

EAST-WEST TALENT LAB 2017

FESTIVAL STRATEGIES – DO'S AND DON'TS

LECTURE

with Dr. Skadi Loist

28.04.2017

14.00 – 16.00 Uhr

Festivalzentrum

Gebäude der Wiesbadener

Casino-Gesellschaft

Friedrichstraße 22

65185 Wiesbaden

Film festivals are great platforms for filmmakers and their films. At a film festival your film comes to life and may start on a journey through the festival circuit and find distribution beyond. Here, you get to meet an enthusiastic audience and get direct feedback to your film. Critics might write about it and create a buzz around it. At festivals you meet other like-minded filmmakers, talent and future collaborators, producers and distributors.

With more than 6,000 active events, the film festival universe is a complex place to navigate. How do you get your film into a festival and which ones should you choose? In this workshop you will gain some insights to the festival circuit, which will help you to start planning a festival strategy for your project.

First, we will take a look at the different types of festivals: what differentiates the glamorous A-list business festivals from local audience festivals? How do social activist festivals differ from festivals devoted to specific genres? Which ones are better for short films, documentaries or animation? This basic knowledge is helpful in order to work out which festivals will be the best fit for your film. What are your aspirations and what are realistic options to get your film into festivals?

We will talk about submission processes and ways to enter your film directly or via online platforms. We'll cover submission fees, press kits and talk about the mostly invisible selection process done by festival programmers behind the scenes. How important are premieres? And what do we need to consider in terms of the yearly festival calendar? Which festival would mean good timing and placement for your film and where might it go after the premiere?

While giving you some basic understanding of the working of the festival circuit, this workshop is also meant to be interactive and tackle your questions.

DR. SKADI LOIST

is a media studies scholar teaching and researching at the University of Rostock, Germany, where she specializes in film festival studies. She obtained a PhD from the University of Hamburg with a thesis on LGBT/queer film festivals (2015). Her research is generally concerned with recent developments in film and media industries, cultural studies and gender/queer studies. In a new BMBF-funded research project she will lead a large-scale empirical study on the circulation of film on the film festival circuit (2017-2020).

Recent projects include a study for the EWA network "Where are the Women Directors? Report on Gender Equality for Directors in the European Film Industry 2006-2013. National Report – Germany" (with Elizabeth Prommer, 2016) and the textbook *Film Festivals: History, Theory, Method, Practice* edited with Marijke de Valck & Brendan Kredell (Routledge 2016). Her work has been published in German and English in journals such as *Screen*, *NECSUS*, *Zeitschrift für Medienwissenschaft*, *Scope*, *Diogenes* and numerous edited volumes.

Outside the academy, Skadi has worked with festivals in various capacities for over a decade. Since 2003 she has been involved with the Lesbisch Schwule Filmtage Hamburg International Queer Film Festival and also works with QueerScope e.V., the umbrella organization for Independent German Queer Film Festivals.