

# EUROPA DISTRIBUTION

WORKSHOP AT

*Karlovy Vary International Film Festival*

July 1-5 2018

“SCRIPT EVALUATION: HOW TO EVALUATE A FILM AND ITS  
POTENTIAL BY READING THE SCRIPT”



**Karlovy Vary  
International Film Festival**

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

Co-funded by the  
European Union



Creative  
Europe  
MEDIA



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## PROGRAMME

*Europa Distribution organises this programme in partnership with Karlovy Vary International Film Festival and with the Support of Creative Europe - Media. We kindly ask you to attend all activities.*

### Sunday July 1

#### ARRIVALS

#### SCREENINGS

**14.30 – 17.45**                    **OPEN PANELS ORGANISED BY THE LUX FILM PRIZE OF THE EUROPEAN PARLIAMENT IN PARTNERSHIP WITH CREATIVE EUROPE DESK CZ-MEDIA, WITH KVIFF AND EUROPA DISTRIBUTION**

Location: Industry Pool, Hotel Thermal (*see maps*)

**14.30 – 16.30**                    **PANEL 1: HOW TO WIN OVER GENERATION Z FOR EUROPEAN FILM?**

(Registration at [media@kreativnievropa.cz](mailto:media@kreativnievropa.cz))

*Industry and policy-makers have spent a generation agonising about how to encourage younger people to watch European films. Now a bigger challenge is emerging - how to attract a generation brought up in an age of vastly-increased choices. Rethinking the approach, from policies to industry strategies.*

OPENING REMARKS            **Evelyne Gebhardt** - Vice-President, European Parliament  
**Daniela Stanikova** - Head of Creative Europe Desk CZ-MEDIA

MODERATOR                    **Michael Gubbins** - SampoMedia

SPEAKERS                      **Helga Trüpel** - Vice-chair of the CULT Committee, European Parliament  
**Martina Dlabajova** - Vice-chair of the CONT Committee (Budgetary Control), European Parliament  
**Julie Ward** - Member of the CULT Committee, European Parliament  
**Thomas Fransman** - Member of the Board, Picl project  
**Christine Eloy** - Managing Director, Europa Distribution  
**Kiri Inglis** - UK Marketing Manager, MUBI

**16.30 – 17.00**                    **BREAK** (with light refreshments)

**17.00 – 17.45**                    **PANEL 2: NEW CREATIVE EUROPE MEDIA PROGRAMME POST 2020**

(Registration at [media@kreativnievropa.cz](mailto:media@kreativnievropa.cz))

*On 30 May 2018, the European Commission presented their proposal for the Creative Europe programme 2021-2027. What are the key elements? How will the industry and citizens benefit from it? The proposal is now in the hands of the European Parliament. Let your voices be heard.*

MODERATOR                    **Doris Pack** - Coordinator, LUX Film Prize

SPEAKERS                      **Helga Trüpel** - Vice-chair of the CULT Committee, European Parliament  
**Bogdan Wenta** - Member of the CULT Committee, European Parliament  
Shadow rapporteurs on Creative Europe Programme 2021-2027

**19.00 – 20.30** **UNVEILING OF THE 2018 LUX FILM PRIZE OFFICIAL SELECTION AND 2017 AUDIENCE MENTION**  
Location: La Belle Epoque, Grand Hotel Pupp (by invitation only) (*see maps*)

*The European Parliament's LUX Film Prize will unveil the ten films of its official selection for the 2018 edition. On this occasion, the winner of the Audience Mention from the last edition will be announced.*

**20.30 – 22.00** **MEET THE KVIFF: FESTIVAL OPENING PARTY/BUFFET, ORGANISED BY KARLOVY VARY IFF**  
Location: Rendez-Vous, Grand Hotel Pupp (by invitation only) (*see maps*)

**Some time off after these long, hard-working days: Aeroport!**

*Every night, all Europa Distribution members are welcome at the Aeroport Club, an initiative by Aerofilms, Czech Distributor and member of Europa Distribution.*

*The club is open every day from noon (you can stop by for a coffee or browse in a pop-up designer's shop during the day) until the early hours – there are different DJs playing every night.*

NEW Location: Dr. Davida Bechera 24, Karlovy Vary (*see maps*)

**Monday July 2**

**10.00 – 10.45** **SHOWCASE SESSIONS WITH Q&A ORGANISED IN PARTNERSHIP WITH KVIFF**  
Location: Industry Pool, Hotel Thermal (*see maps*)

