

LFS Workshops presents:
Sales, Marketing & Distribution with Mia Bays
Thursday 2nd and Friday 3rd December 2010
The London Film School, 33 Long Acre, London WC2E 9LA

Introduction

Do you know how your project fits into the marketplace, and what practical things you can do to ensure a greater chance of success?

Do you know how to make films, but have no idea of how to get them seen by an audience?

Do you work in distribution or sales but want to know how the other side works?

In this 2-day intensive workshop, industry expert Mia Bays presents an A-Z guide to the current distribution landscape, including:

- Industry guests, including leading independent distributors, sales agents, marketers, digital specialists, producers and cinema bookers.
- Case studies of recent and forthcoming films.
- Extensive access to the facts, figures and tricks of the trade from an insider's point of view.

Ideal for producers, writers, directors and other film professionals.

DAY ONE

Thursday 2nd December, 9.30am - 5.30pm

- 9.00-9.30 REGISTRATION: Tea, coffee, juice and biscuits will be available on arrival and at designated breaks throughout the course.
- 9.30-10.30 INTRODUCTION: Understanding the market, with **Mia Bays**.
- 10.30-10.45 BREAK
- 10.45-12.30 **Alex Stolz** (Deputy Head of Exhibition & Distribution, UK Film Council) joins us to discuss online strategies for marketing films and the state of exhibition and distribution in the UK.
- 12.30-12.45 LUNCH BREAK
An opportunity to grab a quick bite to eat before our first case study screening.
Please Note: Covent Garden becomes very busy at lunchtimes, but is fairly quiet before 9.30am. Those intending to buy lunch are encouraged to do so in the morning before the start of the course. (There is a large Marks and Spencer directly opposite Covent Garden tube station.) A limited amount of fridge space will be available for participant use.
- 12.45-2.15 CASE STUDY SCREENING: CHATROOM
When five teenagers meet online, friendships are forged. But soon one dysfunctional individual singles out the most vulnerable member of the group and seizes the opportunity to erase his own past. A Ruby Films Production from renowned horror director Hideo Nakata, with UK Film Council and WestEnd Films financing, and Revolver releasing in Spring 2011. Premiered at Cannes 2010 in Un Certain Regard. Preview screening courtesy of Revolver Entertainment.
- 2.15-3.15 **Mia Bays** on how to strike the best deals in the sales and distribution arenas, using current cinema releases as examples.
- 3.15-3.30 BREAK
- 3.30-5.00 Using CHATROOM as a case study, **David Shear** (Head of Distribution, Revolver) discusses UK distribution across all platforms from Revolver's point of view as one of the country's leading indie distributors.
- 5.00-5.30 SUMMARY AND CLOSE OF DAY ONE

DAY TWO

Friday 3rd December, 9.30am - 5pm (plus drinks)

- 10.00-11.00 **Helen DeWitt** (Senior Programmer, BFI London Film Festival) discusses festivals, their pros and cons and their value for films and filmmakers.
- 11.00-11.15 BREAK
- 11.15-12.15 **Joy Wong** (most recently Head of Sales, The Works International) on international sales.
- 12.15-12.30 LUNCH BREAK
- 12.30-2.00 **CASE STUDY SCREENING: FIRE IN BABYLON**
This new documentary from acclaimed producers John Battsek (Oscar-winning ONE DAY IN SEPTEMBER, RESTREPO, AGE OF STUPID) and Charles Steel (Oscar-winning THE LAST KING OF SCOTLAND) premiered at this year's London Film Festival to great reviews. It tells the story of the first all black world champion West Indies cricket team, as told by the players themselves. Featuring a stunning soundtrack (Bob Marley, Bunny and the Wailers, Gregory Isaacs), FIRE IN BABYLON does for cricket what WHEN WE WERE KINGS did for Mohammed Ali and boxing.
- 2.00-2.45 Producer **Charles Steel** discusses FIRE IN BABYLON from a sales, marketing and distribution perspective.
- 2.45-3.00 BREAK
- 3.00-4.00 **Jason Wood** (leading cinema booker for the Curzon Cinema Group) explains how exhibition works and what he is looking for in a film for his sites. He also discusses the impact 3D and special events are having at his sites, and how his job works within the bigger picture.
- 4.00-5.00 **SUMMARY AND END OF COURSE:** A summary of what we have discussed over the two days, and an open Q&A session with Mia to ask any last minute burning questions, make project specific enquiries etc.
- 5.00-6.00 NETWORKING DRINKS

BIOGRAPHIES

MIA BAYS

Missing In Action Films was founded by Mia Bays in 2003 and is an Oscar winning twice BAFTA nominated production, sales/marketing consultant and creative executive. With 19 years experience working in film sales, marketing and distribution, Mia has worked in some of the top sales, distribution and exhibition companies in the UK before becoming a producer in 2004. Simone Glover joined in 2007, having cut her teeth at Arista, the great scriptwriting training and development agency, for 7 years.

Formerly Head of Distribution at The Film Consortium, Mia has worked with such talent as Ang Lee, Shekhar Kapur, Ian McKellen, Michael Winterbottom, John Sayles, - as well as Gavin Hood & Peter Fudakowski (as marketing consultant on TSOTSI), Lucy Walker (BLINDSIGHT), for producer Sybil Robson and is working as producer with such writers and directors as Josh Appignanesi & Jay Basu (SONG OF SONGS), Joe Dante (GREMLINS, THE BURBS, MATINEE), Pete Travis (VANTAGE POINT) and Randall Wright (BAFTA nominated doc director).

