

EAST- WEST TALENT LAB 2016

FESTIVAL STRATEGIES / KARLOVY VARY IFF – PROGRAM AND NEW INDUSTRY EVENT

LECTURE & PRESENTATION

24.04.2016

11.00 Uhr –13.00 Uhr

Festivalzentrum

Gebäude der Wiesbadener

Casino-Gesellschaft

Friedrichstraße 22

65185 Wiesbaden

FESTIVAL AND MARKET STRATEGIES – Do's and Don'ts for Producers and Directors Looking to Make the Most out of Their Appearances at International Film Festivals

“Congratulations! You have been selected to participate in the competition section of our wonderful film festival.” Of course, what director or producer doesn't love reading that sentence? But what does an invitation like that actually mean? Is it automatically the right festival for the film in question, the one you worked on for years? Is it the first invitation, and if so does that mean you ought to jump at the chance to show your film? Do you want to take your first longer production to the festival of a friend with whom you share many a fond memory? Haven't you always just wanted to travel to that beautiful, far-off country anyways? But please don't forget that, in addition to promising potential fame and fortune, such an invitation also always involves financial expenditures that weren't included at all in the original budget... Or would you do better to wait, maybe until one of those so-called “A-list” festivals comes knocking? But what happens if you fail to get noticed among the 5,000 or so submissions or you “only” end up getting chosen for a less glamorous section?

How long can or should you wait to decide which invitation you want to accept? And when you've finally made your decision, your first appearance at a festival – especially when it's with a debut film – is very important. You can achieve quite a bit with limited financial means in your pockets but lots of good ideas up your sleeve – more than a few famous careers have been launched on the back of a successful first festival appearance. Here success is simply all about playing every single one of your cards right and being thoroughly familiar with the rules of the game.

The internationally experienced festival consultant Nikolaj Nikitin (Berlinale delegate for Eastern Europe, among other activities) will provide deep insight into the world of film festivals and share extensive advice on how to make it into the “right” festival with your films.

**“Karlovy Vary IFF - program and new industry event
Eurimages Lab” with Lenka Tyrpáková**

The presentation will introduce shortly program sections and industry activities of Karlovy Vary IFF, including the new works in progress section Eurimages Lab dedicated to experimental film projects with the award EUR 50 000 for the most promising project.