**ARTIFICIAL INTELLIGENCE AND SCRIPT ANALYSIS: PREDICTING COMMERCIAL AND CRITICAL SUCCESS FOR EUROPEAN AND INDEPENDENT FILM**

*In this spotlight session, ScriptBook showcases a live demo of their platform for artificial intelligent script analysis and financial forecasting. They explain how AI can equip industry stakeholders with a powerful tool to improve decision-making & to select content that stands out both critically and commercially, by helping them understand the science of audience satisfaction, which content correlates with financial performance and what resonates with audiences.*

**SPEAKER** **Nadira Azermai** – CEO & Founder *SCRIPTBOOK* (BE)

**11.00 – 12.30** **WORKS IN DEVELOPMENT – FEATURE LAUNCH**  
Location: Cinema Čas (*see maps*)

**14.00 – 16.00** **WORKS IN PROGRESS**  
Location: Cinema Čas (*see maps*)  
*Followed by one-on-one meetings*

**16.00 – 17.00** **WORKS IN DEVELOPMENT – FEATURE LAUNCH CURATED MEETINGS & WORKS IN PROGRESS – ONE-TO-ONE MEETINGS**  
*Register yourself and your company at <http://register-kviff.festicine.pro>*  
Location: VSFS School, right next door Cinema Čas (*see maps*)

**19.30** **DINNER ORGANISED BY KARLOVY VARY IFF AND CREATIVE EUROPE MEDIA**  
Location: Grand Restaurant, Grand Hotel Pupp (*see maps*)  
*Don't forget to pick up your invitation at the Protocol Desk!*

**Tuesday July 3**

**09.00 – 10.00**                      **THE LUX FILM PRIZE TODAY AND TOMORROW - PRESENTATION & DISCUSSION**  
Location: Malé Versailles (*see maps*)

**SPEAKERS**                              **Marisella Rossetti & Jindrich Pietras** – LUX Film Prize, European Parliament

**10.00 – 18.00**                      **EUROPA DISTRIBUTION SCRIPT EVALUATION WORKSHOP: HOW TO EVALUATE A  
 FILM AND ITS POTENTIAL BY READING THE SCRIPT?**  
Location: Malé Versailles (*see maps*)

*Through concrete examples, case studies and experience-sharing, this workshop will provide participants with script analysis tools that might be helpful to visualise what the finished film could be based on its script and to evaluate, as far as it is possible to do so, its potential success and profitability.*

- *Which elements should be taken into account when reading a script?*
- *How can one get an accurate idea of what the finished film could look like just by reading the script?*
- *How can one build an evaluation grid and adapt it to the script one is reading?*

**ADVISOR**                              **Isabelle Fauvel** – Founder, InitiativeFilm (FR)

**13.30 - 14.30**                      **LUNCH** (OFFERED BY EUROPA DISTRIBUTION)

**20.30**                                      **EUROPA DISTRIBUTION MEMBERS’ DINNER**  
Location: Hotel Ambassador (*see maps*)

**21.30**                                      **INDUSTRY PARTY**  
Location: Malé Versailles (*see maps*)  
*Don’t forget to pick up your invitation at the Protocol Desk!*

**Wednesday July 4**

**SCREENINGS & MEETINGS**

**DEPARTURES**

**Thursday July 5**

**SCREENINGS & MEETINGS**

**DEPARTURES**

## USEFUL INFORMATION

### ACCOMMODATION

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



**Hotel Ambassador Národní dům**  
T.G. Masaryka 24 - 360 01 Karlovy Vary  
Phone: +420 353 408 100



**Hotel Savoy West End**  
Petra Velikého, 16 - 360 01 Karlovy Vary  
Phone: +420 359 018 811

### TRANSPORTATION



#### ARRIVALS/DEPARTURES

Do not forget to update your exact arrival and departure details via the online accreditation system, so that the festival can arrange transfers between Prague airport and Karlovy Vary for you.

All you need to do upon arrival at Prague airport is get in touch with the festival welcoming service at the festival booths located in both arrival halls. They will find you in their system and assist with your transfer to Karlovy Vary.

### INVITATIONS FOR EVENING EVENTS

The parties on Sunday and Tuesday nights and the dinner on Monday night are by invitation only. Invitations will be prepared for you under your name at the **Protocol Desk** in the Accreditation Hall in Hotel Thermal.

