



**workshop in**



**Sales & booking strategies**

**March 15-18 2012**



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## PRACTICAL INFORMATION

*You will find maps indicating the various locations on page 6 & 7.*

### ▪ **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>

(Unless otherwise specified)

### ▪ **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.

CENTRAL ARMY CLUB

7 Tsar Osvoboditel Blvd.

### ▪ **Workshop and festival locations**

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

## **CONFERENCES:**

### **ED workshop**

HOTEL BEST WESTERN THRACE

30 Solunska Str.

### **Sofia Meetings**

GRAND HOTEL SOFIA

1 Gurko Str.



## **INDUSTRY SCREENINGS:**

NATFA CINEMA (NATIONAL ACADEMY OF THEATRE & FILM ARTS)  
108a Rakovsky Street.

## **AWARD CEREMONY:**

NATIONAL PALACE OF CULTURE – Hall 1  
1 Bulgaria Sq. 1463 Sofia

### ▪ **Your Contacts**

For logistical matters, please contact:

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or

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

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For questions related to the ED workshop, please contact:

**Olivia: +33 6 71 23 29 17**

### ▪ **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 1.956 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. FYI, if you want to move around on your own, please consider the following:

**There is a Festival taxi company: YELLOW TAXI 91119 – Tel: +359 2 91119**

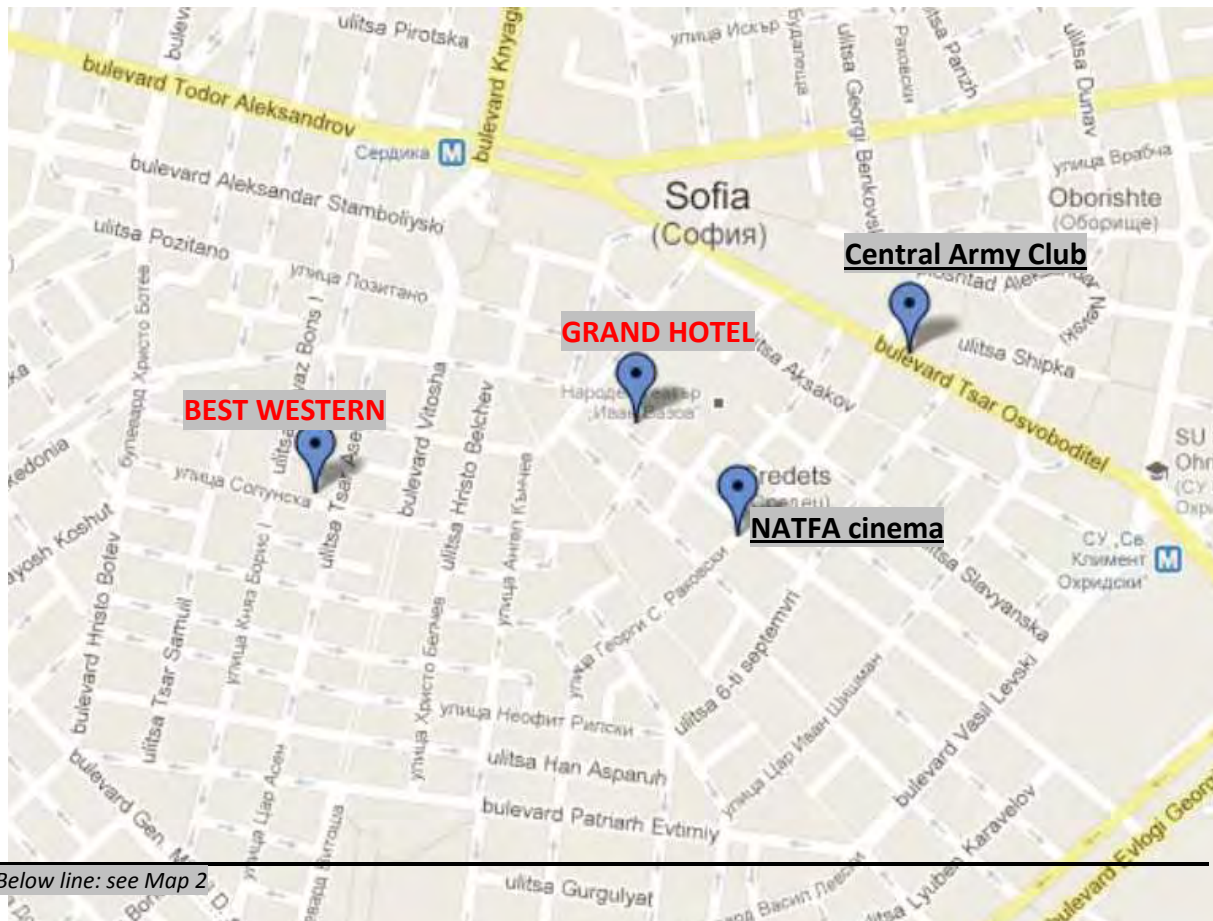
The Taxi from the airport to the city center should not cost more than 10-15 BNG (5-8 Euro). If it is rush-our – up to 20 BGN (10 Euro).

