

EUROPA DISTRIBUTION - PRESS RELEASE

January 27, 2017

OPEN PANEL**International Film Festival Rotterdam****February 1st, 11:00-12:30 – Festival Centre De Doelen, 4th floor, the Filmmakers Hub**

For the second year in a row, Europa Distribution, in partnership with International Film Festival Rotterdam/Cinemart, is hosting an open panel focusing on Marketing and Distribution strategies.

Entitled "**Cultivating Audience**" the panel will discuss new strategies to build an audience at every stage of a film life.

Audiences are like plants, in order to have them grow you need to plant seeds early on and water them regularly. Working at several layers (production, international sales, distribution and exhibitor) is key to efficient marketing and distribution strategies, but what can be done at each level and how to connect these initiatives? This panel will gather film professionals from different sectors to discuss how to build an event around a film and how to connect it to a national and local audiences.

Distributor **Babette Wijntjes** (Cinemien, Netherlands), sales agent **Jan Naszewski** (New Europe Film Sales, Poland), film marketing strategist **Mathias Noschis** (Alphapanda, DE), exhibitor and producer **Sarah Perks** (Home, UK), creative director and founding member **Jan de Vries** (Kino Rotterdam, NL), led by producer **Madeleine Molyneaux** (USA) will share their knowledge and experience.

The panel will be held on Wednesday February 1st 2017, from **11:00 to 12:30** at **The Filmmakers Hub, Festival centre De Doelen, 4th floor**. Everyone accredited to the festival is welcome to join.

NOTE: *Europa Distribution is the association of independent film distributors, created in 2006. With more than 140 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. 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 the existing ties to improve the curation, promotion and distribution of independent films.*

CONTACT: For more information about the Rotterdam panel, contact: communication@europa-distribution.org