



**EUROPA  
DISTRIBUTION**

**AT  
THE**



**SOFIA  
INTERNATIONAL  
FILM FESTIVAL**

## **Marketing workshop**

**March 10-13 2011**

with the support of:



**CONTACT:**

**EUROPA DISTRIBUTION - Adeline Monzier**

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- SOFIA INTERNATIONAL FILM FESTIVAL -  
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## EDITO

For the first Year, **Europa Distribution is hosting on March 10-13 a workshop at the Sofia International Film Festival on viral marketing and social networking**, with the support of the MEDIA Programme of the European Union.

Europa Distribution, which now represents more than 100 leading independent distributors, has created the workshop as a chance to take a hard, practical look at the opportunities and challenges of viral marketing for indie distributors. Around 30 marketing managers from European distribution companies will get a chance to learn more on the new tools offered by Internet to market their movies and to get precious advice from marketing experts for their next releases.

The workshop will be moderated by Anne Sanchez (Mercredi, France). Speakers include Thomas Mai (Festival Darlings, Denmark), Xavier Roth(Europacorp/Mercredi, France), Pierre-Alexandre Labelle (Under the Milky Way, France).

The workshop is part of a **three-day Europa Distribution event**. Europa Distribution members will also participate in the Sofia Meetings; attend Bulgarian works in progress and panels on new business models and transmedia works.

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## PRACTICAL INFORMATION

*You will find maps indicating the various locations on page 9 & 10.*

- **Arrival**

**A chauffeur of the festival will pick you up at the airport to drive you to your hotel.**

Should you have any problem upon arrival, please contact  
**Stephane Kalev: +359 88 775 89 06**  
stephane.kalev@lvt.fr

- **Accommodation**

BEST WESTERN THRACE HOTEL  
30 Solunska Str., 1000 Sofia, Bulgaria  
Tel : (+359 2) 801 79 30  
<http://thraciahotel.com/en>

- **Meals**

The meals will be taken in restaurants selected by the Sofia Film Festival.  
Please refer to the general programme for day-by-day information.

POD LIPITE Restaurant  
1 Elin Pelin Str.  
+359 2 866 50 53

FESTIVAL CENTER MATTI'D  
NATIONAL PALACE OF CULTURE  
1, Bulgaria Sq., 1463 Sofia

- **Workshop and festival locations**

For more detailed information, please refer to the welcome package of the festival.

### **SCREENINGS:**

LUMIERE CINEMA  
NATIONAL PALACE OF CULTURE  
1, Bulgaria Sq., 1463 Sofia

### **CONFERENCES:**

**March 11**  
GRAND HOTEL SOFIA  
1 Gurko Str., 1000 Sofia

**March 12**  
HOTEL BEST WESTERN THRACE  
30 Solunska Str., 1000 Sofia

## **AWARD CEREMONY (March 12):**

NATIONAL PALACE OF CULTURE  
1 Bulgaria Sq. 1463 Sofia

### ▪ **Your Contacts**

For logistical matters, please contact:

**Stephane: +359 88 775 89 06**

[stephane.kalev@lvt.fr](mailto:stephane.kalev@lvt.fr)

or

**Kalina: + 359 888 699 140**

For questions related to the general organization of the festival, please contact:

**Mira: +359 887262429**

For questions related to the ED workshop, please contact:

**Adeline: +33 6 07 65 70 40**

**Isabelle: +33 6 11 31 12 12**

### ▪ **Useful General information**

1. You cannot pay with EURO or any other currency different by **Bulgarian Lev – BGN** (at least not officially. It is strongly recommended not agreeing to pay unofficially”).

**The official rate is 1.95583 BGN for 1 EURO.**

You can pay with Credit Card in almost every big store or restaurant or club, but this is not “By default”, so please ask first. The most common are Visa and MasterCard, also Maestro Debit Cards are accepted. **Please note that Am Ex and Diners Club are quite unpopular in Bulgaria.**

2. Please DO NOT exchange more than 10-15 euro at the airport. The exchange rate is devastating. **It is strongly recommended to exchange your money in bank offices only.**

3. The Taxi from the airport to the city center should not cost more than 10-15 BNG (5-8 Euro). If it is rush-our – up to 20 BGN (10 Euro).

