

A stylized green leaf graphic with a central stem and several elongated, pointed leaves extending to the left. The graphic is set against a solid green background.

# INDUSTRY WORKSHOPS

9-11 MAY 2018

The Industry Workshops is a series of workshops led by leading industry experts who are invited to come and share advanced knowledge and up-dates on the current trends of film production, financing and distribution.

**Access:** Industry Workshops Badge.

## WEDNESDAY 9

**INTRODUCTION OF THE MARCHE DU FILM**  
Sydney LEVINE (SYDNEYBUZZ)

**9:30** (60')  
**Ambassadeurs**

**BRANDING YOURSELF & YOUR PROJECTS**

Roshanak BEHESHT NEDJAD  
(IN GOOD COMPANY)

Presented by EAVE

**15:00** (120')  
**Ambassadeurs**

**SURVEYING THE PROFESSIONAL POWER GRID**  
Lucius BARRE (LUCIUS BARRE & COMPANY)

**10:30** (150')  
**Ambassadeurs**

**IW & PN OPENING COCKTAIL**

Sponsored by the Confederation of Indian Industry  
Admittance with your Industry Workshops badge

**17:30** (150')  
**Plage des Palmes**

**GUIDED TOUR**  
Sydney LEVINE (SYDNEYBUZZ)  
Pre-registration is mandatory

**13:30** (90')

## THURSDAY 10

**MINING EUROPE FOR PRODUCTION FINANCE**

Linda BEATH (IDEAL FILMWORKS ITALIA)

Presented by EAVE

**9:30** (120')  
**Ambassadeurs**

**CROWDSOURCING IS NOT CROWDFUNDING - HOW TO BUILD AN AUDIENCE FOR YOU AND YOUR FILM!** Presented by STAGE 32

Richard BOTTO & Amanda TONEY (STAGE 32)

**11:30** (90')  
**Ambassadeurs**

**GUIDED TOUR**  
Sydney LEVINE (SYDNEYBUZZ)  
Pre-registration is mandatory

**13:30** (90')

**CINANDO: JOIN & CONNECT**

**14:30** (30')  
**Ambassadeurs**

**DIGITAL LANDSCAPE FOR DISTRIBUTION AND ALTERNATIVE FUNDING**

Wendy BERNFELD (RIGHTS STUFF BV)

**15:00** (120')  
**Ambassadeurs**

**COCKTAIL - ISRAEL PAVILION**  
ISRAËL FILM FUND

**17:30** (150')  
**Village international - Pantiero Side (pavilion n°206)**

## FRIDAY 11

**FILM FINANCING IN AN ENTREPRENEURIAL AGE**

Paul MILLER (ESCAPE PICTURES)

**9:30** (120')  
**Ambassadeurs**

**LOW BUDGET FILMMAKING**

Katriel SCHORY (THE ISRAEL FILM FUND)

**11:30** (90')  
**Ambassadeurs**

**GUIDED TOUR**  
Sydney LEVINE (SYDNEYBUZZ)  
Pre-registration is mandatory

**13:30** (90')

**OLFFI THE ULTIMATE TOOLBOX FOR COPRODUCTION**

**14:30** (30')  
**Ambassadeurs**

**10 PROFILES OF 'CINEMA LOVERS' AUDIENCES (and how to approach them)**

Sarah Calderon (THE FILM AGENCY)

**15:00** (120')  
**Ambassadeurs**

## INTRODUCTION OF THE MARCHE DU FILM

*Wednesday 9 May – 9:30 - 10:30 – Ambassadeurs*

Cannes Orientation 2018 gives directions not only for physically getting around the Cannes Market but for finding the way toward advancing your career by discovering how to find the best international sales agent for your film or project. Your host, Sydney Levine also gives real guided tours of the market.



### **Sydney LEVINE – SYDNEYSBUZZ (USA)**

Writer of popular blog, SydneysBuzz, trainer & educator; in 1988 created FilmFinders, the first database of worldwide features which became industry standard for organizing and tracking the rights-buying activities; was adapted by the Cannes Marché to become Cinando.com and in 2008 sold to IMDb, an Amazon Company. Consults and educates with producers, national film organizations, Cannes, Toronto, Sundance, Chapman University, UCLA, etc. on international film business; reports include the U.S. Distributors Report and Latin American Film Business by Country, Shorts and Your Career.

