



SELLING, MARKETING & DISTRIBUTING FILM: THE PROCESS, DEMYSTIFIED WITH MIA BAYS

DAY ONE – FRIDAY 1 JULY 2016

09.45 – 10.00	Registration and refreshments.
10.00 – 10.30	Introduction by Mia Bays, group introductions.
10.30 – 11.45	Setting the Scene – Charles Gant , film critic and editor of the Guardian Box Office blog, discusses box office, trends, and genre in the UK.
11.45 – 12.00	BREAK
12.00 – 13.15	Media Buying & Planning with Lucy Barclay of Target Media, one of the UK's top media strategists.
13.15 – 14.00	LUNCH BREAK
14.00 – 15.30	International Sales – how it works, from one of the UK's leading sales agents, Hilary Davis of Bankside. Includes strategy, deal tips, delivery advice and case studies.
15.30 – 15.45	BREAK
15.45 – 16.45	A Look at UK Distribution with Mia Bays Distribution 101: the key players, their 'form', dealing with exhibitors, P&A and who does what.
16.45 – 17.30	The Essentials of Film Publicity from production to release with Sophie Glover , Head of Publicity at Pathe. Case studies include SUFFRAGETTE and FLORENCE FOSTER JENKINS.
17.30 – 19.00	Networking Drinks at LFS

DAY TWO – SATURDAY 2 JULY 2016

- 09.45 – 10.00 Refreshments.
- 10.00 – 11.00 Social media strategy for film, with exhibition and distribution marketing specialist **Andrew Woodyatt**.
- 11.00 – 12.00 In-cinema marketing with **Andrew Woodyatt**.
- 12.00 – 12.15 BREAK
- 12.15 – 13.30 **Faith Taylor**, Senior Marketing Manager at one of the UK’s leading film distributors EOne, discusses how to define your audience and how to define a marketing strategy to reach them.
- 13.30 – 14.00 LUNCH BREAK
- 14.00 – 15.00 Digital rights expert **Lucy Savage** (formerly of Studio Canal and Revolver) on the digital marketplace – for the distributors and for filmmakers directly.
- 15.00 – 15.45 **BACKSTREET BOYS: SHOW ‘EM WHAT YOU’RE MADE OF** – Case study, from production to screen. Mia Bays describes the film’s 1,500 screen event cinema release and digital strategy, which saw it hit no1 on iTunes North America.
- 15.45 – 16.45 **Laura Adams**, former London Film Festival and BFI Southbank Programmer, discusses specialised exhibition and events from a key venue and a key festival POV.
- 16.45 – 17.30 SUMMARY AND CLOSE OF DAY TWO – Discussion and Q&A with Mia to pull all the topics together and ask your own project-specific questions.

BIOGRAPHIES

MIA BAYS (Producer) **MISSING IN ACTION FILMS:** Mia is an Oscar winning twice BAFTA nominated creative producer working across fiction and docs, with a proven track record of launching careers with over 25 years' experience in film on over 50 features.

She started her career in independent exhibition, distribution and sales, working on films such as Ang Lee's THE WEDDING BANQUET and selling films such as Ian McKellen's RICHARD III.

Mia has produced since 2004 – her first was SIX SHOOTER the Oscar winning film by Martin McDonagh, acclaimed music doc SCOTT WALKER 30 CENTURY MAN featuring David Bowie, Jarvis Cocker and Damon Albarn by Stephen Kijak, with whom she also completed her most recent feature doc BACKSTREET BOYS – SHOW EM WHAT YOU'RE MADE OF which premiered Jan-July 2015 worldwide on over 1500 screens and went to No1 on iTunes in N.America.

From 2007-14 Mia made 8 micro budget features as Creative Producer for the acclaimed Film London BBC Films Microwave scheme, including one of the most acclaimed UK debuts of 2008, SHIFTY by Eran Creevy which won Best Script at Stockholm Film Festival and garnered a BAFTA nomination for Best Debut 2010, and LILTING starring Ben Whishaw which opened Sundance Film Fest 2014 World Dramatic section and sold to over 16 territories inc Scandinavia and North America (Strand) and was nominated for a BAFTA for Best Debut 2015.

Mia now runs Birds Eye View Film, formerly a film festival and now a film agency with a growth plan for 2016-17 building on their 21k+ reach on social media channels and the film fest legacy, to make it a significant agency that promotes films by and about women through training, events and promotions. Her upcoming productions include WHAT MATTERS MOST to star Daniel Mays and CORNERED by Jim Cartwright to star Maxine Peake, Jim Broadbent, Timothy Spall and Sean Bean.

www.miafilms.co.uk

www.birds-eye-view.co.uk @birdseyeviewff

LAURA ADAMS: Laura Adams spent nine years at the BFI programming events, specialist seasons, and hosting on-stage interviews with filmmakers. With a BA in joint honours Drama and Film, and an MA in Film & Communication, both from Queen Mary, University of London, she worked at independent film distributors in publicity, and interned for the 50th London Film Festival, before becoming a film and events programmer. Laura was on the board of Birds Eye View in 2015, and continues to write for the website. She now heads up events and career development for film & TV directors at member's organisation Directors UK, whilst attempting to write short stories in her spare time.

LUCY BARCLAY (Director) TARGET MEDIA: One of the founding members of Target Media, Lucy has planned and bought over 500 theatrical and home entertainment campaigns. Lucy's proudest achievement is nearly being arrested for being one of the first people to project an image onto the Houses Of Parliament!