**Every taxi in Bulgaria is yellow. There are a lot of fake taxi cars, so please look carefully about the rates** – every car must have on the front window (bottom left) a sign with the rates. The usual rate is 0.70-0.90 BGN per kilometer for during the day and the start up rate is between 0.5 to 1.5 BGN.

Some of the fake cars have a normal per km rate, but the start up may be 10 or even 20 Euro. The official cars are in front of the west entrance to the arrivals hall. It is simple – the hall is quite small and you should take the right exit after exiting the baggage claim hall.

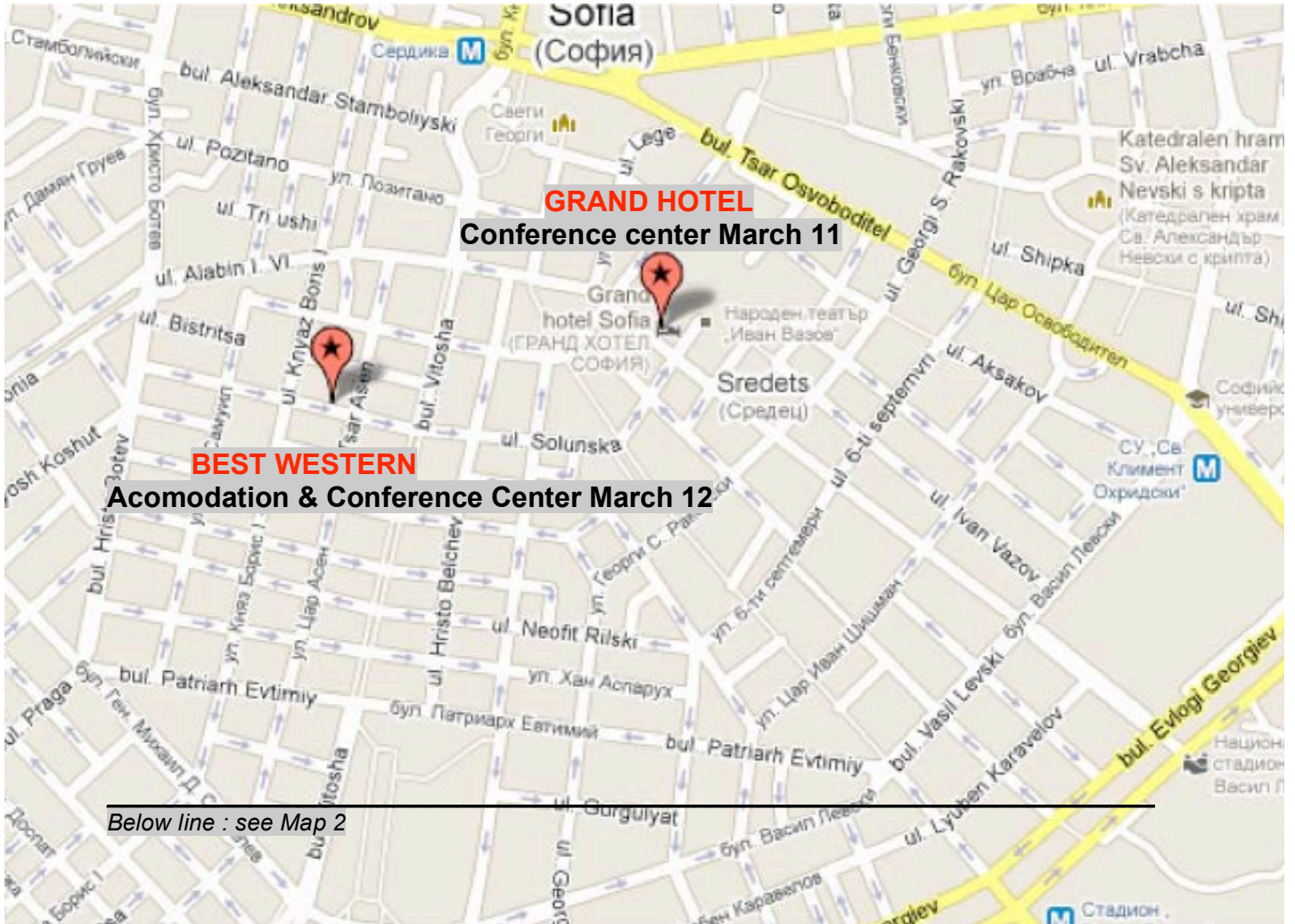
4. Most of the policeman/policewoman does not speak other language that Bulgarian. The same is with the people above 50 years old. If you need help – better ask someone 20-45.

