



#shortfilms @BAFTAGuru

**BAFTA and British Council present Short Sighted!**  
in association with Shooting People

**A Guide to Getting your Film seen**

- 10:00 **Welcome from Will Massa (Senior Programme Manager, British Council Film)**
- 10:05 **Film Festivals**  
We'll be joined by a selection of established UK and international short film festival directors and programmers to ask what it is they look for in a short film, what's involved in the programming process and how filmmakers can best navigate the festival circuit.
- Speakers include:  
Host: Briony Hanson – Director of Film, British Council  
Philip Ilson – Director, London Short Film Festival and Short Film Programmer, London Film Festival  
Sven Schwarz – Managing Director, Hamburg International Short Film Festival
- 11:05 **Filmmakers Spotlight: Festivals**  
The world of film festivals can feel like a jungle when you are trying to get your film out there. Here we chat to two filmmakers whose shorts have found success at many UK and International festivals including Tribeca and the London Film Festival. They'll talk us through their festival strategy including budget and marketing techniques for both live action and animated film.
- Speakers include:  
Host: Will Massa – Senior Film Programme Manager, British Council Film  
Mat Kirkby – Director, The Phone Call
- 12:15 **COFFEE BREAK**
- 12:30 **Anatomy of a Sale**  
Focusing on the role of a sales agent, we find out what they can do for you and your short film. We'll quiz the agents on what to expect in fees and look at what a filmmaker needs to provide in terms of deliverables to be able to sell their film.
- Speakers include:  
Derry O'Brien (Managing Director, Network Ireland Television)
- 13:15 **BREAK FOR LUNCH**
- 14:00 **Theatrical Opportunities for Shorts**  
This session will outline the range of exhibition opportunities available for short films, outside of the festival circuit.
- Speaker:  
Kate Taylor (Film Programmer, BFI London Film Festival)
- 14:40 **Online Opportunities for Shorts**  
Putting your film online can be a big decision: When? Where? Why? We'll be joined by a panel of experts working in the online realm who will talk us through current opportunities for exhibition, profile and revenue generation.
- 15:45 **Filmmakers Spotlight: Crowdfunding your short to success**  
In our penultimate session, we'll be joined by filmmaker Ben Aston, whose short 'He Took His Skin off For Me' was successfully crowd-funded by hundreds of people and selected for this year's BFI London Film Festival. Ben

will discuss the do's and don'ts of crowdfunding as well as advice on reaching a wide online audience with a unique story.

16:50 – 17:00

**Closing Notes**

Will Massa draws together the day's ideas based on what you, our audience have learnt about the short film landscape. Don't forget to tweet #shortsighted2014 throughout the day to feature on our Short Sighted pin board.

17:00 – 18:00

**Networking Drinks**

A chance to relax and digest the day's events with a drink on us!