

Film London & BAFTA
In association with Northern Film & Media
present

BREAKTHROUGH
A Guide to International Film Sales & Distribution

Supported by Kodak and Creative England

Who?

- This event is primarily aimed at emerging producers who want to learn more about the role of sales companies and distributors
 - Writers are also welcome to attend

When?

Tuesday 31 January 2012
12:00 – 18:30

Where?

BALTIC Centre for Contemporary Art
Gateshead Quays, South Shore Road
Gateshead NE8 3BA

What?

The panel will discuss the role of an international sales company; key festivals and markets and how to sell your film; how to deliver your film for the international marketplace; and an introduction to Film London's London UK Film Focus (LUFF) and the Breakthrough strand of this event which focuses on new British talent.

How much?

Earlybird rate: £30 inclusive of VAT (before 13 January)
Lazybones rate: £40 inclusive of VAT (after 13 January)

How to register?

Please click on this link to register:

[Breakthrough: A Guide to International Sales & Distribution - Newcastle](#)

Travel bursaries

A limited number of travel and admission bursaries are available to participants who are based in the English regions (outside of Greater London). Bursaries are recoupable after the event. Please send an email to events@bafta.org including a short statement (150 words) on why you are applying for a bursary and a short individual/company biography with credits. If you are successful, we will send you details of how to claim the bursary payment.

Please note you must live at least 50 miles from the venue to be eligible for a travel bursary.



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PROGRAMME

- 12:00 REGISTRATION**
- 12.30 WELCOME**
Helena Mackenzie from Film London to give a brief on London UK Film Focus & Breakthrough
- 13:00 THE ROLE OF THE SALES COMPANY**
Presentation and Q&A with three sales companies:
- Understanding the role of an international sales company
 - Appointing an international sales company
 - Working with the sales company – expenses
 - Key festivals and markets, and strategies to sell your film – what sales companies do for you there?
 - Moving on
- 13:45-14:00 Q&A**
- Speakers:* Stephen Kelliher, Bankside Films; Natalie Brenner, Ealing Metro International; Carey Fitzgerald, High Point Media Group
- 14:00 WHAT'S A DELIVERY AGENT?**
Presentation and talk with a delivery agent:
- A difficult delivery? The needs and requirements of technical delivery
 - Understanding why a couple of stills and a synopsis isn't enough
 - Putting the technical into your budget as part of the production costs
 - Working with a technical delivery agent at an early stage, and why a they can save you money
- Speaker:* Rebecca Hawkes, Schedule 2
- 14:30 – 14:40 Q&A**
- 14:40 - 15:15 TEA BREAK**
- 15:15 ACQUISITIONS & DISTRIBUTION**
- What is your distribution strategy?
 - What stage should a distributor get involved?
 - The role of the exhibitor and new distribution models
 - How important are markets for distributors, and which ones do they go to?
- Speaker:* Julia Short, The Works
- 15:45 FESTIVALS & MARKETS**
- Why do you need to go, which one to attend, understanding the difference between festivals and markets, accreditation procedures, networking, and socialising
 - Putting the programme together - what are festivals looking for?
- Speaker:* Nicola Kettlewood, Edinburgh International Film Festival
- 16:15 – 16:30 Q&A**
- 16:15 MEET THE SALES COMPANIES**
Three sales companies present their companies and Q&A
- 16:45 Q&A**
- 17:30 NETWORKING DRINKS**