

## WHO CAN PARTICIPATE?

- **European nationals** from the film industry: producers, heads of marketing, distributors, sales agents with a film project (from script stage to post-production)
- policy makers: civil servants, heads of regional, national or supranational facilitation or support schemes
- trainers and experts: experts to MEDIA Plus supported training activities (pending on availability)

Working language: **English** (with no translation into other languages)

The **selection of a limited number of participants** is based on the quality of the applicant and the application form provided.

## DEADLINE FOR APPLICATION

a month prior to the event

## PARTICIPATION FEE

First delegate (full fee)	1,000 €
Second delegate (same project or company)	500 €

The full fee is lowered to 750 € for the graduates of the STRATEGICS Film Finance Forum.

Those amounts include accommodation in Luxembourg (on a maximum 4-day basis) and administrative and management costs. Travel arrangements have to be made and paid for by the participants.

## SCHOLARSHIPS

Strategics grants 1 or 2 scholarships to promising candidates applying with a project in order to allow them to improve their marketing techniques.

A priority is given to professionals working in areas or regions with small production capacity or reduced geographic or linguistic markets or to those candidates whose countries don't have a proper support mechanism in place. Strategics encourages applicants to first apply for financial support (scholarship) with their national authorities.

## ABOUT US

The **pan-European continuous training activities** organized by Strategics since 1993 aim to enhance the potential of the European film industry thus helping it become a **more competitive marketplace**.

- **STRATEGICS Film Marketing Workshop**  
a 4-day event held twice a year
- **STRATEGICS Film Finance Forum**  
a 3-day event held once a year
- **STRATEGICS Film Test Laboratory**  
a 2-day event held once a year

The financial support of the MEDIA PLUS programme of the EU and the FILM FUND Luxembourg allows us to offer a **high-profile event at very low cost**.

**For further information or application forms** for the STRATEGICS Film Marketing Workshop or other coming events, please contact Mrs. Danny Leyder, Training Developer (email: [danny.leyder@filmnet.lu](mailto:danny.leyder@filmnet.lu))

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## FILM MARKETING WORKSHOP

Luxembourg, 8-11 December 2005

### INTENSIVE FILM MARKETING TRAINING FOR EUROPEAN FILM PROFESSIONALS

- PRIVATE TUTORIALS
- CASE STUDIES
- TOP-PROFESSIONAL EXPERTS
- TAILOR-MADE ADVICE

pitching  
budgeting  
sales  
legal issues  
press & public relations  
visual design  
international distribution  
trailers & showreels  
markets & festivals



## TO SUCCESSFULLY MARKET A FILM

Every film, big or small, cultural or overtly aiming at a mainstream audience, is trying to attract investors, public support, a director and cast, distributors, cinema exhibitors and eventually the cinema-going public.

**No matter how good a film is, without a well thought-out and cost-effective marketing plan, it has little chance of success in the very crowded and competitive marketplace.**

The producer's role is to orchestrate the film progress from developing the script, hiring all the talent and securing finance to its sales and international distribution, but also to **correctly position the film in the market.**

It is essential for European film professionals to be able to present a **cost-effective marketing plan** for a given project. **Mastering all marketing tools** allows to successfully take a film from script to screen.

## A TOP-LEVEL COURSE

For over 10 years, Strategics has been offering the highest professional level of expertise. **Strategics pioneered and developed** the most successful training method for today's film professionals.

The STRATEGICS Film Marketing Workshop emphasizes on a 'hands-on' and practical approach using current films and data for test case analysis.

Strategics relies on practising film industry professionals who dedicate significant time to one-to-one consultations with each participant. During these **private tutorial sessions** with the experts, participants present their respective projects and receive tailor-made and impartial advice.

The STRATEGICS Film Marketing Workshop proposes an **exclusive training**. This 4-day **intensive** workshop is an **in-depth training** for film professionals (mainly producers, distributors, sales agents, heads of marketing and their team) **covering all the different stages linked to film marketing.**

It is designed to assist both experienced and novice participants on **how to position** their films with a primary focus on the most **cost-effective ways to market their projects** in the following areas:

- pitching a project
- budgeting marketing items
- planning cost-effectively
- approaching buyers
- completing presales and sales
- mastering legal issues
- attracting talent and securing finance
- using press and public relations
- briefing still photographers to convey adequate image of the film
- creating visual design (sales sheets, brochures, posters, Internet)
- working with trailers and showreels editors
- matching distributors' needs
- targeting international markets & festivals

All these aspects are analysed through **current industry examples** allowing participants to apply them to their own projects.

## HEAD OF STUDIES AND TOP INTERNATIONAL EXPERTS

**John Durie**, STRATEGICS' Head of Studies, is an international film marketing expert and has actively worked on the distribution and/or international marketing (i.e. visual and poster design, showreel and trailer production, market festival strategy, prints and ad spend and special promotions) of over 500 quality films from around the world.

John Durie will be joined by top international film experts whom film professionals would seldom have access to (list subject to change without notice):

- Melanie Friesen (Vancouver International Film Festival) - attracting talent and pitching
- Pim Hermeling (A-Film) - distribution
- Vanessa Jerrom (Vanessa Jerrom Conseil) - PR, festivals
- Dan Robey (JAM) - poster design
- Stefan Rüll (Rüll Law Office) - legal issues
- Bill Stephens (Nexus) - sales
- Nick Wood (Empire Motion) - trailers and showreels

## FOLLOW-UP

As a follow-up to the STRATEGICS Film Marketing Workshop, Strategics offers a **free-of-charge initiative**:

- **the STRATEGICS Film Test Laboratory** is held once a year. During this **RAS** (Recruited Audience Screening), a film in post-production and the creative materials thereof (posters, etc.) are tested with a recruited audience. This important element in the positioning process of a film gives valuable information on where a film is succeeding or not working.

The Film Test Laboratory is open only to graduates of the STRATEGICS Film Marketing Workshop and/or the STRATEGICS Film Finance Forum.