

7. května: 10: 50 – 17: 30 se uskuteční Modul na téma:
Sales, Marketing & Distribution and Co-production,
který povede Marta Lamperová, ředitelka společnosti Film Europe
ač jsou následující informační materiály v anglickém jazyce, modul
bude veden v jazyce českém

Course Outline

PART ONE: MARKETING & DISTRIBUTION

OVERVIEW

Analysis of current audiences and box office trends for studio, and independent films

Methods of selling, marketing and distributing films

The key distribution players currently running the show

What they look for in a project, their distribution strategies and offers

PART TWO: INTERNATIONAL SALES, DISTRIBUTION AND THE AUDIENCE

THE BIGGER PICTURE: examining the territories and box office trends for European and non-US films: and shows which films cross borders and why.

SALES IN FOCUS:

explaining how the sales business works, and how to help your film succeed internationally.

key sales agents, how to approach a sales agent, legal aspects of cooperation key film markets

MARKETING TOOLS:

Market awareness and how to get it – marketing tools to work with from the beginning of the project marketing during preproduction, production, sales, distribution

PART THREE: INTERNATIONAL CO-PRODUCTIONS

specifications of European co-productions

how the producer chooses a good project

successful European co-productions

film dramaturgy, script qualities

co-production markets in Europe

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Marta Lamperová

CURRICULUM VITAE:

Graduated from Psychology at Komenius University Bratislava, Slovakia

Afterwards studied and did her Postgraduate study in Film Studies at University of Fine Arts FAMU in Prague

From 1999 worked as a production manager and a freelance producer for different Film production companies in Prague, working on different project, i.e. documentaries, shorts and commercials

In 2003 moved to Berlin and soon became **Head of Sales** dept. at **MDC int.**, taking over the sales and acquisition activities of the company in Eastern Europe, Balkan, Russia, Asia and English speaking territories and marketing strategy of the company.

In 2008 she became the Managing Director of Film Europe, Sales and Development branch of SPI, a key distribution company in Eastern Europe.

She also gave lectures on **Film and Psychology at University of Fine Arts in Prague**, lectures on Marketing and Sales strategies for various institutions and training workshops such as **Babylon, European Producers Club, Barrandov studios, Train East, Screen Leaders**

Helps as a program advisor for small sized film festivals in Eastern European region

Acts as an expert for EAVE training, Nipkow program