

Northern Film and Media, BAFTA and Shooting People present

# Short Sighted!

## Get Your Short Film Seen by the people who matter

### *Structure of the Day*

09:30 - 10:00 **Registration and Coffee**

10:00 - 10:05 **Introductory remarks**

10:05 – 11:05 **Festival to the Max**

Film festivals are the cornerstone of short film exhibition. Plan your approach to get the most from your Festival run and lay a solid foundation for the rest of your distribution strategy

15 minute **BREAK**

11:20 – 12:05 **Case Study One**

Study of the festival and distribution life of a successful short film

12:05 – 13:05 **Networking LUNCH**

13:05 – 14:05 **Traditional film sales and working with Sales Agents**

This session will focus on the role of the sales agent and demystify what they can do for you in terms of cross platform deals and on traditional media platforms such as TV, Theatrical and DVD. We'll quiz the agents on what to expect in fees from the different media and look at what a filmmaker needs to provide in terms of clearances and deliverables to be able to sell their film. We'll also offer tactics to get you and your work noticed by the right people at festivals and beyond

14:05 – 15:05 **Online Distribution**

We'll look at how VOD, the internet, Personal Video have revolutionised access to short films online, and allowed filmmakers to reach a wider audience than ever. We'll look at the pros and cons of putting work online, and give tips to maximize online audience

15:05 – 15:15 15 minute **BREAK**

15:15 – 16:00 **Case Study Two**

Study of a successful short film that has done well on non-traditional platforms

16:00 – 17:00 **Future Trends and Revenue**

With most new platforms delivering short films for free to the user, we'll look at how these new channels might generate revenue in the near future via embedded advertising, sponsorship and blanket subscription fees

17:00 – 17:15 **Closing remarks and final questions**

17:15 – 18:30 Networking **DRINKS**



BRITISH ACADEMY  
OF FILM AND TELEVISION ARTS



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investing in people and ideas