**! You should come, check and pick up your invitations every day, since they will not be distributed at once.**

### SOME TIME OFF AFTER THESE LONG, HARD-WORKING DAYS: *AEROPORT CLUB!*

Every night, all Europa Distribution members are welcome to the Aeroport Club, an initiative by Aerofilms, a Czech Distributor and member of Europa Distribution.

During the 53rd Karlovy Vary International Film Festival, the club will be located at Dr. Davida Bechera 24, at 2 minutes walk from the Hotel Ambassador (*see maps*).

### GENERAL INFORMATION

#### ACCREDITATION

Accreditation must be collected in person in the accreditation centre of the Thermal Hotel (Mezzanine) from June 29, open daily from 08.00 to 22.00.

#### INDUSTRY OFFICE

The Industry Office is located on the 1<sup>st</sup> floor of Hotel Thermal and is open daily from 10:00 to 20:00

#### INDUSTRY POOL

The Industry Pool is located in the Hotel Thermal and is open from 10.00 to 01.00 from July 1 to July 7. In this space the Festival holds many of its industry events and there, Industry members can socialize, get coffee, some small snacks and have a calm time for their meetings.

#### TRANSPORTATION IN KARLOVY VARY

A **festival shuttle service** is at the disposal for all festival participants. There are three bus lines free of charge - F1, F2, F3. The lines will be in operation from June 29 to July 7. The line F1 will be in operation also on July 8.

F1: Tent Village - Tržnice - Hotel Thermal- Kino Drahomíra - Východní (Penzion Hestia) - Hotel Festival - Hotel Thermal- Tržnice - Tent Village - Rolava

F2: Tent Village - Tržnice - Hotel Thermal - Libušina - Richmond - Gejzírpark - Březová, Camp

F3: Tent Village - Tržnice - Hotel Thermal - Kino Drahomíra - Východní (Penzion Hestia) - Hotel Festival - Libušina - Richmond - GH Pupp - Divadelní náměstí

#### Taxi

Georgia Taxi guarantees the rate CZK 30 / 1 km when you order by phone. Initial rate is CZK 50, the waiting rate is CZK 5 / 1 min.

Tel.: +420 353 223 010, +420 353 223 020, +420 606 605 605

Please find all the details at <http://www.kviff.com/en/guide/transportation>

#### CONTACTS ON-SITE

For questions related to the festival (general matters, logistics)

**Industry Services: Johanna Nejedlova** +420 770 136 870 – [nejedlova@kviff.com](mailto:nejedlova@kviff.com) (anything related to accreditations, industry guide and industry services)

**Industry Pool Contact: Lenka Pavlickova** +420 733 371 471 - [pavlickova.lenka@gmail.com](mailto:pavlickova.lenka@gmail.com) (anything related to the venue, set up or other production needs)

**Guest Service Contact: Gabriela Galova** +420 778 481 577 – [galova@kviff.com](mailto:galova@kviff.com) (anything related to accommodation, transport etc.)