## SURVEYING THE PROFESSIONAL POWER GRID

*Wednesday 9 May – 10:30 - 13:00 – Ambassadeurs – pre-requisite registration mandatory*

Turning away from the pursuit of top-down expertise, and channeling the pioneer spirit of the early days of cinema, at the Opening Session of the Industry Workshop, participants will gather at tables of twelve to share a one-liner about who they are and what they are bringing to the table – then repeat the exercise at two more randomly-assigned tables. Our aim will be for each participant to identify future supporters and collaborators in our circles.



### **Lucius BARRE – LUCIUS BARRE & COMPANY (USA)**

Lucius Barre (USA) promotes worldwide distribution of films from many cultures. He was the first international crossover publicist for Pedro Almodóvar, Shinji Aoyama, Luc & Jean-Pierre Dardenne, Atom Egoyan, Zacharias Kunuk, and Tom Tykwer; and has promoted the work of such well-established filmmakers as Errol Morris, Alain Resnais, Carlos Saura, Hiroshi Teshigahara and Johnnie To. He serves on the organizing teams of the Locarno, Rotterdam and Torino Festivals and has, in recent years, represented filmmakers from 21 countries at key festivals and markets.

## BRANDING YOURSELF & YOUR PROJECTS



*Wednesday 9 May – 15:00 - 17:00 – Ambassadeurs*

**Presented by:** EAVE

How do you prepare for your meetings with financiers, co-producers and sales-agents? What information do you need to give them? How and when? How do you analyze your project in order to have the relevant facts and be ready to present it? What is relevant information? Is there a difference between pre-arranged and spontaneous meetings? When do you pitch and when do you not? About the do's and don't's of project presentation.



### **Roshanak BEHEST NEDJAD – IN GOOD COMPANY (GERMANY)**

Roshanak started her first company with Helge Albers, Flying Moon, in 1999. They produced 30 films, with over 60 nominations & 40 awards. In 2012, she co-founded Ludlnc, producing Serious Games for children (German Computer Game Award for Best Serious Game 2016). 2015 she started yet another enterprise, In Good Company, together with Samsa in Luxembourg. Roshanak's focus is smart entertainment – be it films or games. Roshanak also works for training organisations such as EAVE. She is a member of the German & European Film Academy, and part of the EAVE pedagogical team.

## MINING EUROPE FOR PRODUCTION FINANCE



Thursday 10 May – 9:30 - 11:30 – Ambassadeurs

Presented by: EAVE

Europe looks like it has a lot of money for films. In fact, it does. In bits and pieces. All over the place. Subject to different rules, different regulations and unique and sometimes remarkable local industry practices. This workshop will help untangle the network of funders and funding and help producers develop a successful strategy for financing their features.



### Linda BEATH – IDEAL FILMWORKS ITALIA (ITALY)

Linda Beath works with producers of feature films, feature length documentaries and animation, and high quality drama for prime time television as an Executive Producer dealing with identifying projects; organising international co-productions; arranging production finance; and attracting broadcasters, distributors and sales agents. Her company also consults to production companies and governmental organisations which work in the film, television and digital media sector. She regularly runs strategic planning sessions for European production companies to improve their positions in the international marketplace. She trains producers in the areas of finance, co-production and new industry business models and revenue streams for EAVE and for other Creative Europe/MEDIA.

## CROWDSOURCING IS NOT CROWDFUNDING – HOW TO BUILD AN AUDIENCE FOR YOU AND YOUR FILM!



Thursday 10 May – 11:30 - 13:00 – Ambassadeurs

Presented by: STAGE 32

They will workshop best practices for crowdsourcing (which is not the same as crowdfunding) for you as a filmmaker. You will learn how to identify, engage and move an international audience using online and offline practices to build an army of support for you and your film. We will provide case studies on how various filmmakers have successfully used crowdsourcing to help make their films and build an audience while in development!



