



**EUROPEAN TRAINING COURSE ON
MARKETING AND DISTRIBUTION OF THEATRICAL FEATURE FILMS**

2006 Edition

**Theatrical release strategies - Creating the right marketing
campaign -
Media planning and buying - The best use of publicity and
promotions -
The impact of digital - The acquisitions process**

Dear Friends,

The **Media Business School** is pleased to announce the sixth edition of MD, updated for 2006 to improve its training in the marketing and distribution of theatrical feature films. This programme is organised by the **Media Business School** with the collaboration of **United International Pictures** and supported by the **Media Plus Programme** of the European Union.

The course consists of a **residential training week**, covering the following topics through seminars, screenings, and tutorials:

- o **Distribution in Global Markets – the producer, distributor, and exhibitor’s perspective**
- o **The Marketing Campaign: research, the creative process, media planning and buying**
- o **Publicity and Promotions**
- o **Local Distribution of National and Non-national films**
- o **International Video-Marketing and Distribution**
- o **Television: Acquisitions Strategies**
- o **Digital Exhibition and Distribution**
- o **Dubbing and Subtitling**
- o **Legal Issues**
- o **Future Business Strategies**

DATES: July 9th - 16th, 2006

VENUE: Málaga, Spain

Application Deadline: May 15th, 2006

Previous instructors have included: [Jean-Jacques Annaud](#) (Film Director), [Tim Bevan](#) (Co-Chairman, Working Title Films), [Andrew Cripps](#) (President & COO, UIP), [Andy Paterson](#) (Producer, Archer Street Films), [Alison Thompson](#) (President of Int'l Division, Focus Features), [Robert Jones](#) (President, Material Entertainment), [Julia Short](#) (Head of Marketing, Verve Pictures)

PARTICIPATION FEE: **1,000 euros**. The fee covers course participation and documentation, hotel accommodation, meals, and transport between the hotel and local airport.

Please find further in-depth information on the course and the **MD Application Form** at: www.mediaschool.org/md

For more information, please contact:

Marisa Simón-Moore
MD Co-ordinator
mdcourse@mediaschool.org
www.mediaschool.org

Media Business School
Paseo de la Habana 3, 2^a Planta
Madrid (SPAIN), 28036
Tel: +34 91 575 95 83
Fax: +34 91 431 33 03