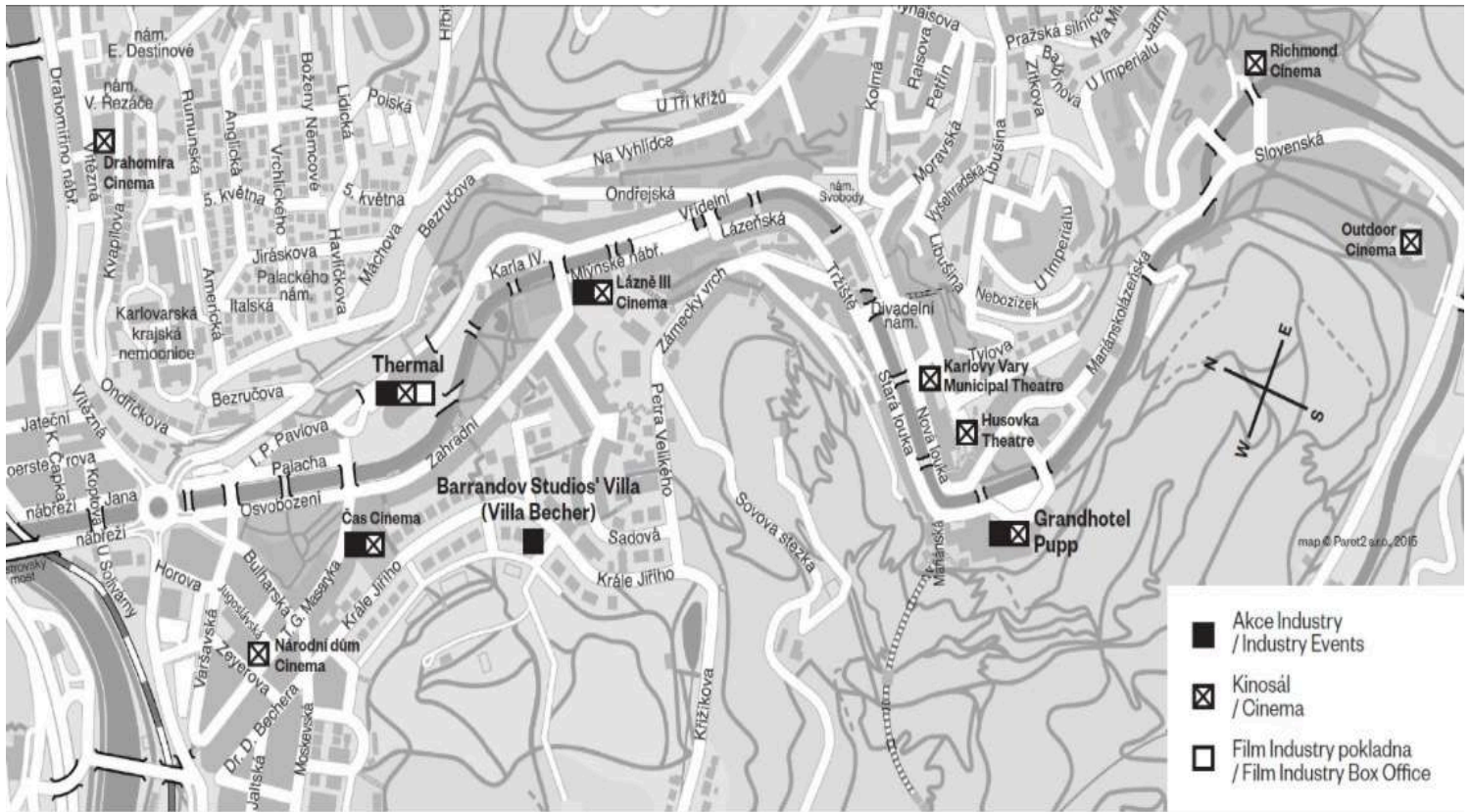
For questions related to the conference

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

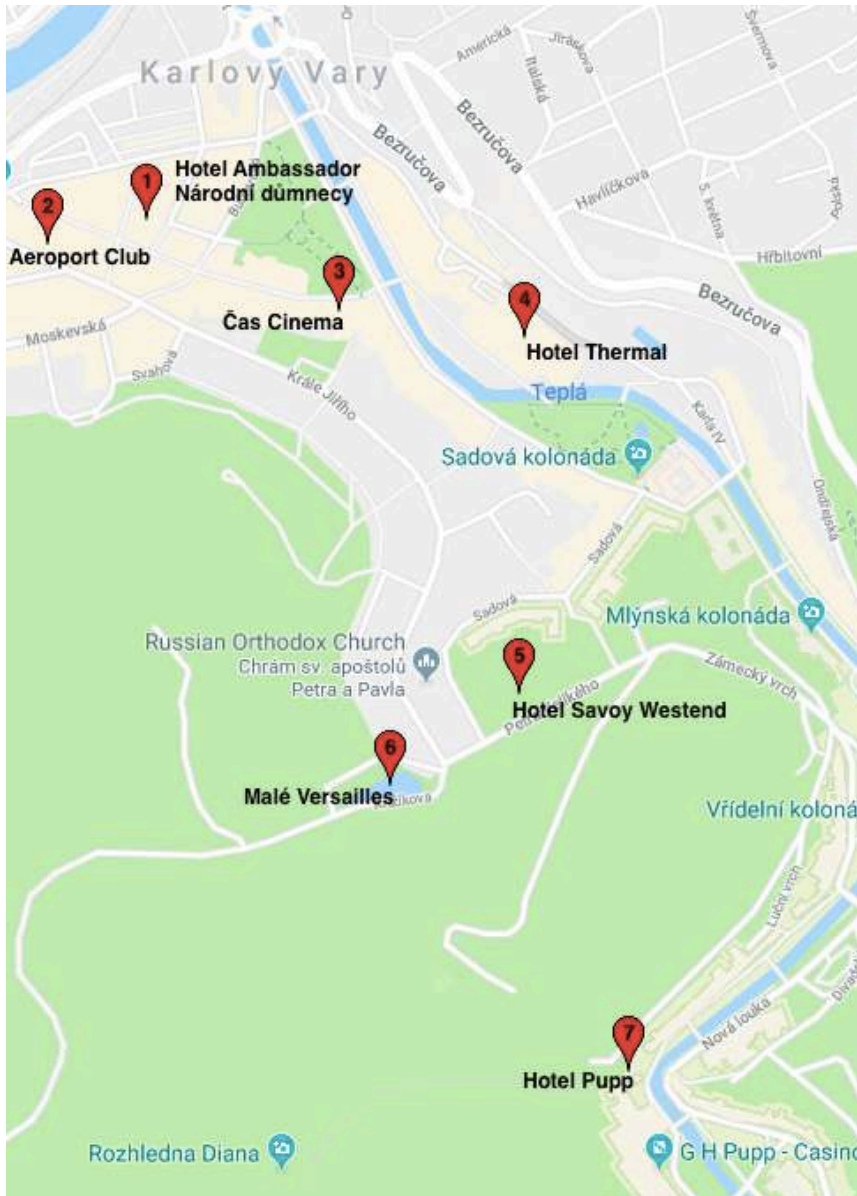
**Sandrine Pujar:** +32 483 43 17 38



MAPS



**NB** Narodni dum Cinema is located inside Hotel Ambassador



## Addresses

### 1. Hotel Ambassador

T.G. Masaryka 24

### 2. Aeroport Club

Dr. Davida Bechera 24

2 minute walk from the Ambassador  
15 minute walk from Savoy Westend

