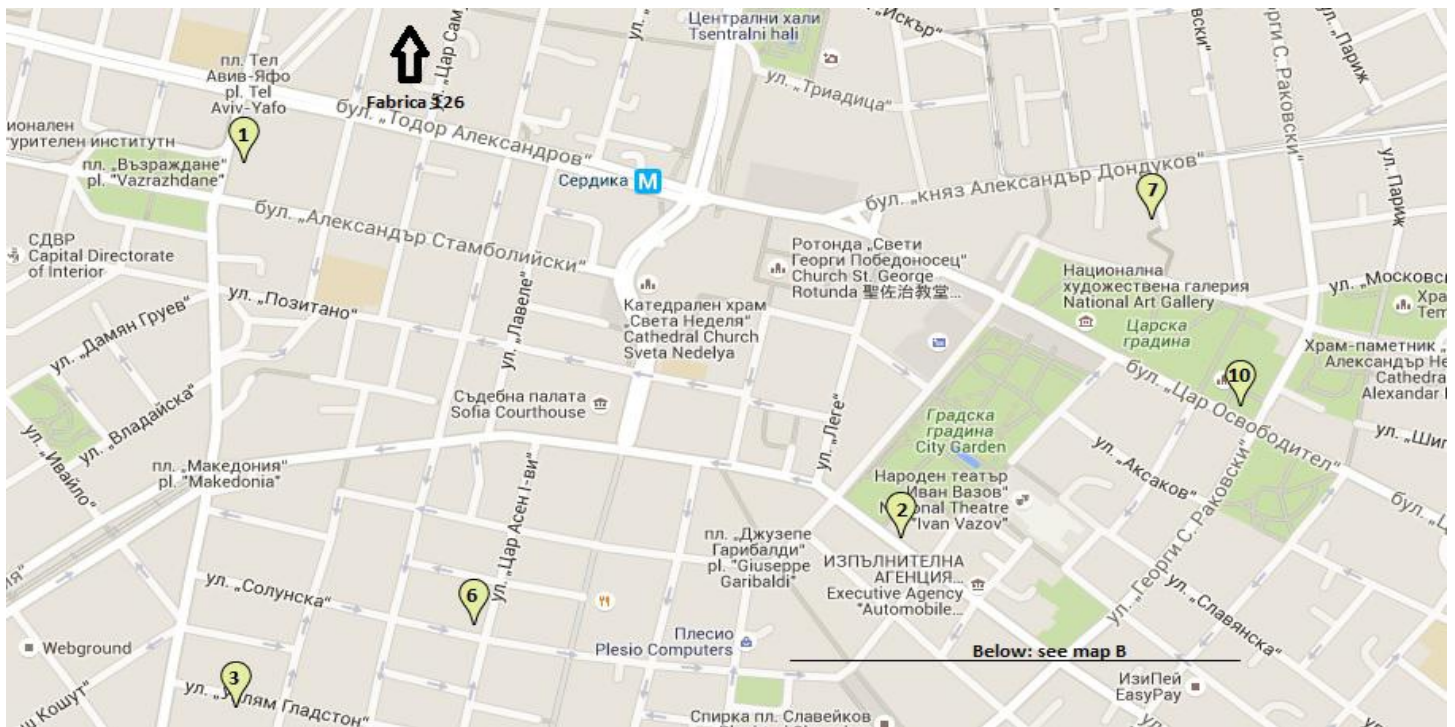
1, Bulgaria Sq.

