



Europa Distribution Exchange Programme

What is it?

Following its natural vocation as an international networking think-tank, whose primary goal is promoting the sharing of experience and expertise among its members, in 2019 Europa Distribution launched a new service aimed at **marketing professionals** who work in film distribution. The idea is to offer them an **immersive experience in a company abroad** to help them, through the exchange of know-how and ideas with foreign colleagues, to improve their marketing skills, learn new tools and get inspired by successful release strategies. The hosting companies would also benefit from the knowledge exchange and would have opportunity to study the marketing approach of distributors coming from a different market.

This project is designed to help **creating personal and professional connections** between distribution companies and their employees and to **enhance international collaborations** based on specific necessities, offering a space where professionals from different countries can collaborate. By creating and supporting this Exchange Programme, Europa Distribution also aims at **reinforcing the promotion of independent European films** and reaching the European audiences.

Who can apply?

The Exchange programme should represent an opportunity for both the visiting distributor and for the company receiving her/him. The two sides should engage themselves in offering their own experience and be open to learn from the other.

PARTICIPANTS

The Programme is dedicated to those who work in a **marketing position** within their distribution company. The candidate needs to:

- have at least a **10 months experience** within the company in a marketing position, possibly with a focus on digital promotion and social media
- be **fluent in English** (or in the language spoken in the visiting country)

HOSTING COMPANIES

Companies interested in welcoming a foreign colleague will need to make sure they can offer her/him a valid professional experience. Their main requirements are:

- **Appoint a tutor dedicated to the participant** who is fluent in English and ready to guide the participant throughout the work of the company (it can also be different tutors everyday, depending on the activity).
- Organise, during the participant's stay, **daily sessions** (60-90 minutes) with the marketing team to illustrate their work and answering the participant's questions (possibly sent in advanced).

When?

- 30th May: Application Deadline - the earlier the better!
- Now- December 2020: Valid period for the exchange

Financial and Logistics

- Europa Distribution will cover 75% of the total costs (up to €200 for transportation and up to €75 per night for accommodation for a maximum of 5 nights); reimbursement will take place after the exchange and on base of valid invoices and the submission of a brief report of the activities held during the exchange
- Regarding the accommodation, the choice between a hotel room and an employees' private apartment will be left to the distributors engaged in the exchange. (In case of private accommodation single rooms are expected, and ED can't of course cover costs)
- Europa Distribution can participate to the cost of the exchange only once per participant per year. If the participant wishes to replicate the experience that would be entirely at her/his company's charge
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Application Process

1) Application stage (open till 30th May, 2020)

The participant will fill this dedicated [Google Form](#): send via email to communication@europa-distribution.org:

- a **CV** (2 pages maximum)
- a **motivation letter** explaining why she/he would like to take part in the programme (500 words maximum)
- the **line-up** of the company

These documents need to be submitted all together in one PDF, and all in English.

2) Consultation and matching stage

Europa Distribution will put and update regularly all this information on its website, on the Consulting & Reporting page.

Professionals and companies who wish to participate to the programme will be able to consult the file of each fellow member as well as the recapitulative based on the Google form answers. It will be the time for all of the participants to contact their fellow distributors and look for a match (who, where, what film(s) or project(s), for how long).

The direct mutuality of the exchange is not compulsory and participants may apply even if their company can't host another distributor. However, in case of a high number of applications, companies that made themselves available also as hosts will be privileged.

Matches will have to be communicated to Europa Distribution (communication@europa-distribution.org) as soon as they are settled between the participant and the hosting company.

3) Selection stage

If the number of applicants exceeds the places available, a selection committee composed of Europa Distribution board members will select the participants.

Selection criteria would be:

- Clarity of the specific goal set for the exchange (following a specific release, learning a new marketing tool, comparing the outcome of different marketing strategies on the same film in the two different territories, developing a common marketing item...)
- Evaluation of the participant's experience and motivation
- Evaluation of the match between the two companies involved (how much are they likely, thanks to the exchange, to establish a long term collaboration?)

Structure

Depending on the agreement between the participant and the hosting company, the duration of the exchange can vary **between 2 days (minimum) and 5 days (maximum)**. Longer staying should be covered by the parties involved in the exchange and cannot be supported by Europa Distribution.

BEFORE LEAVING...

Setting in advance your goals for the exchange will make your experiences much more fruitful! We encourage participants to **discuss in advance** the topics they wish to focus on during the exchange and to know in advance what titles their hosting companies will be working on in order to be able during the exchange to work together on the marketing strategies.

DURING THE EXCHANGE

The participants should observe the work of the hosting company and actively participate to its present marketing activities on the release of the European film(s) or action(s) previously discussed. Other relevant topics that could be covered during the exchange include (and are not limited to):

- Online promotion
- PR techniques
- Working with influencers
- New methods to approach broader audiences
- Working with data and smart emailing

...ON THE WAY BACK

Each participant will **briefly summarize and report on the activities** held during the exchange, highlighting what he/she learnt, how the programme changed his/her approach to marketing. Whenever possible the reports should also contain ideas and proposals to establish new collaborations between the participant's company and the hosting one on future projects.



ED on its side would hire a journalist to write an article based on the interviews of all participants that would be then shared on the Association's blog, social media and possibly on Cineuropa.

•let's•
TALK