**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.

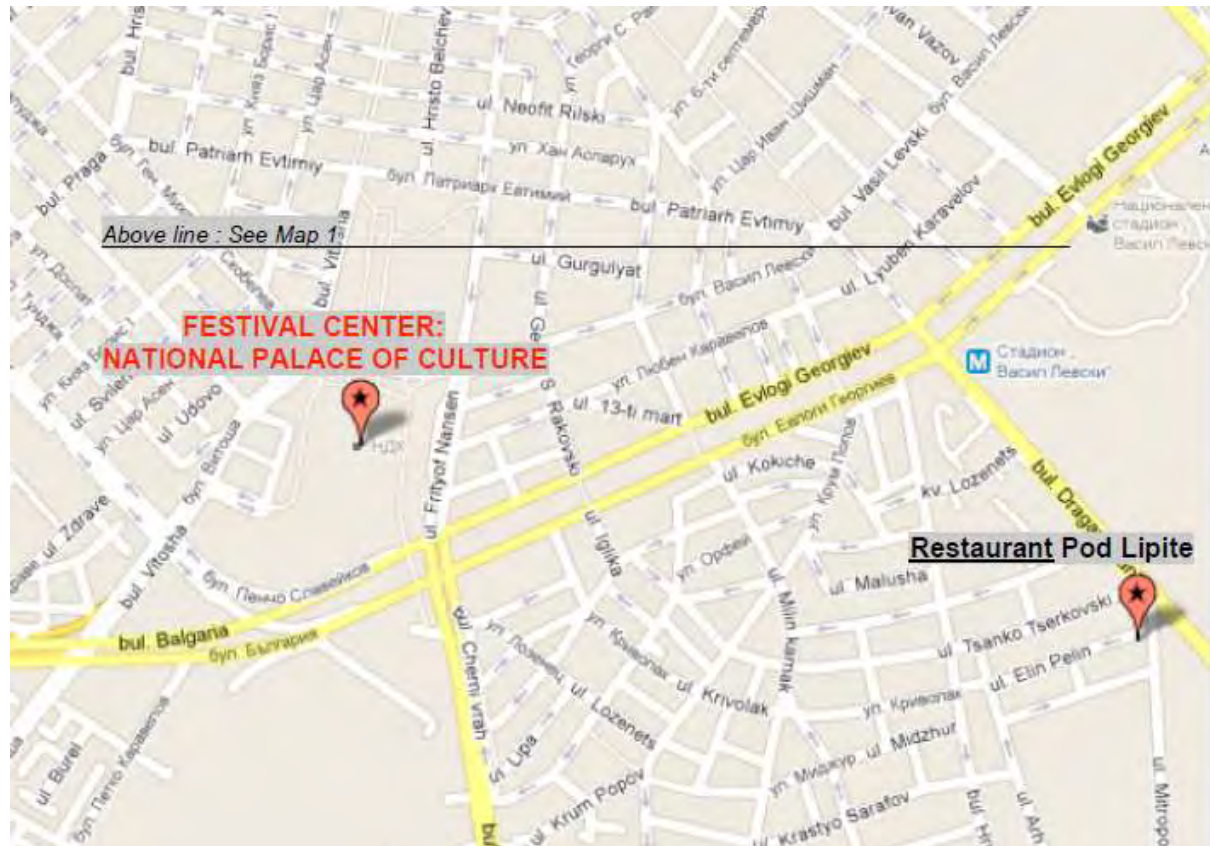
Some of the fake cars have a normal per km rate, but the start up may be 10 or even 20 Euro. The official cars are in front of the west entrance to the arrivals hall. It is simple – the hall is quite small and you should take the right exit after exiting the baggage claim hall.