5. If you need urgent help, you can call the SFF or this alternative number:

**+359 886 602 703 (Emil Simeonov).**



**MAP 1**



*Below line : see Map 2*



**EUROPA DISTRIBUTION WORKSHOP  
PROGRAMME**

**Thursday, March 10**

- 21.00            **DINNER** on the occasion of the opening of Sofia Meetings  
Supported by the ROBERT BOSCH Foundation  
**Location: POD LIPITE Restaurant**
- 23.00            **AFTER PARTY**  
**Location: tbc**

**Friday, March 11**

- 10.00 – 10.20    **OPENING OF THE 8<sup>TH</sup> SOFIA MEETINGS** and  
**WHO IS WHO AT THE 8<sup>TH</sup> SOFIA MEETINGS**  
Presentation of the participants  
**Location: GRAND HOTEL SOFIA**  
Sofia Conference Hall, 2<sup>nd</sup> floor
- 10.30 – 13.00    **BULGARIAN WORKS IN PROGRESS SCREENINGS**
- 13.00 – 14.30    **LUNCH Supported by the MEDIA DESK BULGARIA**  
**Location: GRAND HOTEL SOFIA**  
Triaditza Hall 1, Triaditza 2, Terrace, 1<sup>st</sup> floor
- 14.30 – 15.30    **COFFEE MEETING EUROPA DISTRIBUTION GROUP**  
**Location: GRAND HOTEL SOFIA**  
Triaditza Hall 1, Triaditza 2, Terrace, 1<sup>st</sup> floor
- 15.30 – 18.00    **Panel with the support of CEI and UNESCO, Venice Office**  
**Location: GRAND HOTEL SOFIA**  
Sofia Conference Hall, 2<sup>nd</sup> floor
- NEW BUSINESS MODELS, VIRAL MARKETING, VOD & TV  
DISTRIBUTION**  
**Speakers:** Jan Von Meppen, VODO Films  
Brian Newman, Consultant & former CEO Tribeca Film Institute, USA  
Tilman Scheel, Europe Finest, Reelport, Germany
- 20.30            **DINNER**  
**Location: Festival Center MATTI'D (above Lumiere Cinema)**
- 23.30            **AFTER PARTY**  
**Location: tbc**

**Saturday, March 12**

- 9.30 – 12.45      **EUROPA DISTRIBUTION WORKSHOP  
SEMINAR ON VIRAL MARKETING**  
**Moderator:** Anne Sanchez, Mercredi, France  
**Speakers:** Thomas Mai, Festival Darlings, Denmark  
Xavier Roth, Mercredi / EuropaCorp, France  
Pierre-Alexandre Labelle, Under The Milky Way, France  
**Location: Best Western Thrace Hotel**
- 13.00 – 14.30      **LUNCH**  
**Location: GRAND HOTEL SOFIA**  
Triaditza Hall 1, Triaditza 2, Terrace  
(by invitations only)
- 14.30 – 16.30      **EUROPA DISTRIBUTION  
COACHING SESSION**  
**Location: Best Western Thrace Hotel**
- 19.00 – 20.00      **AWARD CEREMONY**  
Followed by screening of  
**CIRCUS COLUMBIA**  
**Location: NATIONAL PALACE OF CULTURE Hall 1**
- 20.00                **DINNER AT THE FESTIVAL CENTER (MATTI'D)**  
(Optional)
- 22.00                **CLOSING PARTY OF SOFIA MEETINGS and 15<sup>th</sup> SOFIA IFF**  
Featuring the Festival Band plus Friends  
**Location: Rainbow Plaza**

**Sunday, March 13**

- 10.00                **NU BOYANA FILM STUDIO TOUR**  
Meeting point Grand Hotel Sofia

**SPEAKERS**

**MARCH 11**

**NEW BUSINESS MODELS, VIRAL MARKETING, VOD & TV DISTRIBUTION**



**Brian NEWMAN - Consultant / former CEO of the Tribeca Film Institute, USA**

Brian Newman is the founder of sub-genre consulting, helping filmmakers and organizations to distribute content and connect with audiences through innovative uses of new technology. Brian was most recently CEO of the Tribeca Film Institute (TFI), where he conceived and launched the Reframe project, a unique initiative that is digitizing and making available thousands of films for DVD, streaming and video on demand. He speaks regularly on new media, audience development and the future of the industry, and runs a blog on these subjects at Springboardmedia.