To date, Missing In Action Films have produced the Oscar winning short SIX SHOOTER, with Kenton Allen, EX MEMORIA by Josh Appignanesi, nominated for a British Indie Film Award 2006, and the acclaimed BAFTA-nominated documentary feature SCOTT WALKER - 30 CENTURY MAN by Stephen Kijak - which Verve released in the UK, Madman in Australia and Oscilloscope in the U.S.

Since July 2007 Mia has been a key component of the micro-budget feature film scheme MICROWAVE for Film London and the BBC as Creative Executive and Marketing/Distribution Consultant. She has overseen the development, production and releases of SHIFTY (BAFTA nominee 2010 for Best Debut Feature), FREESTYLE, the upcoming BRITISH GUIDE TO SHOWING OFF and forthcoming films by Plan B, Jules Bishop, Frances Lea and Ornette Spenceley.

As an indie marketing/distribution consultant, we have worked on ANO UNA for Focus Features International and Alfonso Cuaron in 2008, on KICKS and SALVAGE this year for Digital Departures and on David Morrissey's directorial debut DON'T WORRY ABOUT ME in 2009/10.

All at Missing In Action Films are passionate about cinema and all that goes into creating stories that speak from the heart - stories with honesty and integrity.

Forthcoming titles for 2010 are 'GBH', written by Jay Basu, which is set up at Optimum/Canal Plus and Pete Travis, director of VANTAGE POINT, OMAGH and END GAME starring William Hurt and Chiwetel Ejiofor for Channel 4; 'Within' by Jay Basu, to be directed by Sundance 2008 Audience Award winner Jens Jonsson (for 'The King of Pingpong'); Janis Pugh's delightful musical BALACLAVA SANDS to be produced with Rebecca Davies with support from UKFC Development Fund and Screen Agency Wales.

Mia teaches regularly for the London Film School, National Film School, Film London, Skillset and appears regularly on festival panels such as at the London Film Fest and Sheffield Doc Fest. She recently did the keynote speech for the SPAA Fringe Producers Conference in Sydney.

ALEX STOLZ

Senior Executive Distribution & Exhibition, UK Film Council

Alex currently manages the £3.5m P&A Fund and works across all of the UK Film Council's distribution and exhibition initiatives, including the strategic planning and implementation of the Digital Screen Network. He recently produced the Summer of British Film season with the BBC, which played in 131 digital screens across the UK and generated over 62,000 admissions. Alex, who holds an MA in Film and Television Studies from the BFI, previously worked for independent exhibitor City Screen where he programmed four of the UK's most successful regional cinemas.

DAVID SHEAR

Head of Theatrical Distribution, Revolver Entertainment

David has been at Revolver for two years and as Head of Theatrical Distribution he is responsible for the overall release strategy of all Revolver's titles. Revolver was the first independent to release a digital 3D film, U23D, and also created the day-and-date model in the UK with the multi-platform release of the award-winning MUM & DAD. David is working on releases by Charlie Kaufman, Werner Herzog, Steven Soderbergh and Jim Jarmusch. Starting at the Feature Film Company in 1997, he became Head of Sales moving on to Winchester Films, Content Films and then set up a UK Distribution arm at The Works. In that time releasing such critical and Box Office successes as LANTANA, MY SUMMER OF LOVE and OPEN RANGE.

HELEN DE WITT

Senior Programmer, BFI London Film Festival

Helen de Witt is Festivals Producer at the British Film Institute, responsible for the delivery of the London Film Festival and the London Lesbian and Gay Film Festival. She has taught Film Studies for Birkbeck College, University of London for many years and has published articles on independent cinema, artists' film and video, and football. After starting her career in independent cinema exhibition and specialised distribution, programming the Scala and Electric cinemas and managing acquisitions at Cinenova Distribution, she became the first Head of Cinema at the Lux Centre for Film Video and Digital Arts in London. From there she was appointed Head of the BFI's Programme Unit that delivered UK-wide cinema programming, touring programmes and national exhibition projects, before moving to her current position. Helen was Vice-Chair of LUX Artists' Moving Image Distribution for five years and has been interim Chair of east London-based, Four Corners Film since July 2008.

JASON WOOD

Head of Programming, Curzon Cinemas

Jason Wood is the Director of Programming at Curzon Cinemas, who own Curzons Soho and Mayfair, Richmond Filmhouse, Chelsea and the Renoir. Before that he was a key programmer for City Screen/Picturehouse cinemas. A noted expert in Latin American cinema, Jason is the author of 'The Faber Book of Mexican Cinema' as well as '100 American Independent Films' and '100 Road Movies' (BFI Screen Guides) and 'The Pocket Essentials Guide to Steven Soderbergh'. His film criticism has appeared in the pages of LWLies, Sight & Sound and Vertigo, to name just a few.

JOY WONG

Formerly Head of Sales, The Works International

A veteran sales agent with over 20 years experience, Joy started her career in film at the British Film Institute and until recently was Head of Sales at The Works International. She has 16 years experience in international sales and distribution of feature film. Films represented include THE CRYING GAME, ORLANDO, ANTONIA'S LINE, NO MAN'S LAND, LAND AND FREEDOM, BEND IT LIKE BECKHAM, WHALE RIDER, IN THIS WORLD, 24 HOUR PARTY PEOPLE, THIS IS ENGLAND, CONSEQUENCES OF LOVE, THE SUN, MY SUMMER OF LOVE, VENUS, MAN ON WIRE, THE COVE and most recently I AM LOVE. Joy has attended all the major film markets and festivals including Berlin, Cannes, Venice, Toronto, San Sebastian, Rome, and AFM.