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.

**MAP 1**



**MAP 2**



## EUROPA DISTRIBUTION WORKSHOP PROGRAMME

### How to improve booking strategies?

Accommodation: Best Western Thrace Hotel - 30 Solunska Str., 1000 Sofia

Conference Center: Best Western Thrace Hotel

Sofia Meetings: Grand Hotel Sofia

Industry Screenings: NATFA Cinema

#### Thursday 15 March

##### SCREENINGS

**8pm: DINNER** on the occasion of the opening of Sofia Meetings

Location: POD LIPITE Restaurant

**11pm: AFTER PARTY**

Location - tbc

#### Friday 16 March

**10am-12:30pm: Sofia Meetings/ Industry Screenings at NATFA Cinema**

**12:30-1:45pm: Lunch – place tbc**

**2:00-5:30pm: ED Workshop moderated by Eric Vicente** (Sophie Dulac Distribution / Ecrans de Paris, France)

- 2-4pm : Training session on negotiation and confidence building skills – David Solomon (Sun and Moon Training, UK)
- 4:30-5:30pm : American Sales Techniques – Mychael Berg (Twentieth Century Fox of Germany)

**8pm: Dinner on the occasion of the 9th Sofia Meetings**

Location: Festival Center MATTI'D

#### Saturday 17 March

**9:30am-1pm: ED Workshop moderated by Eric Vicente** (Sophie Dulac Distribution / Ecrans de Paris, France)

- 9:30-11:15am: How to find additional space for arthouse films?
  - o Cinema on Demand – Tom Dercourt (7<sup>e</sup> Salle/Cinema de facto, France)
  - o Unconventional display of films in unusual non-theatrical spaces/places – Anna Sissons (Dogwoof, UK)
  - o Taking over control of small art house cinemas : opportunities and drawbacks of being both a distributor and exhibitor – Eric Vicente (Sophie Dulac Distribution / Ecrans de Paris, France)
- 11:30am-1pm : Open discussion





**12.30-2:00pm: Lunch – place tbc**

**2:00-5:00pm: Sofia Meetings/ Industry Screenings at NATFA Cinema**

**7-8 pm: AWARDS CEREMONY**

Location: NATIONAL PALACE OF CULTURE Hall 1

**8pm: DINNER on the occasion of the closing of the 8th Sofia Meetings**

Location: CENTRAL ARMY CLUB

**10pm: CLOSING PARTY of Sofia Meetings and 15th SOFIA IFF**

Featuring the Festival Band plus Friends

Location: CENTRAL ARMY CLUB

**Sunday 18 March**

Departures



## SPEAKERS

### Moderator of the ED sessions:

#### **Eric VICENTE, Sophie Dulac, FR**

In 1994, Eric Vicente graduated in marketing and sales from l'Ecole Supérieure de Commerce de Strasbourg. He is currently in charge of the programming for the five cinemas of "Les Ecrans de Paris", and also works for Sophie Dulac Distribution as a Director of distribution programming.

He started his career in 1995, as a Program Director for Star and Etoile cinemas, in Strasbourg. In 1998, he was employed by Pathé Brumath Multiplex (Europalaces) as Sales Manager. In 1999, he assisted the Distribution Director of Metropolitan Filmexport.

In January 2001, he began to work for the distribution company of Daniel Toscan du Plantier and Frédéric Sichler where he was in charge of the general organisation of film releases.

In 2003, he joined ARP selection, taking the position of Distribution Director.