**Tilman SCHEEL - Europe's Finest / Reelport, Germany**

Tilman Scheel is the founder of Reelport and its Europe's Finest 'Cinema-on-Demand' Digitisation Project. With a comprehensive catalogue of around 60 European film classics and contemporary art house films, Europe's Finest offers the first digital 'cinema on demand' service of its kind in Europe. They distribute internationally a broad selection of European cinematic masterpieces and hold the rights for films in many countries. Their unique system of distribution makes prominent art house films available for release even in countries where distribution is difficult.



**Jan VON MEPPEN - VODO Films,**

Jan Von Meppen is the Commercial Director of VODO Films. Jan helps VODO create profit opportunities for filmmakers by devising incentive structures and working with advertisers to create brand awareness campaigns to accompany VODO content. VODO is a digital film distribution platform launched in 2009 to help artists and creators promote and distribute their independent films using Peer to Peer technology. Each month VODO releases and promotes one free-to-share film in conjunction with an alliance of distribution partners reaching a typical monthly audience of 150,000 to around 850,000 viewers.

## **MARCH 12**

### **SEMINAR ON VIRAL MARKETING**

Moderation: Anne SANCHEZ



**Anne SANCHEZ - Mercredi, France**

Anne Sanchez graduated in 1991 from ESCP-EAP (Ecole Supérieure de commerce de Paris). Until 1999, she worked at the French post service as Product Manager and Export sales director.

In 1999, she joined the agence mercredi, and became associate director in 2002.

Created in 1993 by Arnaud Rouvillois, mercredi agency gathers 15 employees and is dedicated to movies marketing (French theatrical and HV releases), with a focus on partnerships and promotions. Its range of activities includes media plannings, licensing, and consulting for international releases.

The agency dealt with 700 movies in the last 15 years, from independant movies to blockbusters: *Pulp Fiction*, *Seven*, *Chicken Run*, *Amelie From Montmartre*, *The Lord of the Rings*, *Kirikou and the Sorceress*, *Kirikou and the Wild Beasts*, *Azur & Asmar*, *Persepolis*, *Sex and the City*, *The 3 Brigands*, *Brendan and the book of Kells*, *Lol...*



**Thomas MAI - Festival Darlings, Denmark**

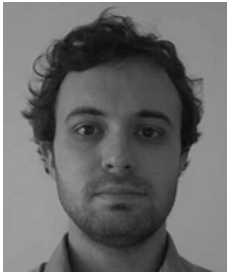
Thomas is a speaker and consultant for filmmakers on financing, marketing, distribution and Social Media in the “old analogue world” and “the new digital connected world”. In 2010 he was the keynote speaker at 19 workshops around the world.

Thomas is a former sales agent for 14 years, having sold films by directors such as Lars von Trier, Lukas Moodysohn, Thomas Vinterberg and many more.

Thomas has produced 4 feature films THE EIGHTEENTH, POSSESSED, DON’SPLUM and ONE POINT O, (see IMDB.com), and won numerous awards.

Thomas was Managing Partner and producer in Klondike Film from 1996-1998 and CEO of Trust Film Sales from 1998-2000. From 2000-2004 he was the Managing Partner and producer of ZentAmerica and CEO of Los Angeles based Katapult Film Sales from 2004-2006. From 2006-2009 Thomas was Head of New Business at TrustNordisk.

[www.thomasmai.net](http://www.thomasmai.net)



**Xavier ROTH - Mercredi / EuropaCorp, France**

Education

Business School (Ecole Supérieure de Commerce) of Montpellier (South of France, 34)  
Marketing specialization / 2001 to 2005  
Bachelor in Business Studies in Hull (UK) / 2002 to 2003

Work Experience

Digital Project Manager / EUROPACORP (Luc Besson's studio) / 2008.06 to 2011.02  
Web Sales Executive / LE FIGARO / 2006.01 to 2008.05  
Music Partnership & Sales Executive / RADIO NOVA / 2004.04 to 2005.12



**Pierre-Alexandre LABELLE - Under The Milky Way, France**

Pierre-Alexandre is the co-founder of « Under The Milky Way », a Paris-based company dedicated to digital distribution and marketing both in France and Internationally. Under The Milky Way was labelled as a global iTunes preferred aggregator in 2011, and is fully operational on all European territories as well as the US and Canada. It has regional offices in Milan, Brussels, Vienna, and Los Angeles.