10. Central Army Club

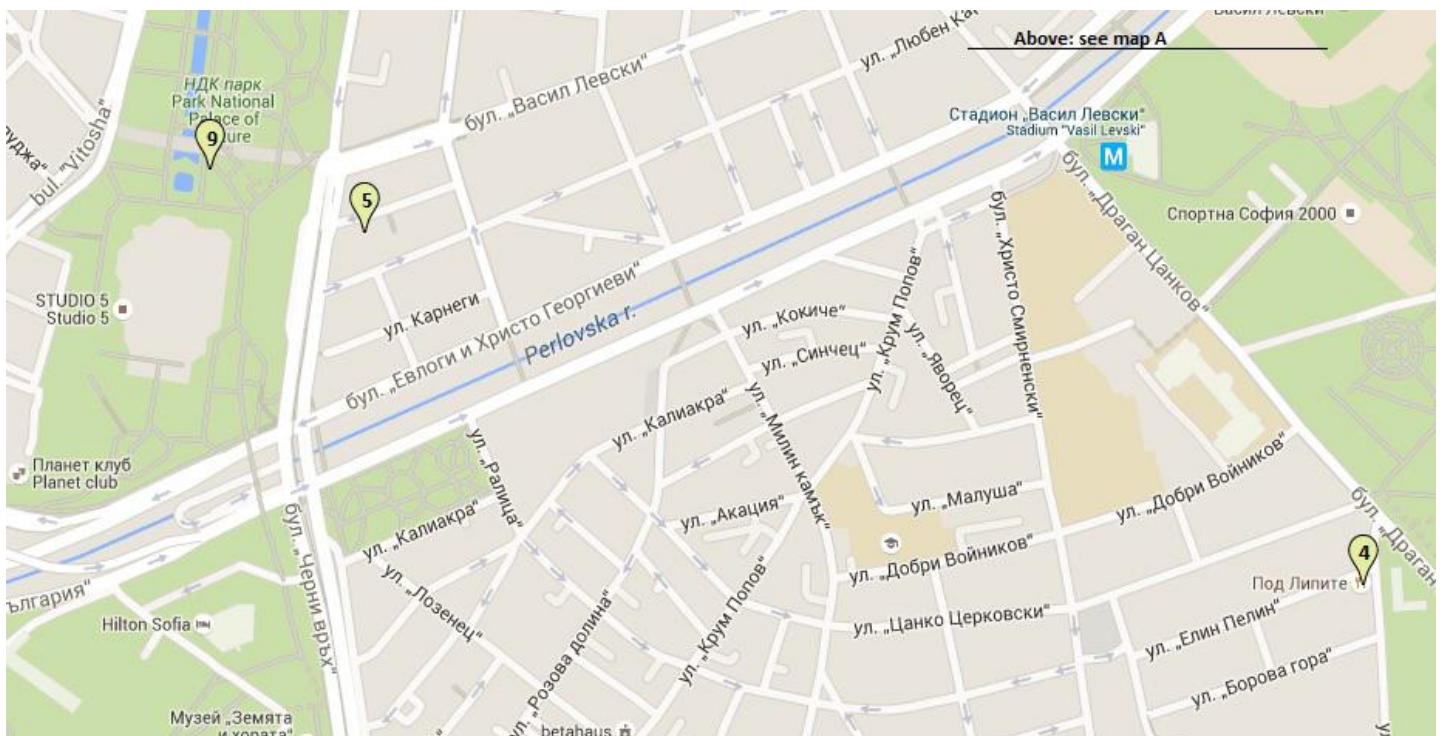
7, Tsar Osvoboditel Blvd.



Map A



Map B



Europa Distribution Workshop
How to Steal a Million (ideas): Joining resources for even more efficient marketing campaigns

FRIDAY MARCH 18, 14.30 - 18.00 - Grand Hotel Sofia, Sofia Hall -1

Moderator



DOMENICO LA PORTA, Transmedia expert, 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 of which Domenico is currently writing the multi-platform script. 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



ANDREAS BAUMANN, DREI-FREUNDE FILMVERLEIH, DE

Andreas Baumann (born in 1970) studied marketing and media design at the University of Arts in Schwäbisch Gmünd and became later the profession as a teacher for design and media technology. He started working in the film business in 1998 as a projectionist and installed during the time of the new media economy several marketing and publicity projects for cinemas. In 2007 he became the marketing manager for several cinemas of the Lochmann Filmtheaterbetriebe, an up-growing cinema chain with in total 60 screens today in nine cities. Besides this, Andreas started to work for drei-freunde Filmverleih in 2008, a small distribution company with a mixed line-up of art house films and also some blockbuster hits. With his own company cinewerkstatt Andreas is still teaching today students at the university in film dramaturgy, advertising and media technology.



JUSTINE ATKINSON, AYA DISTRIBUTION, UK

Justine Atkinson founded Aya Distribution, an international sales and distribution company with a focus on African cinema, in 2011, and has been invited to represent Aya Distribution at international film markets in Europe and Africa. Through Aya she has successfully released several African films in the UK, which wouldn't have otherwise been seen. She has also been working as the Festival

Manager of the Africa in Motion film festival since the beginning of 2013 and has curated and managed the 2013, 2014 and 2015 annual festivals, plus a high-profile tour of African sport films and events across Scotland in conjunction with the Glasgow Commonwealth Games in June/July 2014.



AMY GOTTENBOS, AMSTELFILM, NE

Amy Gottenbos is a marketing and communication specialist. She recently started working for the independent arthouse distributor Amstelfilm. She is responsible for the communication and film promotion of all theatrical releases. Amy gained experience within the film industry as marketing manager for We Want Cinema, an online platform where the crowd decides what is shown in the movie theater. She studied concept and branding at the Amsterdam Fashion Institute and has worked in web design, concept development, communication and marketing.



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.



JAKUB MROZ, TONGARIRO RELEASING, PL

Since 2010 Jakub Mroz is co-founder and CEO at Tongariro Releasing, the first distribution company dedicated to LGBT cinema in Poland. Since 2012 he is also an operator of VOD service, outfilm.pl. Before film distribution, Jakub worked as an advisor for public and private cultural institutions in Poland.



