

A Book is a Film is a Game / A networking day
Preliminary Programme

Thursday, October 20, 2016; Arts+-Area, Hall 4.1, Hashtag: #bookfilmgame #fbm16

9.30-10.00

Industry Talks I & II – *in cooperation with Netherlands Film Fund*

The format: Two people, one moderator, 10 minutes: For each *Industry Talk* a renowned film director/game designer/actor/illustrator/producers/writer/publisher ... etc from the lowlands has been asked to invite an industry counterpart they always wanted to talk to. (For example: Film producer and writer; game designer and illustrator; ...)

Moderation: Christoph Erbes

10.00-11.00

Session tbd – *in cooperation with Golden Tree International Documentary Film Festival*

11.00-11.30

Industry Talks III & IV – *in cooperation with Netherlands Film Fund*

11.30-12.00

Market facts and figures: The adaptation business – *registration required*

University fellows will present their extensive research on the current status of the adaptation business and provide the audience with some reliable market figures.

12.30-13.00

Lunch & Case Study: from book to film – *registration required*

Based on the hugely successful comic series *Valérian and Laureline*, Luc Besson's *Valerian and the City of a Thousand Planets* will be hitting the cinemas in 2017. This session will trace the adaptation process, and address some pertinent questions on the steps it takes to success.

Speaker: Laurent Duvault, Director of International and Audio-visual development, Media Participation

13.00-13.30

Lunch & Case Study: from game to book – *registration required*

Starting out as a game, *Minecraft* has long since extended its stellar success to adjacent industries. This session will trace the challenges of bringing the game to the printed page, and address some pertinent questions on the steps it takes to success.

Speaker: Eleanor Fletcher, Global Brand Management Director Egmont Publishing UK, Senior Brand Manager Egmont UK Ltd.

13.30-14.00

TBD: Coffee & Case Study: from game to film – *registration required*

This session will trace the way of a game made into a film, and address some pertinent questions on the steps it takes to success

14.00-17.00

Matchmaking sessions – *in cooperation with Netherlands Film Fund; by invitation only*

Closed prescheduled meetings with about 10 producers and 10 literary agents/rights managers. Session one will focus on children's and YA, session two on fiction. A maximum of three titles will be presented to producers. An Industry Guide with a presentation of guests, company profiles and line up will be sent to each participant.

14.30-16.30

Tour for producers and gamers – *registration required*

The tour will provide participants with an overview of and introduction to the publishing industry. Meet exciting publishing houses from around the world – from hidden gems to major players.

17.30-20.00

Meet the Experts & Networking-Cocktail – *in cooperation with Netherlands Film Fund; registration required*

Mix business and pleasure at this networking opportunity for producers, publishers, game developers and creatives from the industries. Meet the experts and learn about bespoke programs to facilitate the exchange between the book, film and games world and connect with new business partners over a glass of wine. A participant's list will be distributed after the fair.

Among the Experts:

Henning Adam, Books@Berlinale / Berlin International Film Festival

Nathalie Piakowski, Shoot the Book (Cannes) / French Publishers Association

Renowned Games-Expert

Representative, Books meet Film / German Publisher and Bookseller Association Bavaria

Expert for book and film industries

For any questions and registration please contact: film@book-fair.com