

## **SEVILLE EUROPEAN FILM FESTIVAL 2009**

### **INDUSTRY FORUM I**

#### **LECTURE: MILLENNIUM, NEW PRODUCTION MODELS**

**SÖREN STAERMOSE, Executive Producer (Yellow Bird /Zodiak Entertainment)**

**Date: Friday, Nov.6**

**Place: SILE Conference Room**

**Schedule: 17:30 to 18:30**

### **INDUSTRY FORUM II**

#### **INDUSTRY FORUM: EUROPEAN COPRODUCTIONS INCENTIVES**

**Date: Sunday, Nov. 8th**

**Place: SILE –Conference Room**

**Schedule: 10:00 to 11:10 & 11:30 to 13:30**

**10:00 to 11:00 “UK-SPAIN Co-productions Tax Shelters” Case Study “The Oxford Crimes” PANEL SILE-SEFF: SILE (Seville International Locations Expo)-SEFF (Seville European Film Festival) 2009**

**Introduction and moderator:**

- **Fabia Buenaventura, General Director (FAPAE / The Federation of Spanish Audiovisual Producer Associations)**

**Key note speaker:**

- **Rosario Alburquerque, Deputy Director International Relations and Promotion (ICAA/ Cinematography and Visual Arts National Institute )**

**Speakers:**

- **Moses Nyachae, Tax Advisor (TENON MEDIA Senior Manager- Film Unit)**
- **Ibon Cormenzana , Financing Consultant**
- **Helena McKenzie ( Film London Head of International)**
- **Isabel Davis (UK Film Council Senior Executive, International Strategy & Co-production)**
- **Gerardo Herrero, Director, Producer (CEO Tornasol Films)**
- **Ulrich Felsberg, Producer (CEO Road Movies Film Produktion & CEO Das Wek AG)**

**11:10 to 11:30 Coffee Break**

**11:30 to 13:30 SEFF CO-PRODUCTIONS FORUM - Projects Selection Criteria**

**PANEL:**

**Speakers:**

- **Meinholf Zurhorst, Canal ARTE zdf Head of the Film Department**
- **Isabel Davis, UKFC Senior Executive, International Strategy & Co-production**
- **Ferran Tomas Olalla, Dir. Area del Audiovisual de l'Institut Català de les Indústries Culturals**
- **Enrique González Khun, Sales & Acquisitions Manager (Alta Films)**

**Introduction and moderator: Diego Mas Trelles (Producer and Director)**

**CASES STUDIES:**

**Completed films:**

**“Triage” Parallel Films-Irlanda/ Tornasol-España /Asap Films-Francia)**

**Mariela Besuievsky (Producer-Tornasol Films) /Alan Moloney (Producer - Parallel Films)**

**“14 (Lope)” Ikiru / El Toro/Antena 3 - Spain/ Conspiração Films-Brasil**

**Edmond Rock, Producer (CEO Ikiru Films)**

**In pre-production:**

**“Ispansi “**

**Robert Boner, Producer (Saga Production) / Antonio Pérez, Producer (CEO-Maestranza Films)**

**“Midday Sun”**

**Mark Lavender Producer (RS Productions) / Mark Brozel Director / Alvaro Alonso Producer (CEO Jaleo Films)**

**“Wisdom’s Last Legs”**

**Ken Marshall, Producer (Steel Mill Pictures)**

**Q & A**

**moderator: Diego Mas Trelles**

## INDUSTRY FORUM III

### FIRST ANDALUZ MEETING FOR INTERNATIONAL MARKETING & DISTRIBUCION SEVILLE EUROPEAN FILM FESTIVAL 2009 - VILLA KULT - EXTENDA SEMINAR: "FILMS CROSSING BORDERS"

Dates: Monday, November 9th & Tuesday, Nov. 10th

Place: Press Room in Lope de Vega Theatre (1st floor)

Schedule: 10:00 to 14:00 & 16:00 to 19:00

#### November 9th

10:00 - 10:30 The General Director of Extenda Teresa Sáez welcomes the participants and gives a brief introduction of the course followed by a presentation of the director of the seminar Renate Roginas by the Festival Director, Javier Martin Domínguez.

- The relationship between production and distribution.
- Marketing: What is it? & Why is it necessary?

