

### CAREERS PRESENTATIONS FOR THE NEXT WAVE OF SCHOOL LEAVERS (17/18+)

*How do films engage with audiences?* An insight into the business of connecting film releases with their audiences and potential future career opportunities.

FDA presents a one day seminar on potential career opportunities in Film Distribution in the UK. Over 400 students attended our previous event in 2012.

Schools, career advisors, etc are invited to reserve places at this seminar taking place on **Tuesday, March 24<sup>th</sup>** at the Cineworld Cinema, Haymarket in London's West End.

**TO RESERVE PLACES FOR STUDENTS AND COURSE LEADERS PLEASE EMAIL: [rsvp@fda.uk.net](mailto:rsvp@fda.uk.net)**

# An Introduction to Film Distribution and Film Marketing

## Seminar

- 10.00am Registration
- 10.15am Introduction by Mark Batey, CEO of Film Distributors' Association
- 10.20am Introduction to the idea of the "film business" by Charles Grant, Film Commentator. What Does Success Look Like?
- 10.30am International Sales and Acquisitions – an overview of how independent distributors acquire the films they release
- 10.45am An Overview of Film Distribution – presented by the Chief Executive of a leading UK independent distributor
- 11.15am Series of case studies looking at particular releases over the last 18 months or so
- 12.15pm An Overview of a film marketing campaign – presented by the Marketing Director from a leading international studio
- 12.45pm Break
- 13.30pm An overview of a film publicity campaign – presented by the Publicity Director of a leading UK distributor
- 13.50pm Other elements of the marketing campaign: Promotions, Screenings, Digital Strategies
- 14.20pm Case studies looking at recent releases
- 15.00pm Discussion of the kinds of roles available
- 15.20pm Questions and wrap-up
- 15.30pm Finish

This event is linked to the industry's scheme for trainees which launched at the end of last year and will be running again in 2016. It will be open for applications from the end of the summer this year. **For more information about opportunities in distribution and the trainee scheme please keep an eye on [www.launchingfilms.info](http://www.launchingfilms.info)**