### Richard BOTTO – STAGE 32 (USA)

Richard “RB” Botto is the Founder/CEO of Stage 32. RB is also an actor, producer and screenwriter. His films have played at major festivals worldwide including Sundance and his screenplay, “The End Game”, is in development at Covert Media. He is also the author of the best-selling book *The American Film Market Presents: Crowdsourcing for Filmmakers: Indie Film and the Power of the Crowd*.



### Amanda TONEY – STAGE 32 (USA)

Amanda Toney is the Managing Director of Stage32.com. With over 500,000 members and over 1,000 hours of online film education, Stage 32 is the largest online platform connecting & educating film professionals worldwide.

## CINANDO: JOIN & CONNECT



Thursday May 10 – 14:30 - 15:00 – Ambassadeurs

Cinando was launched by the Marché du Film - Festival de Cannes in 2003. Since then, it has become the premier network for film professionals offering an ample gateway into the film industry covering 8 major international film markets. It is also an unparalleled resource for industry delegates to find partners, showcase projects, securely share screeners... and much more! Main features are also available on-the-go through the Cinando app available on iPhone and Android. Join us and discover insider tips about the must-have tool of the industry!

## DIGITAL LANDSCAPE FOR DISTRIBUTION AND ALTERNATIVE FUNDING

Thursday 10 May – 15:00 - 17:00 – Ambassadeurs

Wendy Bernfeld ([www.rights-stuff.com](http://www.rights-stuff.com)), delivers an updated overview of evolving opportunities in the VOD/digital sector internationally, including for feature film/arthouse. She emphasizes OTT/SVOD platforms, beyond just the Big5 Netflix types, to the many other international & thematic SVOD buyers/funders who compete and/or complement. She also addresses web/mobile formats and other hybrid distribution practicalities



### Wendy BERNFELD – RIGHTS STUFF BV (THE NETHERLANDS)

Wendy Bernfeld has 25+ years in film/PayTV/VOD channel startup/programming, including prior roles as CEO Canal+ International, M.D. Alliance-Atlantis and earlier on as an entertainment lawyer. Since founding Rights Stuff consultancy in '99 ([www.rights-stuff.com](http://www.rights-stuff.com)), she provides content strategy & pragmatic licensing, including curation, acquisition, distribution, development, to maximize rights/windows across an evolving digital landscape. Key expertise is international svod/ott licensing/Originals deals (traditional & VR) going beyond just the 'Big5'.

## FILM FINANCING IN AN ENTREPRENEURIAL AGE

*Friday 11 May – 9:30 - 11:30 – Ambassadeurs*

The workshop will focus on the art of producing films in an entrepreneurial age, where the means of manufacture and distribution are in flux and where finding your audience is key. The workshop will look at equity and alternate based strategies to develop, finance and distribute your stories in a world where digitalization and audience demand are set to further control the means of finance and exploitation. This workshop is geared towards newcomers to the market and those interested in non-European based financing.



### **Paul MILLER – ESCAPE PICTURES (NETHERLANDS)**

Paul Miller is a partner at Netherlands based Film Bridge Capital, and UAE based Film Solutions. Previously, Miller was Director of Film Financing at the the Doha Film Institute and Head of Film Production at Crossroads Films (United Artists). Miller's credits include Snow Angels (Kate Beckinsale), A Love Song For Bobby Long (John Travolta and Scarlett Johansson), Prozac Nation, (Christina Ricci, Jessica Lange and Michelle Williams), and John Sayles' Men with Guns and the Oscar nominated Lone Star. Miller executive produced The Worker's Cup and is currently in production in Oman on Scales.

## LOW BUDGET FILMMAKING

*Friday 11 May – 11:30 - 13:00 – Ambassadeurs*

The workshop will focus on the particular "Bible" of producing Low Budget feature films. The new technologies and the democratization of the process of filmmaking, allows us to consider low budget filmmaking, from both the perspective of young and veteran filmmakers. The workshop will be a "roadmap" to the development, production, sales and distribution of low budget films



### **Katriel SCHORY – THE ISRAEL FILM FUND (ISRAEL)**

Katriel Schory studied at the NYU Film School. In 1984, formed his company BELFILMS and produced over 150 films including Feature Films, Documentaries, T.V Dramas, and Int'l Co-Productions. In 1999, was appointed to Executive Director of The Israel Film Fund and authorized the support of 250 new Israeli feature films. Has been engaged in Voluntary Public Activities; Chairman of Israel's Film and Television Producers' Association; A member of the National Council of Arts; representative of the Israel Film Industry int'l organizations; lectures at the Tel Aviv University – Dept. of Film and T.V.

