

IMPACT DISTRIBUTION

November 16th, 2017
from 16:00 – 19:15
followed by Networking Drinks

Location: Startplatz, Im Mediapark 5, 50670 Köln

In recent years, new partners have appeared to help bolster budgets and marketing awareness for documentaries. This Impact Distribution session will identify new opportunities for collaborations. Hands-on case studies highlight innovative distribution and partner initiatives, and touch on rights negotiation issues that become relevant when working with alternative finance partners alongside broadcasters. Reviewing areas of crowdfunding, brand activation and strategic partners, this session will provide inspiration to think out of the box and to reach out to new audiences and alternative ways of financing.

The event is organised by **Documentary Campus** in collaboration with the **Film- und Medienstiftung NRW** and **Creative Europe Desk NRW**.

Attendance is free of admission. Please RSVP via rsvp@ced-nrw.eu **by 13 November**.

Detailed Programme:

16:00 – 16:15

Welcome & Introduction

16:15 – 17:00

European Crowdfunding

Case Study: *Mr Gay Syria*

- Christine Kiauk, Coin Film, Cologne, Germany
- Jonas Pariente, Chaï Chaï Films, Paris, France

Crowdfunding is always about two important goals: raising the funds and building a crowd. It is part marketing activation, part financing plan. In recent years, crowdfunding has supported films in closing financing gaps. The most prominent platforms are Kickstarter and IndieGoGo. For 'Mr Gay Syria' Coin Film decided to work with a European platform called 'Kiss Kiss Bank Bank'. How did they build their audience to reach their €35K goal?

17:00 – 17:45

Partnership Engagement – Growing a Movement

Case Study: *UNREST*

- Lindsey Dryden, Little by Little Films, London, UK (via skype)
- Sarah Mosses, Together Film, London, UK

When considering the main objectives of creating a campaign, some focus just on the marketing awareness to drive sales, whereas others focus on building a movement for change. However, when engaging with potential partners and supporters of an issue, you can build marketing value and push for strategic change from government at the same time.

The case study of 'UNREST' reviews how the team built a movement to help raise over \$400K through the crowdfunding platform Kickstarter for production and distribution. Further to that the movement pushed for action at the White House and Houses of Parliament. With multiple stakeholders working on the issue of M.E. (commonly known as Chronic Fatigue Syndrome) – how do you balance the needs and objectives of all involved to ensure that your campaign meets everyone's expectations?

17:45 – 18:00

Break

18:00 – 19:00

Brand Value with a Plus:

Case Studies: *The Rise of the Synth & Living Simply*

- Ana Castanosa, 9am Media Lab, Madrid, Spain
- Vivian Schröder, Boekamp&Kriegsheim, Berlin, Germany

When considering brand partnerships, many just think about the cash. They assume a brand can close a financing round, without considering the many additional benefits of marketing, legal and logistical support that could be on offer. In this session, 2 Masterschool projects currently in the making, present new brand activation opportunities and discuss all the benefits in working with these new partners. This session will involve YOU as the audience to consider the right questions to ask, and think outside the box when it comes to the types of companies that you might be able to approach. How can you best maximise conversations with brands to ensure that both parties benefit from the partnership? How can you hit all of your objectives whilst unlocking new opportunities presented?

19:00 – 19:15

Toolkit to Go

- Sarah Mosses, Together Films, London, UK

Sarah will share the top 12 questions to think about when planning a campaign for your documentary.

19:15 – 21:00

Get-together