He is also a member of the "college de recommandation des films Art et Essai", as well as a member of the AFCAE's board (Association Francaise des Cinémas d'Art et d'Essai) and part-time lecturer at la fémis and l'Esra (French cinema schools).



### MARCH 16

#### **Training session on negotiation and confidence building skills**

#### **David SOLOMON, Sun and Moon, UK**

David Solomon graduated in Mathematical Statistics and Operational Research and spent a year in the City before training at the Royal Academy of Dramatic Arts (RADA) as an actor and working in theatre and TV for 5 years. He then spent 10 years in sales and corporate video production before founding **Sun and Moon** in 2003. David has facilitated a range of communication skills courses for clients including Odeon, Icon,

Arts Alliance Media, StudioCanal, The Film Distributors Association, London Business School, Cass Business School, Santander and Lloyds Banking Group.

### **American Sales Techniques**



#### **Mychael BERG, 20<sup>th</sup> Century Fox, DE**

Studied at Universities of Göttingen and Bremen, Germany. University degree in Social Pedagogy (MA) and Teaching Degree for Schools.

Longtime professional experience as a teacher at university, in school and in adult education

Ran a municipal movie theatre in Bremen, Germany, ran an independent arthouse theatre in Berlin, Germany. Worked as sales manager for independent distributor Jugendfilm, Berlin, Germany

Since 1993 with 20th Century Fox of Germany, Berlin & Frankfurt

As of 1995 as Sales Director.

## **MARCH 17**

### **How to find additional space for arthouse films?**



**Tom DERCOURT, La 7e salle, FR**

Since 1996, Tom Dercourt (41) has produced or coproduced fifteen feature films. In 2003, he launched **Shellac**, a theatrical film distribution company, which has released more than 80 films. In 2012 he created **La 7ème Salle**, combination of an internet platform and communities of spectators geolocalized around their theatres. A tool allowing publics to gather and become actors of the programming of their local

cinemas.



**Anna SISSONS, Dogwoof, UK**

Anna acts as outreach coordinator for Dogwoof, Anna's background includes working in research and development for a Documentary production company based in Barcelona. As well as coordinating outreach for Dogwoof's film campaigns, Anna also project manages the Popup Cinema.

Dogwoof is the UK's leading independent documentary film distributor. Founded in 2004, initial releases had a strong focus on social issues: Black Gold was widely credited with shifting Starbucks' position on fairtrade; The Age of Stupid led to the 10:10 campaign; The End of the Line was largely responsible for Marks & Spencer and Pret a Manger changing their sustainable fishing policy. Recent Dogwoof releases include the 2011 Oscar®-nominated documentaries Gasland and Restrepo, which stands as iTunes' highest selling documentary in the UK, and also Countdown to Zero which premiered in a 50-site simultaneous satellite feed. UK documentary Dreams of a Life premiered at the London Film Festival and was followed by a series of director and cast screenings across London, resulting in an unprecedented 11 week run in Odeon cinemas in London's West End. Also in 2012, Dogwoof launched two new initiatives: <http://popupcinema.net/> which empowers individuals and businesses to screen Dogwoof films locally and in non-traditional venues, and <http://dogwoofsales.com/>, a consultancy agent-based service designed to help documentary filmmakers promote and sell their films globally through their network of fellow distributors and broadcasters. For further information please visit [www.dogwoof.com](http://www.dogwoof.com)

**Eric VICENTE, Sophie Dulac, FR**  
(see biography on previous page)

## WORKS IN PROGRESS

### **MARCH 16 - morning**

**Location: NAFTA / NATFIZ**

**10.30 SOFIA'S LAST AMBULANCE (doc)**  
Bulgaria, 2012, 85 min

### **MARCH 17 - afternoon**

**Location: NAFTA / NATFIZ**

**13:30 MIGRATION OF THE BELTED BONITO (completed feature)\***  
*Bulgaria, 2011, 85 min*

**15:00 ZINKOGRAPH (feature)**  
Bulgaria, 2012, 105 min

**17:00 DEATH OF A MAN IN THE BALKANS (feature)**  
Serbia, 2012, 80 min

## BALKAN SCREENINGS SCHEDULE (March 15 & 18)

*You will find the complete schedule in the documentation provided by the festival.*

