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ПРЕДАВАЊЕ И РАБОТИЛНИЦА СО МАТИЈАС НОШИС

МАРКЕТИНГ НА ФИЛМ

2-3 ОКТОМВРИ 2019

PRESENTATION & WORKSHOP WITH MATHIAS NOSCHIS

MARKETING IN FILM

2-3 OCTOBER 2019

02.10 среда/Wednesday

РЕГИСТРАЦИЈА / REGISTRATION

9:30

ПРЕДАВАЊЕ / PRESENTATION

ОТВОРЕНО ЗА ЈАВНОСТ / OPEN FOR PUBLIC

10:00

THIS SESSION WILL EXPLORE ALL MAIN ASPECTS OF FILM
MARKETING FROM A PRODUCER'S POINT OF VIEW

- THE FIRST PART OF THE PRESENTATION WILL LIST THE MAIN ELEMENTS OF A SUCCESSFUL FILM MARKETING STRATEGY (POSITIONING, TARGET AUDIENCES, BENCHMARKING), AS WELL AS SOME BASIC NOTES ON THE CREATION OF PROMOTIONAL ASSETS
- THE SECOND PART OF THE PRESENTATION WILL BE DEDICATED TO CASE STUDIES OF EUROPEAN FILMS FROM THE RECENT YEARS, BOTH FICTION AND DOCUMENTARIES. THIS PART WILL EXPLORE HOW PROMOTIONAL ACTIVITIES CAN BE IMPLEMENTED AT DIFFERENT STAGES IN A FILM'S LIFECYCLE, IN PARTICULAR THROUGH SOCIAL MEDIA
- THE THIRD PART, THE PRESENTATION WILL GIVE PRACTICAL TIPS ON HOW TO FILL IN THE MARKETING AND DISTRIBUTION SECTION OF THE MEDIA DEVELOPMENT APPLICATION

LOCATION: QUEEN'S HOTEL (ADDRESS: VASIL GJORGOV 16 ZEBRA CENTER, SKOPJE 1000)

ПРЕДАВАЊЕ И РАБОТИЛНИЦА
МАРКЕТИНГ НА ФИЛМ
СО МАТИЈАС НОШИС

02 .10 среда/Wednesday

ПАУЗА ЗА РУЧЕК/ **LUNCH BREAK**

13:30

ЗА УЧЕСНИЦИТЕ НА РАБОТИЛНИЦАТА/**FOR
PARTICIPANTS AT WORKSHOP**

ПРОЕКЦИЈА НА ФИЛМ / **SCREENING OF A FILM**

@КИНОТЕКА/СИНЕМАТНЕКЕ

14:30

OF NORTH MACEDONIA

IN PARTNERSHIP WITH





Creative
Europe
MEDIA

КРЕАТИВНА
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PRESENTATION & WORKSHOP

MARKETING IN FILM

WITH MATHIAS NOSCHIS

03.10 четврток/Thursday

ЗА УЧЕСНИЦИТЕ НА РАБОТИЛНИЦАТА/**FOR PARTICIPANTS AT
WORKSHOP**

РАБОТА ВО ГРУПИ/**GROUP WORK**

РАЗВОЈ НА МАРКЕТИНГ СТРАТЕГИЈА НА МАКЕДОНСКИ ФИЛМ / **DEVELOPMENT OF MARKETING STRATEGY FOR A RECENT MACEDONIAN FILM**

9:30

THE GROUP WORK WILL BE DEDICATED TO A PRACTICAL MARKETING EXERCISE FOR A RECENT EUROPEAN FILM THAT WILL HAVE BEEN SCREENED PREVIOUSLY. THE GROUP BRAINSTORM WILL BE AIMED AT IDENTIFYING MARKETING CHALLENGES, DEFINING A POSITIONING FOR THE LOCAL AND INTERNATIONAL MARKET AS WELL AS IDENTIFYING KEY TARGET AUDIENCES. THE DISCUSSION WILL ALLOW TO EXPLORE THE DIFFERENCES BETWEEN THEORY AND PRACTICE WHEN IT COMES TO FILM MARKETING AND AT DEVELOPING CREATIVE IDEAS.

LOCATION: QUEEN'S HOTEL (ADDRESS: VASIL GJORGOV 16 ZEBRA CENTER, SKOPJE 1000)

03.10 четврток/Thursday

ПАУЗА ЗА РУЧЕК/**LUNCH BREAK**

12:00

ИНДИВИДУАЛНИ КОНСУЛТАЦИИ/**ONE TO ONE MEETING**

13:00

THE ONE-TO-ONE SESSIONS WILL BE AN OPPORTUNITY TO APPLY ALL STRATEGIC CONCEPTS THAT WILL HAVE BEEN DISCUSSED IN THE PREVIOUS SESSIONS TO THE PARTICIPANT'S PROJECT.

THE 50 MINUTE DISCUSSION WILL ALSO BE A CHANCE TO ASK QUESTIONS ABOUT EXISTING FILM MARKETING STRATEGIES OR ASSETS AND TO EXPLORE POSSIBLE CREATIVE IDEAS FOR THE PROMOTION OF THE FILM.

MATHIAS NOSCHIS - ALPHAPANDA



MATHIAS NOSCHIS IS A FILM MARKETING STRATEGIST SPECIALIZED IN SOCIAL MEDIA. HE IS THE FOUNDER OF ALPHAPANDA, A FILM MARKETING AGENCY WITH TEAM MEMBERS IN BERLIN, WARSAW AND GENEVA. ALPHAPANDA'S CLIENT LIST INCLUDES 20TH CENTURY FOX, WARNER BROS., THE EUROPEAN FILM AWARDS AND SEVERAL INDEPENDENT PRODUCERS, DISTRIBUTORS AND SALES AGENTS. RECENT PROJECTS MATHIAS HAS WORKED ON SPAN FROM FICTION FILMS THE ORPHANAGE (CANNES '19), A COLONY (BERLINALE '19), ANOTHER DAY OF LIFE (CANNES '18), TOUCH ME NOT (BERLINALE '18 GOLDEN BEAR) AND GOD'S OWN COUNTRY (SUNDANCE '17) TO DOCUMENTARIES LEMEBEL (BERLINALE '19), HAMADA (IDFA '18), HEARTBOUND (TIFF '18) OR HOLLYWOOD TITLES THE FAVOURITE, ISLE OF DOGS (BERLINALE '18) AND SHAPE OF WATER. MATHIAS IS ALSO A CONSULTANT FOR CREATIVE EUROPE MEDIA AND A MARKETING EXPERT AND TUTOR FOR ORGANISATIONS SUCH AS ACE PRODUCERS, LOCARNO INDUSTRY ACADEMY, DOK.INCUBATOR AND IFFR LAB.

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