



SFF brings local filmmakers and international industry together

Sydney Film Festival brings together local and international filmmakers and encourages collaboration and networking during the festival. On Thursday 10 June, SFF hosts an Industry Conference Day in partnership with Screen NSW and Screen Australia. The conference centers on the impact of social media and digital distribution on content development and marketing.

Over the course of the day, Australian filmmakers will participate in sessions on:

- International film financing and distribution with Thomas Mai from Festival Darlings
- 221B the unique online game created for the campaign of Guy Ritchie's *Sherlock Holmes* with Alex Fleetwood from Hide&Seek
- youtube phenom *Beached Whale* – an 80 second animation that has over 5 million hits, was successfully commercialised and became ABC TV series *Beached Az* with creator Jarod Green
- Marketing at international film festivals with SFF Jury Member, Sundance Film Festival Director John Cooper, SFF Festival Director Clare Stewart and Head of Marketing at Screen Australia, Kathleen Drumm.

Session descriptions

SESSION 1. Film Financing & Distribution 2.0 **Thomas Mai – Festival Darlings**

Traditional film financing & distribution is under pressure and the connected filmmaker is becoming stronger and more independent. By using the internet it is now possible to connect with the audience, before, during and after a film is made. By connecting with the audience, crowd-funding, merchandise and distribution becomes easier as well as cutting out the expensive middleman. Drawing on 14 years of experience as an international Sales Agent, Thomas Mai (Festival Darlings) talks about the new world of possibilities for the filmmaker, distributor and financier.

SESSION 2. Creative Content and Platform Diversification: Case Study 1 – 221B **Alex Fleetwood – Hide&Seek**

Using **221B**, the online game that preceded the release of Guy Ritchie's *Sherlock Holmes* as a case study, this session will explore the relationship between the marketing and content objectives of a project that was commissioned to augment Warner Bros campaign for the feature film. Alex Fleetwood is the Director of Hide&Seek, the company who developed **221B** working with creative agency AKQA.

Alex will explore the following key questions about the project:

- How did the project manifest?
- What were the objectives of each company and the project overall?
- How was the project brief developed?
- How did the creative for the original product (e.g. *Sherlock Holmes*) determine or relate to the creative for 221B?

221B immerses players in the world of Guy Ritchie's *Sherlock Holmes* and challenges them to solve a series of murders. Hide&Seek were given unprecedented access to scripts, sets & costumes, and created a rich online world that essentially acted as a prequel to the movie.

The project was a huge success, achieving five technology world firsts and reaching 350,000 players in just

eight weeks. The Guardian said it "pushes the boundaries of the adventure genre" and leading blog The Social Robot called it "Social Media and Storytelling at Their Finest". **221B** defines a new set of possibilities for the relationship between film-making and digital storytelling.

SESSION 3. Creative Content and Platform Diversification: Case Study 2 – Beached Az

Jarod Green is the creator of **Beached Whale** – an 80 second animation that has over 5 million hits on youtube and was successfully commercialised through merchandising. Following **Beached Whale's** success, Jarod helped pioneer a new online broadcast distribution model with ABC TV for the series **Beached Az**. Jarod will discuss the process and how social media trends and influences can be creatively and commercially utilised by filmmakers.

SESSION 4. International Film Festival Marketing

Panelists John Cooper (Director, Sundance Film Festival), Clare Stewart (Festival Director, Sydney Film Festival) and Kathleen Drumm (Head of Marketing, Screen Australia) advise filmmakers on the strategies for tackling international film festivals. What are festivals looking for? Which international festivals are the best places to sell your film and which are best for showcasing emerging talent? How is festival marketing changing and what are the new opportunities and obstacles to achieving cut-through in the busy marketplace?

Speaker biographies:

Thomas Mai

Thomas Mai is a sales agent with 14 years of experience in selling feature films like Cannes winner Lars von Trier's *Dancer In The Dark*, studio films starring Forest Whitaker and Julia Styles in *A Little Trip To Heaven* and a Brazilian film *2 Filhos de Francisco* by Breno Silveira, to name a few among hundreds of other feature films he has sold worldwide.

Thomas has produced four feature films, all of which have won awards at film festivals around the world. From Leonardo DiCaprio and Tobey Maguire in *Don's Plum* to Sundance competition film *One Point O* to smaller Danish art house films like *The Eighteenth* and *Possessed*.

He has been an invited expert speaker at the following events: The European Union's Media Desk in Brussels; EAVE (producers training programme in EU); Eric Pommer Institute (another producers training programme in EU); UK Film Council; Danish Film Institute; Norwegian Film Institute; In dialogue with Ted Hope and Thomas Mai, IFF, Toronto Film Festival; AFM Panel, Santa Monica, on the changing film industry; Distribution U on digital distribution, USC, Los Angeles; Nordic Film & TV Fond; Halifax Strategic Partners.

Alex Fleetwood

Alex Fleetwood founded Hide&Seek in 2007 and has had a hand in all its projects since then. Hide&Seek make social games and playful experiences. They work with artists, brands and agencies to expand the boundaries of play, reaching out into public space, new technologies, entertainment, culture and media. As well as Hide&Seek, Alex has produced projects including *The Eternity Man*, a film opera for Channel 4 / ABC Australia. The film reached a global audience of half a million people and won the Rose d'Or, one of the most prestigious awards in television. Alex sits on the London advisory panel for Artists Taking the Lead, the main commissioning programme for the 2012 Cultural Olympiad, and recently won the British Council UK Young Performing Arts Entrepreneur of the Year Award.