## MAIN PROGRAMME

### **MARCH 15 (PUBLIC SCREENINGS)**

**Location: LUMIERE CINEMA**

**18.30 PARADE**  
Serbia-Croatia-Macedonia-Slovenia, 2011, 115 min (feature)

**Location: ODEON**

**18.30 THE BOX (International Premiere)**  
Serbia, 2011, 89 min (feature)

**Location: MILITARY CLUB**

**18.30 TO THE LEFT OF THE LONDON-CALCUTTA HIGHWAY**  
Bulgaria, 2011, 74 min (doc) – World Premiere

**20.30 DAD MADE DIRTY MOVIES**  
Bulgaria-Germany, 2011, 58 min (midnight documentary)

## **ADDITIONAL PROGRAMME**

### **MARCH 15**

**Location: DOM NA KINOTO (Cinema House)**

**18.00 FUTURE LASTS FOREVER**

Turkey-France-Germany, 2011, 108 min (feature)

**Location: ODEON**

**20.30 ENEMY**

Serbia-Bosnia and Herzegovina-Croatia-Hungary, 2011, 108 min (feature)

**Location: FRENCH INSTITUTE**

**19.00 PUNK'S NOT DEAD**

Macedonia-Serbia, 2011, 104 min (feature)

**21.00 ATTENBERG**

Greece, 2010, 95 min (feature)

### **MARCH 18**

**Location: FRENCH INSTITUTE**

**15.00 THE BOX**

Serbia, 2011, 89 min (feature)

**16.45 OCTOBER**

Serbia, 110 min (feature)

**WHO IS WHO**

**Participants**



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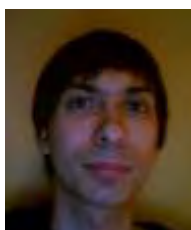
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**Tomas TENGMARK**  
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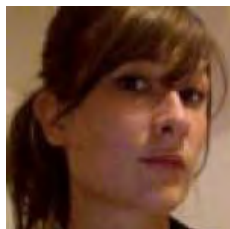


**Agata TREBOWICZ**  
Vivarto - PL  
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## Speakers



**Tom DERCOURT**  
7<sup>e</sup> Salle/Cinema de Facto – FR  
tom@cinemadefacto.com



**Anna SISSONS**  
Dogwoof – UK  
sissons@dogwoof.com



**Mychael BERG**  
20th Century Fox - DE  
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**David SOLOMON**  
Sun and Moon – UK  
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**Eric VICENTE**  
Sophie Dulac / Ecrans de Paris – FR  
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## Organisation team – festival



**Mira STALEVA**  
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## Europa Distribution



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## ABOUT EUROPA DISTRIBUTION

Europa Distribution, **with a membership of 110 leading independent distributors representing 26 countries**, serves as the voice of the European independent film distributor. It acts as a **lobby**, a **think tank** as well as a **network** and aims to develop a **strong European film industry**. **Cristian MUNGIU** is the President of Honor of the Association. The Board of Administration, chaired by **Annemie DEGRYSE (Lumière / Belgium) & Jakub DUSZYNSKI (Gutek Film / Poland)** is composed of 11 independent European distributors, representative in terms of nationality, type of structure, and cultural diversity.

The list of the current members is available on our website: [www.europa-distribution.org](http://www.europa-distribution.org)

*With the support of the MEDIA Programme of the European Union:*



### CIDINET

In 2009, Europa Distribution has developed CIDINET, an Internet based network dedicated to the sharing of information on promotional and technical material and on distribution data.

European distributors are CIDINET's main target but the online database can also address the needs of sales agents and producers. The sharing of information, ideas and even costs at European level is indeed essential today for independent distributors who are facing a very competitive market.

More than 1700 film profiles are already online.

For non Europa Distribution members, a yearly access fee is required to enter the database.

**CIDINET is closely monitored by Europa Distribution and is based on a collaborative and participative approach from its users.**

