



EUROPA DISTRIBUTION - PRESS RELEASE

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DISTRIBUTION WORKSHOP
Sofia Meetings - Sofia International Film Festival
March 17-20 2016

For the sixth year in a row, Europa Distribution is hosting a distribution workshop in the scope of the Sofia Meetings of the Sofia International Film Festival. About 20 independent distributors members of the network will participate to this workshop and the Sofia Meetings activities.

Entitled **“How to Steal a Million (ideas): Joining resources for more efficient marketing campaigns”**, our Sofia workshop will focus this year on the mutualisation of marketing and promotion between independent distributors. Even though each European country has its specific market to approach differently, distributors can find synergies by exchanging on the campaigns they build for the releases of common films, especially at the age of 2.0 communication, where the boundaries between countries can become thinner and lead to international social networks campaigns, simultaneous screenings, etc.

The participants will explore how can they join efforts to build creative and efficient campaigns, whether it be by sharing ideas and materials or by organising special projects or events. They will share their experience and expertise between them and with the input of Marisella Rossetti (The Lux Prize), Domenico La Porta (Wallimage/Cineuropa) and Juliette Duret (Bozar).

For the third year in a row, the Sofia Meetings will also be the occasion for Europa Distribution and Europa Cinemas to organise roundtables together. Sixty distributors and exhibitors from both networks will meet to share experience and brainstorm in the pursuit of identifying ideas on shared marketing, social media and data, special events and programming, acting local in a global economy,... Communication and joint efforts between distributors and exhibitors are foundations of their daily work and keys to find inspiration for ideas, share them and to join resources for efficient campaigns. To meet with peers from all over Europe dealing with various realities of field is an ideal context to develop together innovative ideas.

The workshop reserved to Europa Distribution members will take place on Friday March 18 and the roundtables with Europa Cinemas will be on Saturday March 19.

Attending distributors will also participate to the festival activities: screenings of Bulgarian films, meetings, events,...

NOTE: ***Europa Distribution** is the network of independent film distributors, created in 2006. With more than 140 leading independent distributors representing 28 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, the network has accompanied and reinforced the integration and collaboration process between its members. The network’s aim is to strengthen the European existing ties to improve the reach, impact, distribution and promotion of independent films.*

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



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