



European films  
crossing borders

## CANNES 2003 - WORKSHOP PROGRAMME

13<sup>th</sup> May:

- 09.00h. **Registration**  
09.15h. **Welcome: Introduction to the course.**
- 09.30h. **Presentation of Participants.**  
Brief presentation on who they are, what they look for, what they offer and project description.
- 10.00h. **Plenary Session One:  
Festivals and Markets: Structure and Strategies.**  
*By Phyllis Mollet (confirmed)*  
*Consultant for International Film Festivals - France*
- 11.00h. **Coffe-Break**
- 11.30 h. **Plenary Session Two:  
Elevator Pitch: The Art of Selling to Buyers.**  
*By Sybille Kurtz (confirmed)*  
*Communication skill trainer, Personal coaching and Pitching expert in the Media industry.*  
*Pitching. De - Germany*
- 12:30 h. **Plenary Session Three:  
Marketing: Your Script, Talent and Communication Tools.**  
*By John Durie (confirmed)*  
*Co-founder and Co-Chairman*  
*Strategic Film Marketing - United Kingdom*
- 13:30 h. **Lunch.**
- 15:00 h **Plenary Session Four:  
Pros & Cons of Budgeting Marketing/Promotional Parties.**  
*By Thorsten Ritter (confirmed)*  
*Head of Marketing*  
*Bavaria Films International - Germany*
- 16:00 h **Working Group One.**
- 17:30 h. **Break**
- 17:45 h. **Case Study 1**  
*By Hengameh Panahi (confirmed)*  
*Head of Sales*  
*Celluloid Dreams - France*
- 18:45 h. **End of session**

May 14<sup>th</sup>

- 09.00 h. **Plenary Session Five:  
Buyers: Acquisition of films in marketplaces.**  
*By Michael Werner (confirmed)*  
*Co-Chairman*  
*Fortissimo Film Sales - The Netherlands*
- 10.00h. **Plenary Session Six:  
Negotiating Cross-border Rights Agreements.**  
*By Joaquín de Otaola (confirmed)*  
*Senior Associate*  
*Sánchez Pintado, Núñez & Asociados - Spain*
- 11.00h. **Coffe-Break**
- 11.30h. **Working Group Two**
- 13.00h. **Lunch.**
- 14.30h. **Plenary Session Seven:  
Markets Monitoring: Industry Profile in EU and Abroad.**  
*By André Lange (confirmed)*  
*Scientific Editor "Statistical Yearbook - Cinema, TV, Video and New Media in Europe"*  
*European Audiovisual Observatory - France*
- 15.30h. **Plenary Session Eight:  
MEDIA, EURIMAGES and European Film Promotion support.**  
*By Claudia Landsberger (confirmed)*  
*President - European Film Promotion. Germany*  
*Managing Director - Holland Film. The Netherlands*  
  
*And by Renate Roginas (confirmed)*  
*Executive Secretary*  
*EURIMAGES (Council of Europe) - France*
- 16.30h. **Break**
- 16:45 h. **Working Group Three**
- 18.15 h. **Case Study 2**  
*By Antonio Saura (confirmed)*  
*Film Producer - Spain*
- 19: 15h. **Wrap-Up/Conclusions**

**HOTEL SOFITEL**  
2, Bvd. Jean Hibert  
06400 Cannes  
Tel : 04 92997300

**REGISTRATION:** Entrance.

**PLENARY SESSIONS:** Conference Room (40 pers.).

**WORKING GROUPS/ TUTORIALS:** 4 Suites

<b>WG</b>	<b>SUITE 1</b>	<b>SUITE 2</b>	<b>SUITE 3</b>	<b>SUITE 4</b>
	<b>FESTIVALS</b>	<b>MARKETING</b>	<b>PITCHING</b>	<b>BUDGETING</b>

**COFFE- BREAK:** Conference Room annex.

**LUNCH:** Buffet at Restaurante Méditerranée