

BAFTA, Shooting People and British Council present
Short Sighted!

Get Your Short Film Seen by the people who matter

DRAFT – SUBJECT TO CHANGE

- 10:00 – 10:05 **Opening**
- 10:05 – 11:00 **Festivals and Markets**
Film festivals are the cornerstone of short film exhibition. Which are the best for short film? What are they looking for and how can you travel to present your film? Plan your approach to get the most from your Festival run and lay a solid foundation for the rest of your distribution strategy
- Speakers include:
Host: Briony Hanson – Director of Film, British Council
Liz Harkman - Managing Director, Encounters Short Film and Animation Festival
Philip Ilson – Festival Director, London Short Film Festival
Will Massa – on British Council's Short Film Scheme
Clare Stewart – Head of Exhibition, BFI
- 11:00 – 11:45 **Filmmaker Case Study: John Maclean**
Fresh from winning the BAFTA for Best Short Film at the 2012 Orange British Academy Film Awards with Pitch Black Heist, starring Michael Fassbender, filmmaker John Maclean is now in development on his first feature. Hosted by the British Council's Will Massa, this Q&A with Maclean will give you an insight into how he got his film out there with great success.
- BREAK**
- 12:05 – 13:05 **Traditional film sales and working with Sales Agents**
Our international panel 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.
- Speakers include:
Host: Jude Goldrei
Chris Tidman - Head of Acquisitions, Shorts International
Marie Stroud – Acquisitions, SBS Television
Daniel Fenaux – Director, Festhome
Alexandra Heneka – Sales, KurzFilmAgentur Hamburg
- 13:05 – 14:05 **LUNCH BREAK** (there are low cost lunch options at BAFTA or nearby)
- 14:05 – 15:00 **Online and Digital 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. When do you put your film online? Where? And what can you do to make sure people see it once it's there?
- Speakers include:
Host: James Mullighan
Sarah Chorley - Operations Director, Shooting People
Jamie Dolling – Community Manager, YouTube
Virgin Media Shorts – Speaker TBC

15:05– 16:00

Case Study - Working with Brands

We'll look at how brands are linking up with short filmmakers. How do you access these brands? We'll talk about some creative success stories and look at how this field might help you grow both your audience and a more sustainable career as a filmmaker?

Speakers TBC

BREAK

16.30– 17:30

Future Trends

From mobile platform distribution to smart TVs and brand channels, what's the future for short film distribution, and is there any money in it? Includes brands.

Speakers include:

Host: James Mullighan -

Jamie King – Founder, VODO

Andy Green – Chief Operating Officer, Distrify

Ralph Cochrane – Producer, Creative Grid

17:35 – 18:30

Networking DRINKS