Pierre-Alexandre Labelle has more than 10 years of professional experience in Europe, Asia, and North America. He immigrated in France in 2001 and worked as a derivatives trader for Cargill (2001-2004). After gaining experience in various Film production companies as an intern/assistant, he then joined the VoD Platform project Universcine. He played an active role in its creation and development as project manager and then as Head of Marketing and International Development. (2005-2008).

In parallel, in 2007, he launched the Glitner Pilot Project (collaborative platform for European VoD rights-holders). In 2009, he was appointed Deputy Manager of the European Producers Club. In 2010, the Glitner Project was acquired by the Independent Pan-European Digital Association (IPEDA), a European rights-holder association working for a healthy development of VoD in Europe, and increase circulation of content across borders.

Pierre-Alexandre graduated from McGill University with a B.Comm in International Management (2000), and obtained the title of « Derivatives Market Specialist » from the « Canadian Securities Institute » (2002).



**WORKS IN PROGRESS**

**MARCH 11**

**THE ISLAND**

**Director** Kamen Kalev **Producer** Kamen Kalev  
**Production** Waterfront Film

**AVE**

**Director** Konstantin Bojanov **Producer** Dimiter Gotchev

**SNEAKERS**

**Director** Ivan Vladimirov, Valeri Yordanov **Producer** Galina Toneva, Kiril Kirilov  
**Production** Gala Film

**LOVE.NET**

**Director** Iliyan Djevelevkov **Producer** Georgi Dimitrov, Matey Konstantinov, Iliyan Djevelevkov  
**Production** Miramar Film Bulgaria

**MIGRATION OF THE BELTED BONITO**

**Director** Ludmil Todorov **Producer** Ludmil Todorov  
**Production** Stone Face

**FAITH, LOVE AND WHISKY**

**Director** Kristina Nikolova **Producer** Georgi Nikolov  
**Production** Magic Shop

**CRIME AND PUNISHMENT**

**Director** Ventsislav Vassilev **Producers** Ventsislav Vassilev, Konstantin Burov, Svetla Tsotsorkova  
**Production** Siko film, Front Film

**OCTOBER**

**Producer and Supervisor of the Omnibus** Stefan Arsenjievic

**Documentaries**

**DAD MADE DIRTY MOVIES**

**Director** Jordan Todorov **Producers** Martichka Bozhilova, Thomas Tielsch  
**Production** AGITPROP, Filmtank Hamburg, ZDF

**THE BOY WHO WAS A KING**

**Director** Andrey Paounov **Producer** Martichka Bozhilova, Thomas Kufus  
**Production** AGITPROP, Sofia; Zero One Film, Berlin

