

EUROPA DISTRIBUTION

&



**Karlovy Vary
International Film Festival**

June 30 – July 4 2019

**WORKSHOP ON ONLINE MARKETING: LEARNING HOW TO MAKE THE
MOST OF YOUR DATA AND CREATIVE IN FILM MARKETING**



European network of independent distributors

PROGRAMME EUROPA DISTRIBUTION AT KVIFF 2019

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, the ones in bold being mandatory.

Sunday June 30

ARRIVALS

FESTIVAL ACTIVITIES

18.00 – 19.30 K.V.I.Q. TALKS Eastern Promises Industry Days

Creating a sustainable life in the current film climate in industry

Venue: Grandhotel Pupp, Room Belle Epoque

What are the most discussed trends in the world film industry today?

- *Streaming services are changing the film industry's business models in a major way.*
- *Public funding, essential for non-English speaking film, is predicted to drop, as is much of funding in culture, given the current political climate.*
- *New ways of financing need to be thought of and similarly, new technological ideas may need bring along great boost to the entire film industry.*
- *Curation, targeted marketing as well as algorithms will co-exist in order to engage audiences worldwide.*

K.V.I.Q. Talks will give a good overview of what is happening in the industry world and address how can we best create a sustainable life in the current film climate and industry.

MODERATOR **Michael Gubbins** - VOD expert

SPEAKERS **Benedikt Erlingsson** - Film Director
Helga Trupel - MEP
Linda Beath - Industry expert
Dylan Leiner - Sony pictures

**19.30 UNVEILING OF THE 2019 LUX FILM PRIZE OFFICIAL SELECTION AND INDUSTRY DAYS
OPENING RECEPTION**

Venue: Grand Hotel Pupp (by invitation only, don't forget to pick-up the hard copy at the Protocol desk, Accreditation Center, Hotel Thermal)

The European Parliament's LUX Film Prize will unveil the ten films of its official selection for the 2019 edition. On this occasion, the winner of the Audience Mention from the last edition will be announced.

Monday July 1

9.00 - 11.00 ED WORKSHOP: Ice- Breaker (Pairs exercise)

Venue: Lazne III, Red Room

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11.00 - 12.30

WORKS IN DEVELOPMENT – FEATURE LAUNCH

Venue: Cinema Čas

One-on-one meetings will follow on Tuesday 2, 13.30-19.30

14.00 - 17.30

WORKS IN PROGRESS

Venue: Cinema Čas

One-on-one meetings will follow on Tuesday 2, 9-12.30

19.30

DINNER ORGANISED BY KARLOVY VARY IFF AND CREATIVE EUROPE MEDIA

Venue: Grand Restaurant, Grand Hotel Pupp (*by invitation only*)

Tuesday July 2

9.30 - 12.30

ED WORKSHOP - Online Marketing Master Class: Learning how to make the most of your Data and Creative in Film Marketing

Venue: Lazne III, Blue Room

The workshop is broken down into three parts:

Audience Research - *know thy audience before you start - what are the possibilities in conducting proper audience research and how will this information help your advertising campaign*

Creative and Data - *how to combine these for audience engagement success - creative is paramount to capturing your audiences' attention - good data will help you keep it and retain it for future campaigns*

The Future of Social Media - *where is it all going and what will we need to look out for - how is social media changing, what's coming, why, and how does it affect you*

SPEAKER: **Ben Johnson** – Founder, GRUVI (UK)

14.00 – 15.30

DOCS IN PROGRESS

Venue: Cinema Čas

16.00 - 18.30

ED WORKSHOP

Venue: Carlsbad Plaza, Churchill & Kennedy Rooms

PART 1

16.00 – 16.30

THE LUX FILM PRIZE TODAY AND TOMORROW - PRESENTATION & DISCUSSION

SPEAKERS

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

PART 2

16.30 - 18.30

ED WORKSHOP on Online Marketing: Round Tables

Venue: Carlsbad Plaza, Room Churchill & Kennedy

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Our workshops are organised to offer our members opportunities to share their experience and knowledge with each other. These round tables will provide the opportunity for members to discuss further the points raised during the morning session.

20.30 **EUROPA DISTRIBUTION MEMBERS' DINNER**

Venue: Hotel Ambassador

21.30 **INDUSTRY PARTY**

Venue: Malé Versailles

Wednesday July 3

FESTIVAL ACTIVITIES

DEPARTURES

Thursday July 4

FESTIVAL ACTIVITIES

DEPARTURES

USEFUL INFORMATION

ACCOMMODATION

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



Hotel Ambassador

T.G. Masaryka 24

360 01 Karlovy Vary

Phone: +420 353 408 100

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!



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GENERAL INFORMATION

ACCREDITATION

Accreditation must be collected in person in the accreditation centre of the Thermal Hotel (Mezzanine) from June 28, open daily from 08.00 to 22.00.

INDUSTRY OFFICE

The Industry Office is located on the 1st 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 June 30 to July 6. 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

All details at <http://www.kviff.com/en/guide/transportation>

Bike

Festival Pass holders and accredited guests can borrow a bike from 8am to 11pm at several locations, including the Hotel Thermal. With each bicycle you will also be lent a helmet and a lock. Note that you will need to show your Festival Pass or accreditation card and a valid ID.