### 3. Čas Cinema (including VSFS School)

4 minute walk from the Ambassador  
14 minute walk from Savoy Westend

### 4. Hotel Thermal (including Industry Pool)

Ivana Petroviče Pavlova 11

11 minute walk from the Ambassador  
23 minute walk from Savoy Westend

### 5. Hotel Savoy Westend

Petra Velikého, 16

### 6. Malé Versailles

Křížíkova 420/2

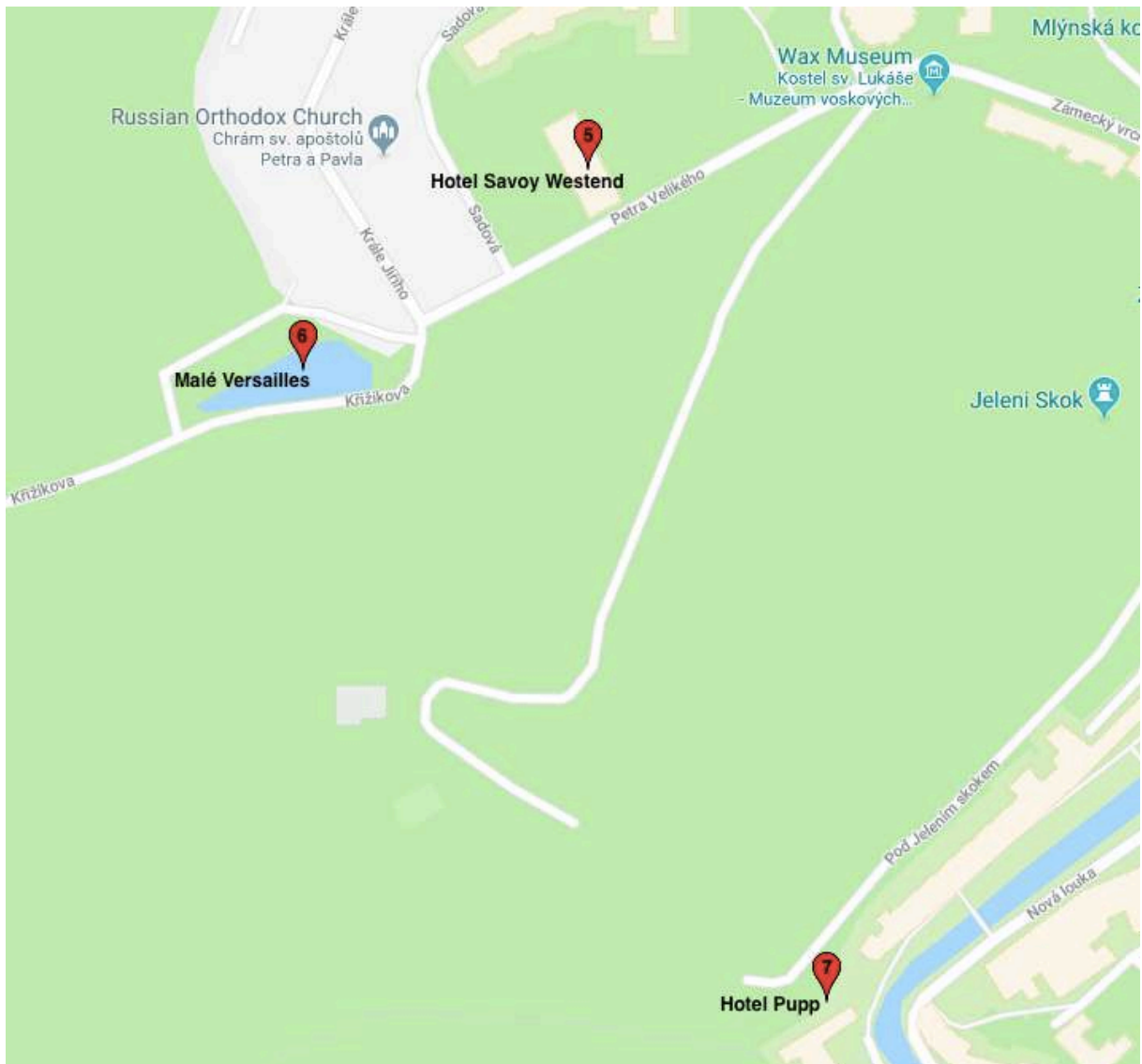
12 minute walk from the Ambassador  
3 minute walk from Savoy Westend

