MD MARKETING & DISTRIBUTION

Ronda, Spain | July 7th to 11th, 2009

in troubled times...

training with the best

MEDIA BUSINESS SCHOOL

MEDIA
A programme of the European Union

1 what is MD?

MD is a training programme focused on the marketing and distribution of theatrical feature films, organised by the Media Business School (Fundación Cultural Media) and supported by the MEDIA Programme of the European Union.

MD is addressed to European film executives with experience in production, marketing, distribution, acquisitions, sales or exhibition of feature films, as well as marketing executives from other fields who want to move into the film industry.

This course offers its participants the opportunity to expand their career horizons, by meeting and learning first-hand from leading European and American film professionals. The course structure has a number of key elements:

training

Seminars, tutorials, workshops, case studies and screenings. MD is designed to enhance the career potential of participants by creating a practical environment in which to advance their knowledge of:

- Theatrical release strategies at both international and local levels
- Creating the right marketing campaign
- Best use of publicity and promotions
- Impact of the Internet
- Acquisitions process
- TV sales and acquisitions
- The European marketplace
- Sales agents, film festivals.

consulting

Input and feedback from a team of leading professionals. You will benefit from the expertise of established players, with whom you will be able to consult on any aspect of the industry throughout the course.

networking

The programme will enable you to significantly extend your personal network of professional contacts.

2 how does MD work?

Dates: July 7th to 11th, 2009

Venue: Ronda, Spain

MD consists of a five day residential training session for a maximum group of 25 participants. During these five days, participants will attend plenary sessions, seminars, screenings and workshops. After the course, a short internship period is foreseen for the participants in a European distribution company.

Instructors will lead seminars covering topics such as:

- Distribution in Global Markets – from the perspective of the producer, distributor, and exhibitor
- The Marketing Campaign: research, the creative process, media planning and buying
- Publicity and Promotions
- Local Distribution of National and Non-national films
- International Home Entertainment – Marketing and Distribution
- Television: Acquisitions Strategies
- Digital Exhibition and Distribution
- Legal Issues
- Future Business Strategies

Each participant will be assigned a personal tutor to provide consultation and guidance throughout the course and will work with their tutors in small groups on a marketing campaign for a film screened throughout the course.

This marketing campaign will be presented to an expert panel made up of senior industry professionals for their evaluation. Participants are expected to prepare a feasible and realistic project, using real-life release and marketing strategies for a given feature film with international potential.

3 who can apply to MD?

• A maximum of 25 participants from residents in a country participating in the MEDIA programme will be selected on the basis of their application forms as well as the strength of their CV's and professional references.

• Applications are welcome from European professionals with experience in production, marketing, distribution, acquisitions, sales and exhibition of feature films, as well as executives from other fields who wish to move into the film industry. The selection committee may decide to do telephone or face-to-face interviews.

• Proficiency in English, the working language of the course, is required.

participation fee

The registration fee of ¤1,200 must be paid before the start of the course. The fee covers course participation and documentation, hotel accommodation, meals and transport between the hotel and the closest airport.

This course is supported by the Skillset Film Skills Fund.

application deadline | June 1st, 2009

4 how can I get information?

If you are interested in MD and would like additional information, please do not hesitate to contact us. If you wish to be included in the selection process, please send the following documents by e-mail to the course co-ordinator at mdcourse@mediaschool.org:

- A dully filled in application form
- Curriculum Vitae including language skills
- Letters of Reference (minimum two)
- A passport photo

5 who are the instructor?

MD brings together a team of highly qualified top-flight professionals. Instructors who have attended previous editions of the course include*:

Jean-Jacques Annaud Film Director
Carlos Antonini Director, Creative Advertising, Universal Pictures
Ghislain Barrois Director of Acquisitions, Telecinco
Tim Bevan Co-Chairman, Working Title Films
David Bristow VNU Entertainment Media
David Bullock SVP Legal, Universal Pictures Europe
Andrew Cripps President, Paramount Pictures International
Chas Evans Senior Vice President, International Creative Affairs, Paramount Pictures International
Andrés Vicente Gómez CEO, LOLAFILMS
Juan Antonio Gómez Film Booking Director – UK & Continental Europe, Odeon & UCI Cinemas Ltd.
David Hancock Senior Analyst – Film and Cinema, Screen Digest
Andrew Orr Managing Director – Film Sales, Independent
Andrew Ryan Director and Founding Partner, AKA Marketing Consultancy Ltd.
Julia Short Joint Managing Director, Verve Pictures
Philip Solomons EVP Business Affairs & General Counsel, Paramount Home Entertainment International and Paramount Pictures International
Mark Viane SVP Distribution EMEA, Paramount Pictures International

* The companies listed are those where experts held positions when they collaborated on the MD. They may have changed companies or positions.

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MD | Marketing and Distribution

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