"Alex Fleetwood, curator of London's Hide&Seek Festival, is a pioneer." - the Observer

Jarod Green

Jarod cultivated a love for writing and filmmaking at university where he wrote, directed and produced several plays as part of the Macquarie University Drama Society, of which he was also President. Whilst gaining his degree in Visual Media, Jarod began his own company in 2001 with a dream to revolutionise online digital media management in the education system.

Eight years later he sold the company to become a partner of the Sydney-based commercial and creative production house Radical Love. Focusing on digital distribution methods, Jarod has collaborated on digital media concepts for brands including 20th Century Fox, Mattel, Dosh, Sega and MTV. In 2009 he helped pioneer a new online-broadcast distribution model with ABC TV for the series *Beached Az* and was invited to speak on the subject at the Screen Producers Association of Australia (SPAA) Conference.

John Cooper

John Cooper is currently the Director of the Sundance Film Festival. He has been a member of the Sundance Film Festival programming staff since 1989 and has served as the Director of Creative Development for Sundance Institute. This was his first year as director after serving as the Director of Programming of the Sundance Film Festival since 2003.

As Festival Director he oversees creative direction and has final decision on all films and events. In recent years he took the lead in developing the Institute's online presence, overseeing design and developing ground-breaking experiments in the digital realm of content production and distribution, which have garnered two Webby Awards. He has also worked extensively with past Sundance Institute ventures such as the Sundance Institute at BAM, Global Shorts Project in Barcelona and the Sundance Film Festival in Tokyo.

Other work includes guest curator or juror at major festivals around the world. From 1995-1998 Cooper served as Programming Director of Outfest held annually in Los Angeles in July and until 2002 served on the Outfest Board of Directors.

Clare Stewart

Clare Stewart is Festival Director of Sydney Film Festival. In 2008, SFF introduced an international Official Competition for films that are 'courageous, audacious and cutting-edge', which was won by *Bronson* in 2009 and *Hunger* in 2008. Clare was previously Head of Film Programs at the Australian Centre for the Moving Image (VIC) where she was responsible for the creative direction of ACMI Cinemas, ACMI's festival and event partnerships and corporate events business. She was the first Australian producer of Resfest and was Creative Director of ARTV, a joint commissioning project between ACMI and SBS.

Previously Clare programmed for the Australian Film Institute for five years and the Melbourne Cinémathèque for seven years. Clare has lectured in Cinema Studies at RMIT University. As a broadcaster and critic, Clare has reviewed film for radio ABC 774 and 3AK as well as presented Filmbuffs Forecast program for radio 3RRR. Clare is the establishing editor of *Cteq*, a journal dedicated to film criticism, now published as part of online journal Senses of Cinema. She was a recipient of the Queen's Trust Award for Young Australians and is a past committee member of the Australian Youth Foundation.

Kathleen Drumm

Kathleen has more than 15 years experience in marketing the screen industries. She joined Screen Australia on 1 September 2009. Previously Kathleen was Head of Sales and Marketing at NZ Film, the sales arm of the New Zealand Film Commission, where she was responsible for the international sales and marketing of New Zealand features, creating an international presence and increasing the focus on domestic audiences. She has been actively involved in devising sales strategies, positioning titles in the market place and creating quality international marketing materials. Kathleen maintains close relationships with Australian distributors, international distributors, festival directors and international film executives. Prior to 2001, Kathleen was the NZFC's Short Film Sales and Marketing Manager, where she explored different ways for screen content to reach domestic and international audiences. Kathleen has a background as a marketing consultant and has held various roles in sales and marketing management within the book publishing industry, including Random House NZ.

About Sydney Film Festival

The 57th Sydney Film Festival is a proud partner of the NSW Government through the departments of Industry & Investment NSW and Communities NSW through Arts NSW, the Federal Government through Screen Australia, and the City of Sydney. The festival's Official Competition partner is the NSW Government through Events NSW.

Sydney Film Festival screens feature films, documentaries, short films and animations across the city at the State Theatre, Event Cinemas George Street, Dendy Opera Quays, the Art Gallery of NSW and Sydney Opera House. Sydney Film Festival is a key cultural event on the New South Wales Master Events Calendar and is one of the world's longest running film festivals. In 2008, SFF introduced the Official Competition, a FIAPF-accredited competition for 'new directions in film', which rewards courageous and audacious filmmaking. The Official Competition is supported by the NSW Government through Events NSW and offers a \$60,000 cash prize. In 2010, Jan Chapman, multi-award winning Australian producer will take her place as Jury President. She will be joined by John Cooper, Sundance Film Festival Director, Australian Director Shirley Barrett, British filmmaker Lucy Walker and Hong Kong Director Yonfan to determine the winning film.

The 57th Sydney Film Festival runs from Wednesday 2 June – Monday 14 June 2010.
For more information visit www.sff.org.au

Download the SFF iPhone App for free from the Apple AppStore and iTunes.
Single tickets on sale and FlexiPasses redeemable now at www.sff.org.au

Key Dates

Wed 2 June		Opening Night world premiere South Solitary
Mon 14 June		Closing Night + Sydney Film Prize announced

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All film images are available for media in the 'Film Stills' folder at www.image.net.

Principal State Government partners



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