

EUROPA DISTRIBUTION WORKSHOP
IDFA – 18-20 November 2018

Brussels, 12 November 2018.

For the very first time, Europa Distribution will be at the **IDFA - International Documentary Film Festival Amsterdam** where it will hold a workshop dedicated to the distribution of documentaries. From November 18 to 20, around 20 independent distributors, all members of the European network, will participate in an open panel and a closed session of discussion organised in collaboration with IDFA as part of their Industry programme.

On Monday 19 November from 15.00 to 16.30 at the Brakke Grond theatre, the public panel entitled “**The Act of... Releasing: How to bring documentaries to theatres successfully?**” will gather around this question distributors and experts from other sectors of the audiovisual field. **Katerina Dvorakova** (Aerofilms, CZ), **Greta Akcijonaite** (Greta Garbo, LT), **Huub Roelvink** (Cherry Pickers, NL), **Daniel Braun** (Submarine, US) and **Cecilie Bolvinkel** (EDN and Moving docs, DK) will try to identify what is needed to make the theatrical release of documentaries successful in terms of marketing and audience engagement strategies. Is there an “X factor” that makes a documentary suitable for theatrical distribution? How do distributors select the documentaries that they will release theatrically and what are their criteria? Are there any recipes to get the audience in the screening room? These are some of the points they will cover during the discussion moderated by **Mathias Noschis** (Alphapanda, DE).

Europa Distribution members will then push further the reflection initiated with the panel throughout a closed session on Tuesday 20 November. At this occasion, **Julia van Berlo** (Cinéart, NL), **Oscar Eriksson** (Folkets Bio, SE), **Marie-Pierre Valle** (Wild Bunch, FR), **Istvan Mráz** (Mozinet, HR), **Mika Siltala** (Cinemamondo, FL), **Harald Baur** (Arsenal, DE), **Andy Whittaker** (Dogwoof, UK) and **Kim Foss** (Camera Film, DK) will share their experience regarding documentary releases through the analysis of concrete examples and case studies.

Attending distributors will also participate in the IDFA activities, including works in progress and special screenings, meetings and networking events.

NOTE FOR THE EDITORS: Europa Distribution is the association of independent film distributors, created in 2006. With 115 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 presence of Europa Distribution in Rome, contact: communication@europa-distribution.org