



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 programme aimed at **marketing professionals** who work in film distribution. The idea is to offer **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 working on common releases or promotional projects.

This project is designed to foster the **creation of 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 distributors and for the hosting companies. The two sides should engage themselves in offering their own experience and be open to learn from the other.

PARTICIPANTS

The Programme is open to 20 **marketing professionals** within an independent 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 other company)

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 every day, depending on the activity).
- Organise, during the participant's stay, **daily sessions** (60-90 minutes) during the exchange abroad with the marketing team to illustrate their work and answering the participant's questions (possibly sent in advanced).

When?

- 19th August: Application Deadline - the earlier the better!
- September 2022 – May 2023: Valid period for the exchange

Logistics

- Europa Distribution will participate in the travel costs as follow:
 - **By plane:** 75% of your travel costs, up to € 150 for distributors coming from Media distribution country categories 1,2,3 and up to € 200 for distributors coming from country category 4. If your country isn't part of Media, just ask us.
 - **By train:** it is the same but the caps are €250 and €300.
- Regarding the accommodation costs, ED will reimburse up to €100 per night for accommodation, for a maximum of 5 nights. 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).

NOTE: ED cannot support the accommodation booked through AirBnB anymore, you can book hotels directly or through services such as Booking

- The 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.
- 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. In case of overbooking, priority will then be given to new participants.

Application Process

1) Application stage (open till 19th August, 2022)

The participant will fill this dedicated [Google Form \(https://forms.gle/zYXZWi5X5apGBzVz7\)](https://forms.gle/zYXZWi5X5apGBzVz7) and 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 (password: access).

Professionals and companies who wish to participate to the programme will be able to consult the file of each participant 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.

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

All the documents mentioned above will be consulted by a Selection committee composed of Europa Distribution board members, who will make sure candidates are representative in terms of origin and gender.

The proposed pairs will then be approved by the Selection committee that will make sure the exchange represents an opportunity for both the visiting distributor and for the company receiving her/him. In particular they will take into account the following criteria:

- 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?)
- In case of a high number of applications, companies that made themselves available also as hosts will be privileged.

Structure

Depending on the agreement between the participant and the hosting company, the maximum duration of the exchange is **one week (maximum 5 nights)**. Longer staying should be covered by the parties involved in the exchange and cannot be supported by Europa Distribution.

The exchange programme can also be entirely digital, allowing participants who would prefer not to travel or couldn't, to still get the opportunity to exchange with another company abroad.

BEFORE LEAVING...

Once participants have found their exchange partner, they are encouraged to **work together through one-to-one online sessions and brainstorm on their common film release strategies** and other topics they wish to focus on during the exchange. It will also important to know in advance what titles their hosting companies will be working on in order to be able 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
- Marketing for digital releases
- 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 will 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 on Cineuropa.

The logo for "let's TALK", with "let's" in a small, lowercase, sans-serif font and "TALK" in a larger, uppercase, sans-serif font. The text is centered within a dark purple rectangular background.