**CITY OF DREAMS**

**Director** Svetoslva Draganov **Producer** Galina Shtarbeva  
**Production** Izograph, Bulgarian National Television

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**WHO IS WHO**

<b>COMPANY</b>	<b>COUNTRY</b>	<b>NAME (Family name/First name)</b>	<b>EMAIL</b>
<b>Distributors</b>			
A Plus Films	Bulgaria	Dermendjiev Hristo	alexander@a-plusfilms.com
Aerofilm	Czech Rep	Eckhardtova Nora	nora@kinoaero.cz
Agora	Switzerland	Mancilla Laura	lmancilla@agorafilms.ch
Alexandra Group	Bulgaria	Minchev Stefan	diana@alexandragroup.com
Altfilm	Moldova	Marian Dumitru	d.marian@altfilm.md
Amstelfilm	Netherlands	Van Ansem Mirjam	mirjam@amstelfilm.nl
Artcam Film Distribution	Czech Republic	Benki Artemio	artemio@sirenafilm.com
Artcam Film Distribution	Czech Republic	Prejdova Dominika	dominika.prejdova@artcam.cz
Arthaus	Norway	Sande Unnur	unnurs@arthaus.no
Arthouse Traffic	Ukraine	Shpilyuk Alik	producer@arthousetraffic.com
Big Bang Films	Bulgaria	Doichinov Svetoslav	svet@bigbang-bg.com
Cineart BE	Belgium	Parent Bruno	Bruno@cineart.be
Cineart NL	Netherlands	de Jong Janneke	Janneke@cineart.nl
Cinefil	Hungary	Csikos Gergo	g.csikos@gmail.com
Cineworx	Switzerland	Norma Giannetta	giannetta@cineworx.ch
Continental	Croatia	Boric Denis	denis.boric@continental-film.hr
Continental Film	Slovakia	Drobny Michal	
Distributor	Bosnia & Herzegovina	Purivatra Mirsad	joja@sff.ba
Distributor	Croatia	Matic Boris	btm@propeler.com
Distributor	Croatia	Ujdur Lana	
Distributor	Serbia	Stankovic Igor	igor.stankovic@mcf.rs
Epicentre	France	Chabannes Daniel	daniel@epicentrefilms.com
Eye Film Instituut	Netherlands	Blöte Bob	bobbleute@eyefilm.nl
Filmcoopi	Switzerland	Blösche Yves	yb@filmcoopi.ch
Filmtrade	Greece	Sourapas Vassilis	vassilis@filmtrade.gr
Folkets Bio	Sweden	Andersson Nils-Thomas	nilsthomas@folketsbio.se
Forum Film Bulgaria	Bulgaria	Oved Erez	ilinda@forumfilm.bg
Frenetic	Switzerland	Weibel Monika	monika.weibel@frenetic.ch
Galaxy Films	Bulgaria	Simeonov Simeon	galaxy@galaxyfilms.net
Gutek Film	Poland	Duszynski Jakub	jd@gutekfilm.pl
Haut et Court	France	Occelli Carolyn	carolyn.occelli@hautetcourt.com
Heliotrope	France	Alénoard Laurent	lad-heliotrope@noos.fr
Imagine	Belgium	Van den Broeck Olivier	olivier@imaginefilm.be
Independent Film	Romania	Bagnanichi Antoine	Antoine@imv.ro
Katun movies	Montenegro	Perovic Marija	
KT Film&Media	FYROM	Nikolov Dimitar	cinmaeu@gmail.com
Multivision	Bulgaria	Alekov Iliya	multivision@dir.bg
ProFilms	Bulgaria	Simeonov Emil	office@profilms.bg

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Radivision	Bulgaria	Bakalov Nikolai	radivision@mail.bg
Rosebud	Greece	Panagiotidis Zinos	zpan@odeon.gr
Scanbox	Scandinavia	Sølverud Ingrid	IngridS@scanbox.com
Soda Pictures	UK	Taylor Faith	faith@sodapictures.com
Sophie Dulac	France	Vicente Eric	eric-vicente@orange.fr
Studiocanal	France	Ohana Géraldine	Geraldine.OHANA@studiocanal.com
Tandem	Bulgaria	Georgiev Tzvetan	tandem@cablebg.net
Transilvania Film	Romania	Cecanu Ileana	ileana@transilvaniafilm.ro
U Dream	Belgium	Verhaeghe Bianca	bianca@u-dream.com
Vadi Van Kris	Bulgaria	Valcheva Ivanka	vankris@cablebg.net
Valentim	Portugal	Almeida Pedro	palmeida@valentim.pt
<b>Speakers</b>			
Consultant		Newman Brian	
Europe's Finest / Reelport		Scheel Tilman	tilman.scheel@finest-film.com
Festival Darlings	Denmark	Mai Thomas	thomas@festivaldarlings.com
Mercredi	France	Sanchez Anne	asanchez@mercredi.fr
Mercredi / EuropaCorp	France	Roth Xavier	xavieroth@gmail.com
Under the milky way	France	Labelle Pierre-Alexandre	alexandre.labelle@underthemilkyway.eu
VODO Films		Von Meppen Jan	
<b>Organisers</b>			
Art Fest	Bulgaria	Kitanov Stefan	office@sofiaiff.com
Art Fest	Bulgaria	Staleva Mira	mira@sofiaiff.com
Europa Distribution	France	Monzier Adeline	adeline.monzier@europa-distribution.org
Europa Distribution	France	Obadia Isabelle	isabelle.obadia@europa-distribution.org

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