### 7. Hotel Pupp

Mariánská 2

25 minute walk from the Ambassador  
14 minute walk from Savoy Westend





## WHO'S WHO

### SPEAKERS



#### ISABELLE FAUVEL – Founder of Initiative Film

After six years spent at Flach Films, learning about production, where she has produced and co-produced several feature films like *Leolo* of Jean-Claude Lauzon (Cannes' 1992 Official Competition), she created Initiative Film in 1993. Exploring many different missions linked to the eruption of talents and projects, she is the privileged contact for screenwriters, directors, producers, accompanying French and International feature films. Isabelle is also involved in many workshops dedicated to script writing and development including the

Sam Spiegel - Jerusalem International Film Lab and Torino Film Lab. In 2018, Initiative Film celebrates its 25 years of existence at the side of projects and the ones developing them.



#### NADIRA AZERMAI – CEO & Founder of Scriptbook

Nadira is Founder and Chief Executive Officer of ScriptBook, a high-tech company that provides artificial intelligent screenplay analysis and forecasts the commercial and critical success of film and television projects from script to screen. ScriptBook was conceived when Nadira wrote her Master's thesis on using artificial intelligence to quantify story-parameters into a predictive model that would enable stakeholders in filmed entertainment to assess their projects objectively and avoid financial failure. Nadira has been on a mission to unify A. I. with entertainment ever since.

### DISTRIBUTORS (in alphabetical order by name)



#### TOM ABELL

PECCADILLO PICTURES – UK  
tom.abell@peccapics.com



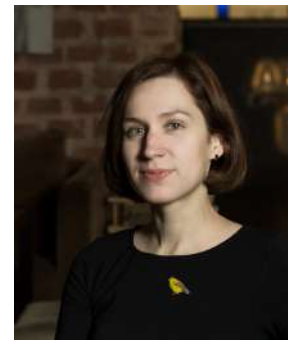
#### JOAO PAULO ABREU

FILMS4YOU – PT  
joao.abreu@jrp-sgps.pt



#### SOLI BERAHA

FEEL GOOD  
ENTERTAINMENT – GR  
sberaha@  
feelgoodentertainment.gr



#### SILVIJA BUTKUTE

KAUNAS – LT  
info@kinofestivalis.lt



**KEVIN CHAN**  
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## OBSERVER



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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, brainstorming and training sessions. The network's aim is to strengthen existing European ties to improve the curation, promotion and distribution of independent films.

With **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**.

**Ursula Meier** is the President of Honor 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: [www.europa-distribution.org](http://www.europa-distribution.org)



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