Target Media is the UK's leading independent entertainment and lifestyle media agency, with over sixty clients in the Games, Film, Youth, Home Entertainment and Leisure industries. Launched in 1990, award winning Target Media has established itself as one of the UK's fastest growing and largest independent media agencies. By devising media communications strategies which combine the sharpest thinking and smartest planning with value-driven buying, we deliver tangible business results.

HILARY DAVIS (Co-Managing Director) BANKSIDE: Hilary Davis of highly distinguished sales and distribution outfit Bankside Films shares her wealth of experience and knowledge of market trends and challenges, with a case study on their biggest success to date. Written and directed by a woman and with a rich female lead protagonist, Hilary will talk us through her acquisition of Amma Asante's "Belle" and what made the project stand out. Hilary Davis is Co-Managing Director of Bankside Films, a leading international sales and film finance company for independent films. Founded in January 2007, the company offers a bespoke sales and executive producer service to production companies. Bankside cash-flows pre-sales, tax credits and finances gap using its knowledge and extensive relationships with international financiers and distributors. A modern languages graduate fluent in French and Italian, Hilary started her career at Warner Bros and subsequently worked at HandMade Films, Alibi Communications plc and Beyond Films prior to setting up Bankside Films. Hilary is a voting BAFTA member and regularly teaches and speaks at events in the UK and abroad, as well as being a founder board member of Film Export UK (the trade association for London-based sales companies).

CHARLES GANT: Charles Gant is the Film Editor and chief film critic of Heat magazine, the UK celebrity entertainment weekly. His freelance activities include writing two monthly columns for Sight & Sound's "The Industry" section: "The Numbers", on arthouse box-office; and "Development Tale", on a film's development journey. He writes a weekly UK box-office commentary for theguardian.com and another on the specialised exhibition sector for the BFI-backed Film Audience Network of independent cinemas.

Charles is Contributing Editor to trade paper Screen International and reviews films for Grazia and Picturehouse Cinemas' magazine.

He appears from time to time on Radio 4's "The Film Programme", presented by Francine Stock.

Charles has served on the jury for the EE Rising Star Award since its inception, and on juries for BAFTA and Berlinale Shooting Stars. He votes in the British Independent Film Awards and London Critics' Circle Film Awards.

SOPHIE GLOVER (Head of Publicity) **PATHE UK:** Sophie has worked in the film industry for over 8 years. She started at Premier PR in the film team and moved to Pathe UK in 2011.

At Pathe, Sophie is responsible for all aspects of publicity on all of our films from production to distribution through to awards campaigning, in the UK. She liaises closely with the film-makers and the talent representatives on the logistics of the promotion of the film. Sophie also hires and manages publicity agencies and work closely with them on Pathe releases to garner the most effective and targeted coverage to reach our core audiences.

Sophie's role also requires her to work with International distributors, who buy Pathe's films, to ensure they have all the materials and talent access they need.

FAITH TAYLOR (Marketing Manager) **ENTERTAINMENT ONE:** (November 2013 – Present) Theatrical marketing campaigns for the release of MR TURNER, MAPS TO THE STARS, WHAT IF, TARZAN, THE RAID 2, YVES SAINT LAURENT Communications Manager - Soda Pictures (August 2009 – November 2013) Marketing and publicity campaigns for over 100 titles including ONLY LOVERS LEFT ALIVE, WADJDA, NORWEGIAN WOOD, HOWL, MARY & MAX, SOULBOY, COMPLIANCE, MEEK'S CUTOFF.

LUCY SAVAGE (Content Distribution Digital Consultant) **FREELANCE:** Lucy is a sales professional with 20 years' experience gained in both Technology and Media & Entertainment sectors, the last 12 years spent working within Film distribution predominately in Television sales and digital distribution.

Prior to working in film distribution she worked at Apple Computer, BBC, UPC and agency Razorfish in sales, consultancy, business affairs and content acquisition roles.

Lucy first started in film joining Pathe Distribution in 2003 to help sell Pathe's output to TV platforms & channels and within the burgeoning digital platforms. After Pathe Distribution's closure in 2009 she set up the TV and Digital sales division at Revolver Entertainment, shaping strategy, negotiating and managing all digital platforms from TVOD/EST to SVOD and other TV and ancillary sales.

Following Revolver's closure she joined Kaleidoscope Entertainment to set up their TV and Digital division as well as devising new release strategies including Premium VOD and digital only releases. In 2015 Lucy joined Studio Canal as Director of TV/Digital (maternity leave), to help release their biggest releases to date on home entertainment, *Paddington* and *The Imitation Game*, set up and managed Sky's Buy and Keep service and was responsible for all SC's sales and marketing of its Television and digital distribution output. Since July 2015 Lucy has been working as a freelance sales and distribution consultant whilst also preparing a new start-up within the digital distribution sector.

ANDREW WOODYATT: Andrew Woodyatt is a multi award winning film marketeer, having spent fifteen years in exhibition running cinemas, programming them for the UCI chain, then as Marketing Director at Picturehouse Cinemas, then with another twelve years in film distribution at Lionsgate creating campaigns for BAFTA winning titles like *The Lives Of Others* and *I've Loved You So Long*, to Head of Marketing at Revolver and Metrodome winning seven Screen Marketing Awards for innovative and ground breaking campaigns for titles like *Frances Ha*, *The Imposter* and *Iron Sky*.

Andrew now works as a consultant with film producers to integrate marketing into production to define and focus films, to appeal to their designated target audiences, he also works as a film lecturer for MA students at the Met Film School, London Film School, Birmingham University and industry bodies like the FDA.