

24<sup>TH</sup> STOCKHOLM INTERNATIONAL FILM FESTIVAL

# WORKSHOP

TOGETHER WITH FILM LONDON WE ARRANGE THREE DAYS OF INSPIRATIONAL LECTURES ABOUT DEVELOPMENT, PROCESS, PACKAGE, CONCEPT, EXPLOATION, DISTRIBUTION AND SALES. THE WORKSHOP AIMS TO STIMULATE ENTREPRENEURIAL FILMMAKING AND SUPPORT FILMMAKERS WHO HAVE A CLEAR VISION OF THE AUDIENCE AND MARKET FOR THEIR FILMS. THIS IS AN INITIATIVE TO STIMULATE AND GIVE NEW TOOLS FOR OUR TALENTED FILMAMKERS AS WELL AS FOR THE GUESTS DURING THE INDUSTRY DAYS.

## MICROSCHOOL INTERNATIONAL STOCKHOLM NOVEMBER 13-15<sup>TH</sup>

Film London is proud to present Microschool International at Stockholm International Film Festival. Microschool International is a development of Film London's flagship training that supports its award-winning micro-budget feature film scheme Film London Microwave.

Feature films produced through Film London Microwave include the BAFTA-nominated »Shifty«, »iLL Manors« and »Borrowed Time«. The Microschool training programme aims to stimulate entrepreneurial filmmaking as well as ensuring the filmmaking teams have a clear vision of the audience and market for their films. Film London together with guest speakers Paul Tyler and Alexandra Emilia Kida, and Lena Juhl Seidelin from Trust Nordisk will inspire us.

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**ABOUT:** DEVELOPMENT, PROCESS, PACKAGE & CONCEPT, EXPLOITATION, DISTRIBUTION & SALES

**MODERATOR:** Tessa Inkelaar, Film London

**NOVEMBER 13-15 09:30 AM TO 1:00 PM DAILY AT BIO MAURITZ**

**OPEN FOR EVERYONE WITH INDUSTRY PASS OR VIA KULTURKRAFT**

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Microschool International will undertake an intensive programme with 6 teams from STHLM Debut who have an existing track record in production. Mentors: Paul Fraser (writer, »Somers Town«), Olivier Kaempfer (producer, »Borrowed Time«), Mia Bays (creative producer, Microwave, and producer and marketing, distribution and sales consultant, »Shifty«), Tessa Inkelaar (development producer, Film London) and guests will support the teams and give them feedback in one-to-one mentoring every afternoon.

# MICROSCHOOL INTERNATIONAL STOCKHOLM NOVEMBER 13-15<sup>TH</sup>

AT BIO MAURITZ

## DAY 1. NOVEMBER 13<sup>TH</sup> - DEVELOPMENT

### 9.30AM-10:45AM – AN INTRODUCTION TO MICRO-BUDGET FILMMAKING

Mia Bays, creative producer of Microwave introduces the Microwave model and films, with tips on producing a micro-budget feature.

### 11:00AM-12:30PM – WORKING WITH WRITERS

Script writer Paul Fraser and producer Mia Bays discuss the importance of team collaboration throughout the development process and how a producer can support their creative team.

## DAY 2. NOVEMBER 14<sup>TH</sup> - PROCESS, PACKAGE & CONCEPT

### 9:30AM-11:00AM – PROCESS PAUL TYLER

Step into the changing transmedial/digital landscape!

Explore new tools and digital modes of thought in development, production and distribution through engaging with audiences on today's myriad platforms.

### 11:15AM-13:00PM – PACKAGING YOUR PROJECT

Mia Bays, creative producer of Microwave, Paul Fraser, writer, »Somers Town«, and Olivier Kaempfer, producer, »Borrowed Time«, provide insight into how best package your project for financing and taking it to markets.

## DAY 3. NOVEMBER 15<sup>TH</sup> - DISTRIBUTION & SALES

### 9.30AM-10:45AM – DIRECT DISTRIBUTION STRATEGY

Case Study: »Borrowed Time«

Producer Olivier Kaempfer delivers a case study on the innovative release of his Microwave feature, the first film in the UK to be directly distributed to audiences.

### 11.00AM-12:00AM – HOW TO SELL YOUR FILM? TRUSTNORDISK

PR & Marketing Manager Alexandra Emilia Kida speak about her experience working for TrustNordisk. She discuss differing markets, where to go with different films and how to sell a full range of big- to micro-budget feature films and television series worldwide. <http://www.trustnordisk.com>

### 12.15PM-1.00PM AT BIO MAURITZ – DISTRIBUTION TODAY

**MODERATOR:** Mia Bays

**PANEL:** Olivier Kaempfer, producer on Film London Microwave feature Alexandra Emilia Kida, TrustNordisk, Pia Lundberg, Swedish Film Institute (SFI), Loic Magneron, Eye on Films and Paul Tyler. Audience can ask questions throughout the panel.

If you dont have an Industry Pass you can get in to the Workshop for free, go to Kulturkraft and register:

<http://www.kulturkraftstockholm.se/a203b-stockholm-microschool-filmproduktion-packetering-och-forsaljning/>



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