

## MEDIA RELEASE

Media enquiries Victoria Buchan, The Lantern Group  
Tel +61 2 9383 4033 | Mobile 0408 114 864 | victoria@lanterngroup.com.au

[www.screenaustralia.gov.au](http://www.screenaustralia.gov.au)

### Hybrid distribution expert Jon Reiss visits Australia in July

**WEDNESDAY 30 June 2010:** Screen Australia is pleased to support the Australian visit of American filmmaker, author and hybrid distribution and marketing expert, **Jon Reiss**.

Observing a shift in the traditional distribution landscape in 2007, Reiss wrote the book *Think Outside the Box Office* which offers filmmakers a step-by-step guide to marketing and self-distribution in the digital age. The book has become a break-out best seller in 2010 with Reiss being invited to present workshops based on the book around the world.

In Australia, Reiss will present a series of practical workshops covering topics like: how to create unique release strategies; an overview of the various markets available; techniques for engaging audiences; creating new forms of marketing content; rights and digital rights; redefining the theatrical experience and transmedia.

A unique feature of the *Think Outside the Box Office* workshops is that some attendees will be given the opportunity to work with Jon on the development of distribution and marketing strategies specific to their films. The selected projects will become case studies for exploring alternative distribution potential.

"We are in the midst of a rapidly changing media landscape where a one-size-fits-all approach to marketing and distribution of films is no longer relevant," said **Kathleen Drumm**, Screen Australia's Head of Marketing. "Now, more than ever, filmmakers must think long and hard about who their audience is at the outset and develop clever and carefully tailored strategies to engage those audiences globally. It's terrific that someone with Jon's experience can share his thoughts on this topic with Australian filmmakers."

With Screen Australia's support Jon Reiss's *Think Outside the Box Office* workshops will be presented in Perth, Adelaide, Sydney and Melbourne.

**Perth – Saturday 17 and Sunday 18 July 2010**

Presented by the Revelation International Film Festival in association with Screen Australia.  
[www.revelationfilmfest.org](http://www.revelationfilmfest.org)

**Adelaide – Monday 19 July and Tuesday 20 July 2010**

Presented by the South Australian Film Corporation and Media Resource Centre in association with Screen Australia. [www.safilm.com.au](http://www.safilm.com.au)

**Sydney – Saturday 24 July and Sunday 25 July 2010**

Presented by the Australian Film, Television and Radio School in association with Screen Australia. [www.aftrs.edu.au](http://www.aftrs.edu.au)

**Melbourne – Monday 26 July and Tuesday 27 July 2010**

Presented by the Australian Film, Television and Radio School in association with MIFF 37° South Market and Screen Australia. [www.aftrs.edu.au](http://www.aftrs.edu.au) and [www.melbournefilmfestival.com.au/industry](http://www.melbournefilmfestival.com.au/industry)

In the lead-up to Jon's Australian visit check out:

[screenaustralia.gov.au/thinkoutsidetheboxoffice](http://screenaustralia.gov.au/thinkoutsidetheboxoffice)  
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