
INDUSTRY ALERT

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SCREEN AUSTRALIA ONE-DAY MARKET INTELLIGENCE FORUM FOR FILMMAKERS

WORKING THE X-FACTOR

Positioning films in a challenging marketplace

Sydney – Monday 29 March

Melbourne – Wednesday 31 March

In a marketplace crowded with projects vying for finance, completed films and declining dollars everywhere you look, getting the attention of buyers and investors is harder than ever. “*Working the X-Factor* is an opportunity for the production community to come together to consider these challenges – but beyond that, the Forum aims to give Australian filmmakers both hands-on practical information and ideas on how to best promote themselves and their projects in the marketplace,” says Screen Australia Head of Marketing, Kathleen Drumm.

The seminar will include high-level input and is designed for both senior and emerging producers. Directors may also find it of significant benefit to their ongoing activities.

The Forum will cover:

- an update on the complex and changing US market – from both the studio and independent distributor perspectives
- a look at market landscapes in the UK and Australia
- a checklist of *dos* (and *don'ts*) for producers taking their projects to the marketplace
- a buyers POV of the world and the latest on what they're looking for
- a mini crash course on demystifying deals
- the exhibition environment, including market segmentation and social media
- festival strategies for independent films.

With a strong focus on the world-view of both international festival and acquisitions executives and leading local industry players, guest speakers are:

Jane Schoettle, Senior Programmer at the Toronto International Film Festival, which selected 17 Australian features in 2009.

Michele Wolfkoff, Director of Development & International Productions, Focus Features (Universal) Los Angeles.

James Brown, Head of Acquisitions for UK distribution & production company, Metrodome.

Sara Rose, LA-based Vice President of Acquisitions for US distributor, Apparition.

Andrew Mackie, Joint Managing Director of Transmission Films, a Sydney-based acquisitions and distribution company.

Joel Pearlman, Managing Director of Roadshow Film Distributors, based in Melbourne.

Matt Liebmann, Commercial and New Business Director at Hoyts Exhibition in Sydney.

Kathleen Drumm, Screen Australia Head of Marketing, will moderate the sessions.

WORKING THE X-FACTOR will combine individual presentations followed by a Q & A.

Cost: \$55 (incl. GST) per delegate.

More information about the Forum and how to register can be found on the Screen Australia website. www.screenaustralia.gov.au/xfactor