Shuttle

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 28 to July 6, 2019. The line F1 will be in operation also on July 7.

- 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

CONTACTS ON-SITE

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

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

For questions related to the workshop

Christine Eloy: +32 496 20 86 22

Sebastiano Lommi: +32 483 55 49 18

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VENUES

Please note that some of the venues are 30 minutes away from the hotel and you will need some time to reach there!

Grandhotel Ambassador - T.G. Masaryka 24

Grandhotel Pupp - Mírové náměstí 6 > 30 minutes' walk from the Ambassador

Lazne III - Mlýnské nábř. 507/5 > 15 minutes' walk from the Ambassador

Carlsbad Plaza - Mariánskolázenska 25 > 30 minutes' walk from the Ambassador

Hotel Thermal (Industry Pool) - I. Petroviče Pavlova 11 > 10 minutes' walk from the Ambassador

Čas Cinema (Kino Čas) - T. G. Masaryka 541/3 > 5 minutes' walk from the Ambassador

Malé Versailles - Křižíkova 420/2 > 15 minutes' walk from the Ambassador

WHO'S WHO

PARTICIPANTS

We couldn't put your pictures in the programme this time, but you should find easily those on Cinando

<u>Country</u>	<u>Company</u>	<u>First name</u>	<u>Last name</u>	<u>Email address</u>
AT	Polyfilm Verleih	Nadine	Oucherif	oucherif@filmcasino.at
BE, LU	Imagine	Tinne	Bral	t.bral@imaginefilm.be
BE, LU	LUMIERE PUBLISHING NV	Simon	Wullens	simon@lumiere.be
BE, LU	O'Brother Distribution	Camille	Bertrand	camille@obrother.be
CH	Filmcoopi Zurich AG	Carola	Stern	carola.stern@gmx.net
CZ	Aerofilms	Jana	Trnkova	jana@aerofilms.cz
CZ	Artcam	Vit	Schmarc	vit.schmarc@artcam.cz
CZ	Film Europe	Jan	Papica	jan.papica@filmeurope.cz
DE	Arsenal	Käte	Schaeffer	k.schaeffer@arsenalfilm.de
DE	GMfilms	Michael	Höfner	gmfilms@gmfilms.de
DE	mindjazz pictures	Jennifer	Jones	jennifer@mindjazz-pictures.de
ES	Segarra Films	Xenia	Puiggros	xenia.puiggros@segarrafilms.com
ES	Surtsey Films	Miguel Angel	Perez	mperezboronat@gmail.com
HU	Mozinet	Fekete	Angelika	fekete.angelika@mozinet.hu
IT	Teodora Film Distribuzione	gianluca	buttari	gianluca.buttari@teodorafilm.com
LT	Greta Garbo Films	Greta	Akcijonaite	greta@garbo.lt
LT	Kino Pavasaris	Aiste	Racaityte	aiste@kinopavasaris.lt
LT	Visos mūzos	Agnė	Valatkaitė	agne.valatkaite@kinofestivalis.lt
NL	Amstelfilm	Safirah	Dijkstra	safirah@amstelfilm.nl

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NL	Cineart NL	Julia	van Berlo	julia@cineart.nl
NL	Cinema Delicatessen	Daan	Vermeulen	daan@cinemadelicatessen.nl
NL	Cinemien	Evelien	Sinke	eveliensenke@outlook.com
NL	Contact Film	Nick	Muijs	nick@contactfilm.nl, isnyx@kpnmail.nl
NL	Eye Filmmuseum	Bob	Blöte	bobbleute@eyefilm.nl
NL	Windmill Film Distribution	Wallie	Pollé	wallie@windmillfilm.com
NO	Arthaus	Alexandra	O'Neal	alexandra@arthaus.no
NO	Storytelling Media	Frank	Johnsen	frank@storytelling.no
PO	Tongariro Releasing	Łukasz	Chrusciel	lukasz.chrusciel@tongariro.pl
RO	Bad Unicorn	Monica	Felea	monica@badunicorn.ro
RU	A-ONE FILMS	Viktoria	Lymar	Viktoria@a-onefilms.com
UK	Cinefile	Richard	Mowe	richardmowe@mac.com
UK	Curzon-Artificial Eye	Ed	Frost	ed.frost@curzon.com
UK	Peccadillo Pictures	Jonathon	Perchal	jperchal@hotmail.com

SPEAKERS



BEN JOHNSON - Marketing Expert; Founder, GRUVI (ben@gruvi.tv)

Ben Johnson is the founder of Gruvi, a company active in all aspects of distribution and exhibition which helps with the marketing of films, games, TV shows, events and festivals. Gruvi's platform provides efficient tools to reach, connect with and engage audiences, with trackable results. Gruvi's client base includes HBO, Sony and Disney, as well as many independent distribution companies globally.

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You can find our pictures on our website, under "About us"

Christine Eloy - Managing Director: christine.eloy@europa-distribution.org

Sebastiano Lommi - Project Manager: sebastiano.lommi@europa-distribution.org

Isabella Weber - Note Taker: isabella.weber@europa-distribution.org

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.

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With **116 leading independent distributors representing 30 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



With the support of the MEDIA Programme of the European Union