ANETA SEKUŁA, GUTEK FILM, PL

Aneta Sekuła (born 1988) studied International Relationships at the University of Warsaw. She has been working in Gutek Film since 2011 first as a marketing assistant, now as a materials production specialist, but still supporting her colleagues from the marketing team by coordinating and co-organizing different events. Earlier she worked for Muranów Cinema in Warsaw which gave her the opportunity to get to know the theatres' issues from the inside.



RUTA SVEDKAUSKAITE, KINO PASAKA, LT

Ruta is head of communication and programming at Kino Pasaka and she is currently in charge of communication strategy and planning with a strong focus on social media and advertising. In addition to that main responsibilities include film selection to repertoire and programming. Kino Pasaka is a representative of

the private art-house cinema Pasaka located in the Old Town of Vilnius, Lithuania, and also a European and art house film distributor in the Baltic States. Recent releases: Serial (Bad) Weddings (Qu'est-ce qu'on a fait au Bon Dieu?), The Grump (Mielensäpahoittaja), Sweet Bean (An).



JULIETTE DURET, HEAD OF CINEMA – BOZAR, BE

In 1989, Juliette Duret received her bachelor degree in Economics at ULB. Although her father was an acknowledgeable cinema lover for years, the fascination of Juliette for the seventh art started when she was eighteen years old. After studying Economics at ULB, Juliette Duret worked for 14 years for Wallonie Bruxelles Images. She participated to the biggest festivals and markets in order to ensure the promotion of the Belgian cinema. In 2001, she completed her professional background at EAVE. She took part to numerous festivals as member of the jury (Mannheim, Oberhausen, Oscars, etc.) and also to round tables at a Belgian and European level. In 2006, she joined the team of the Centre for Fine Arts where she introduced the cinema and started to coordinate the BOZAR CINEMA department. In 2014, she became Head of Cinema at Bozar and additionally she is also member of the Management Team of the Centre for Fine Arts.



MARISELLA ROSSETTI, THE LUX PRIZE, BE

Marisella is responsible for the LUX FILM PRIZE, the European Parliament cinema prize, which was created in 2007. She is in charge of defining the main axes and priorities for the LUX FILM PRIZE, coordinating the contacts and activities with European partners, members of the Selection Panel, film festivals, as well as with international institutions and organisations. She creates visibility events geared towards cinema and audio-visual professionals and to the general public; Marisella helps in the smooth development of the LUX FILM DAYS (screening of the LUX films in 28 Member states) and deals with distributors, film festivals, and Parliament Information Offices. She also coordinates 28 Times Cinema with the Venice Days and Europa Cinemas, manages the internal services related to the Members' of Parliament involvement in the LUX FILM PRIZE (VOD service, voting procedures, ceremony seminars for journalists, cinema inside the EP), and manages the LUX Prize website and Facebook.



ISABELLA WEBER, FREELANCE, IT

Isabella studied in Rome where she achieved the Master in Film & Media Studies in 2013. From 2011 she has been working at the Venice Days (independent section of the Mostra del Cinema) as consultant for the film selection and as Project Manager of the 28 Times Cinema project (which brings 28 young Europeans to the Lido during the Festival). In 2013 Isabella got a traineeship at the European Parliament and collaborated with the Lux Film Prize ever since. In a true European spirit, she also started in 2015 a collaboration with Europa Distribution as editor of National focuses about local distribution and reports from ED's workshops and seminars.

Isabella also collects data for Europa Distribution database on Cinando. From 2016, she will work even more closely with Europa Distribution.

**CLARA LEONET EUROPA DISTRIBUTION**

Clara worked in a cinema in Brussels for 5 years as a student, which raised her curiosity on how the films get on the screens. She was an intern for Belgian distributor Cineart at the end of 2012, and then for Europa Distribution in 2014. She graduated in cultural management in June 2014 and she is working for Europa Distribution as project assistant since October 2014.

COMMON SESSION WITH EUROPA CINEMAS

SATURDAY MARCH 19, 09.30 - 13.00 - G8 Cinema, 8 Gladstoun Str.

9:30 – 13:00	COMMON SESSION WITH EUROPA CINEMAS <i>Joint session on marketing and audience development strategies</i> Location: G8 Cinema - 8 Gladstoun Str. <i>(see maps)</i>
9:30 - 10:00	INTRODUCTION BY FATIMA DJOUMER AND CHRISTINE ELOY
10:00 - 13:00	ROUND TABLES WITH DISTRIBUTORS & EXHIBITORS

For the third year in a row, the Sofia Meetings will also be the occasion for Europa Distribution and Europa Cinemas to exchange and brainstorm during a common session.

About 40 exhibitors from Europa Cinemas will meet with us to share experience and brainstorm on the following topics:

- Social media & data
- Acting local in a global economy
- Developing joint marketing strategies
- Special events and programming

WHO'S WHO

DISTRIBUTORS (in alphabetical order by name)



Justine ATKINSON
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Daan VERMEULEN
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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 **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

EUROPA DISTRIBUTION



Christine ELOY
General Manager

christine.elay@europa-distribution.org



Clara LEONET
Project Assistant

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