

Film Promotion Booklet

WHO HEADS PROMOTION OF YOUR PROJECT

- The coordinator holds the meetings, consultations, control the working process, finances, documentation, quality of the work, solves the force majeure.
- Festival agent makes promotion strategies and festivals lists, he is responsible for the official submissions and communication with the festivals, coordinates the festivals participations and make reports. *

* Other specialists can join the film promotion process (additional services) if needed.

THE FOLLOWING OPTIONS ARE INCLUDED INTO THE FESTIVAL PROMOTION

- Watching a film, analyzing its potential, developing a promotion strategy.
- Consulting support at all stages of work.
- Monthly selection of festivals (the possible replacements are not more than 1/5 of the list).
- Keeping updated the working Google Sheet document.
- Official submissions to the festivals.
- Payment of festival platforms charges and post-office charges.
- Making of DVD
- Direct work with festival selectors.
- Coordination of the festival selections.
- Tracking the results of all submissions made.

NOT INCLUDED

- Festivals entry fees (can be reduced by using granted waivers).
- Additional services, including video conversation, distribution certificate and DCP.
- Sending a physical copy of the film by DHL/FedEx courier services.
- Visas, hotel reservations and tickets.

COMMUNICATION RECOMMENDATIONS

- Lasting breaks in communication create a zone of tension and lead to loss of confidence.
- The main work is carried out remotely but we prefer to meet and get acquainted in person if possible.
- Use WhatsApp chats or Messenger for the vital questions.
- Schedule an introductory conference before starting work. Discuss your preferences in reporting and communication systems.
- Keep the agent updated of any activities with a film: selling rights, screenings, distribution, parallel submissions and awards.

MAIL CORRESPONDENCE RECOMMENDATIONS

- Fix all the important arrangements and agreements in the mail.
- The topic of the mail should be identifiable. Please, do not write: «Question about the film». Write «Subtitles for the film TITLE» instead
- Several people from each side can be involved. Please, make sure you ANSWER TO ALL while mailing.

PREPARATION PERIOD RECOMMENDATIONS

- Attentively read the agency contract template.
- Receive verified permission if you are not the direct film rightsholder.
- Fill in the questionnaire precisely. You are responsible for data correctness.
- Make the distribution certificate in advance (it takes up to 4 weeks) if screenings in Russian Federation are planned. Certificate is required for most of the festivals within the country.
- Clean the rights to someone's else intellectual property which is used in the film.
- Launch promotion with the final version of the film. Substitution of copies during the work in progress creates a potential field of errors, incorrect perception by selectors and additional work for the agent.
- All the links must be active throughout the time of work. We prefer Google Drive.
- Do not create DCP in advance. Agent will send a request if necessary.

RECOMMENDATIONS ON THE WORKING PROCESS

- Average statistics for a film with good potential: 1 invitation for 10 submissions made.
- The festivals results do not come right after the submission, usually festivals send invitations and rejections one month prior the festival.
- The gap between first submissions and the first responses may be 1-3 months. The first answers can be negative. This is not an easy time, but we ask you not to give up. First 20-30 responses from festivals are very important for adjusting film promotion strategy.

RECOMMENDATIONS ON PARTICIPATIONS AND FESTIVAL VISITS

- Notify your agent, if you are planning to visit festivals and what visas you have.
- Your agent will advise you regarding the level of the festival, coordinate travel dates and type of accreditation, send information for the catalogue and a screening copy.
- Agents do not buy the tickets, don't make reservations and don't apply for visas.
- We are not responsible for the level of current year's festival edition.

PAYMENT RECOMMENDATIONS

- We work on prepaid basis. Payment days are first 10 days of each months.
- In case of delayed payment without warning we put work on pause.
- Approximate amount of money needed for submission(entry) fees can be calculated in advance.

DISCOUNTS AND SCREENING FEES

- Bring around your friends and colleagues and we will offer a discount of 20% for each project.
- Some festivals pay screening fees for showing your film in the program. The coordination of these negotiations and receiving of money is not included in the base price. For this type of work, we take 50% of the screening fee amount after deducting all taxes and commissions.
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MISCELLANEOUS

- The agent does not replace the producer. Distribution area is much wider than coordination of festival selections. The best way is a close cooperation between festival agent and film producer.
- The agent does specific services and cannot be a lobbyist for a single man. These are the tools of the large studios, producers and international distributors.
- Festivals do not necessarily provide a quick and practical benefits for your career and pocket, but they are an integral part of your reputation growth and international integration.