## OLFFI THE ULTIMATE TOOLBOX FOR COPRODUCTION

**OLFFI**  
online film financing

*Friday 11 May – 14:30 - 15:00 – Ambassadeurs*

Oloff.com is the largest database about public funding and regulations for film, television and new media. With nearly 1000 funding programmes listed and updated in 94 countries, Oloff is used by thousands of professionals. The database also gives access to a funding calendar and to all coproduction treaties listing. Check how to make the most for your future coproduction venture.

## 10 PROFILES OF 'CINEMA LOVERS' AUDIENCES (AND HOW TO APPROACH THEM)

*Friday 11 May – 15:00 - 17:00 – Ambassadeurs*

Throughout their experience working with clients around the world, The Film Agency has identified, researched and studied 10 key audience archetypes that are often interested in independent cinema, regardless their country of origin. Using innovative techniques such as 'empathy maps', visual references and real social media, grassroots and alternative campaigns examples, you will learn how are they like, how do they behave and what triggers them to go the cinema. Get to know these 10 personas and start to think audience.



### **Sarah CALDERON – THE FILM AGENCY (SPAIN)**

Sarah Calderón is the director and founder of The Film Agency. She holds a major in advertising at the PUJ of Bogotá and a Master degree in Multicultural Communication at the CELSA Sorbonne IV in Paris. She has more than fifteen years of work experience in the audiovisual sector in different positions including: Head of International Sales at Coproduction Office – Paris, and distributor coordinator at Karma Films – Madrid. Clients of the company include Beta, Gaumont, Playtime, Fox, Wanda or A Contracorriente for films like Toni Erdmann, Son of Saul, Rams, The Summit, Loving Vincent or David Lynch: The Art Life. <http://thefilmagency.eu/>

## GUIDED TOURS

9 May - 10 May - 11 May – 13:30 - 15:00

With experienced expert of the industry, discover the world leading meeting place with 12,400+ industry professionals - including 3,900 producers, 3,300 buyers and distributors and 1,000 festival programmers.

Access: Pre-registration is mandatory. The meeting point will be given after registration.

## INDUSTRY WORKSHOPS PREMIUM

9 May - 11 May

For the first time, Cinema Chile and Industry Workshops joined forces to offer training to 4 selected young producers from Chile an Industry Workshops Premium experience. In addition to participating in our series of workshops and special events, they will benefit from grouped coaching sessions and advice on the development of their projects from Diana Elbaum (Beluga Tree) and Silvia Iturbe (Double I).



### Diana ELBAUM – BELUGA TREE (BELGIUM)



Diana Elbaum has produced a vast number of films. Most of them were showcased and awarded in major festivals. Her films cover a large sample of genre and come from all horizons and cultures. She is known for her amazing skill for working with renown talents. Diana set up her first company, Entre Chien et Loup, in 1989 where she worked talents such as Chantal Akerman, Mahamat Saleh Haroun, Julie Bertucelli, Paul Verhoeven, Nabil Ben Yadir, Eran Kolirin. In 2017, she opened her new company, Beluga Tree, in association with Caviar Group and works with talents such as Ari Folman and Solange Cicurel.

### Sylvia ITURBE – DOUBLE I (SPAIN)



After studying Marketing & Business Admin., Silvia Iturbe started her career working in Home Entertainment and Marketing departments. She then runned Latido Films for eight years. She coordinates Distribution module in a Master at Carlos III University, and acts as Invited Teacher for other events. She actually coordinates the Industry Talks at Bogotá International Film Festival (BIFF), and MÁLAGA TALENT, a lab for young professionals at Festival de Málaga. Cine en Español.

## Selected producers from Chile



Andrés MARDONES  
ALTIRO FILMS



Ana BELÉN ASURA FUENTES  
SUIMANGA FILMS



Cynthia GARCÍA  
CYAN PRODS



Rocío ROMERO  
MIMBRE PRODUCTIONS