Seminar Presentation: Renate Roginas (CEO Villa Kult oHG)

10:30 -11:00 Analysis of current Market, with the latest figures in "The Cannes Focus 2009", edited by The European Audiovisual Observatory:  
Distribution of European Films worldwide, ¿does a market exist?  
Conclusions, including Spanish cinema.

11:00 - 11:30 **Coffee Break**

11:30 - 12:20 **Round Table I - Digital Distribution: Challenges and Opportunities**

Introduction & Presentation: 5min.

- Renate Roginas

Key note speaker:

- Pete Buckingham (UK Film Council Head of Distribution and Exhibition)

Speakers :

- Aaron Heffernan (RTE Young People, Web editor) / Digital Marketing "How to create a digital buzz, the YouTube Generación".
- Luc Roeg Producer CEO (Independent Films Company, Production, Sales & Distribution)

- Miguel Morales, Producer –Distributor (Director-Wanda Vision S.A.)

## Q & A

Moderator: Renate Roginas

12:50 - 14:00 Bilateral meetings

14:00 - 14:30 [SEEF Aperitif](#)

14:30 - 16:00 [Working Lunch](#)

16:00-17:00 [Round Table II - Distribution in Europe: Current Situation and Objectives](#)

## Presentation:

- Renate Roginas

## Key note speaker:

- Susan Newman (Market Statistics and Finance Analyst / European Audiovisual Observatory) “The Latest Figures”

## Speakers:

- Peter Watson (Deputy Chairman Hanway + Recorded Pictures CEO).
- Stephan Schmitz , Distributor, Producer ( Avalon Productions CEO)

## Q & A

Moderator: Renate Rogines, CEO Villa Kult oHG

17:20-19:30 Bilateral Meetings

## November 10th

Seminar Lectures conducted by Renate Roginas, CEO Villa Kult oHG

10:00-11:30 [Cooperation between Producers and Distributors](#)

- First Contacts
- Legal Aspects
- Financial Aspects

11:30-12:00 [Coffee Break](#)

**12:00-13:00** **International Sales Agents: ¿what do they do & how do you negotiate with them?**

**12:10- 12:30** **Guest Speaker: 20 min.**

- **Carey Fitzgerald, International Sales Agent (Highpoint Films)**

**13:00-14:00** **¿How to distribute benefits?**

**Examples: Box office, TV, Home Video**

**14:00-16:00** **Working Lunch**

**16:00-17:00** **Film Marketing:**

- **Key Marketing Tools**
- **Target Audience**
- **Promotion Campaign & Publicity**
- **Festival Circuits**

**Guest Speaker:**

- **Barry Ryan, producer (WARP Films/ WARP X, UK Film Council New Cinema Fund managers)**

**Questions & Answers**

**Moderator: Renate Roginas**

**18:00-19:00** **Bilateral meetings**

**Closing of Seminar**

**INDUSTRY FORUM IV**

**FIRST DIGITAL FORUM**

**Day: Thursday, November 12th**

**Place: Press Room in Lope de Vega Theatre**

**Schedule: 10:00 to 14:30**

**Coordinator: Jorge Carrasco**

**10:00 -11:00**    **Independent Digital Cinema: Production, Distribution**

**Table members:**

- **Emilio Oliete (Nirvana-Wanda)**
- **Daniel Gallejones (Dionet) / (alternative contents\*)**
- **Pilar Távora (Andaluce Producer)**

**Moderator: Jorge Carrasco**

**11:00 -11:30**    **Coffee Break**

**11:30 – 12: 30**            **3D ¿Novelty or the future of exhibiting?**

**Table members:**

- **Josep María Aragonés (Apuntolapospo)**
- **Jordi Alonso (Mediapro i+D)**
- **Oscar Vega (Film Director and producer of Virtual Visit)**

**Moderator: Jorge Carrasco**

**12:30 - 13:30**            **The exhibit. A difficult transition towards the digitalization of the Industry**

**Table members:**

- **Filomeno Martínez (Cineápolis-Al Ándalus)**
- **Pablo Rubio (Cine Sur)**
- **Roberto Granados (Cine Zona)**

**Moderator: Jorge Carrasco**

**13:30- 14:30**            **Debate with the audience**

**14: 30**                    **End of Session**