**Program (project)**

**BRIDGE of ARTS Business Forum Cinema & Media Content**

**August 24–25, 2017**

 **Venue:** congress hotelDon Plaza Rostov

**Address:** 115 Bolshaya Sadovaya, Rostov-on-Don, Russia

**BRIDGE of ARTS Business Forum Cinema & Media Content 2017 mission** iscreation of international professional communication platform for leading film industry insiders, producers’ community, film studios and other industry-experienced participants.

**Forum’s target** is film and media content development in Russia and investment attraction into the film industry.

**Forum 2017 theme** is«Cinema Economics: New Markets ».

**Forum 2017 curator** is Ekaterina Bordachyova, Russian Film Market program director.

**BRIDGE of ARTS Advance Cinema School**

**August 24–25, 2017**

**Venue:** «Sholohov-Center»

**Address:** 125/69Bolshaya Sadovaya, Rostov-on-Don, Russia

**BRIDGE of ARTS Advance Cinema School** is educational motivational project held within the forum’s framework, a series of exclusive masterclasses conducted by expert industry professionals.

**BRIDGE of ARTS Advance Cinema School 2017 curator** is Valeria Baikeeva, scriptwriter, Alexander Mitta Film School teacher.

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| **Thursday August 24, 2017** |
| **10:00–10:30** **Registration. Welcoming coffee**  |
| **10:30–11:00****Official Opening** **BRIDGE of ARTS Business Forum Cinema & Media Content 2017** |
| **11:00–12:00****STRATEGY SESSION** «FASTER THAN TREND. ALTERNATIVE PLATFORMS FOR FILM CONTENT DISTRIBUTION IN RUSSIA»Session blocks:Global and national on-line viewing statistics. On-line film content consumption data analysis starting from 2010–2011 up to now. Competitive markets. Audience size and range analysis.On-line audience outline.Market perspectives 2017–2022 *Moderator: Ekaterina Bordachyova, Russian Film Market program director* |
| **BUSINESS FORUM**Don Plaza Rostov | **PITCHINGS**Don Plaza Rostov | **CINEMA SCHOOL**Sholohov-Center  |
| **12:30–13:30****ROUNDTABLE** **«EVENT FILMS – A LONG WAY TO AUDIENCE?»**Discussion is focused upon top rated films promotion (rated by audience),submitted for competition and special festival programs.Crew and distributors will exchange views on event-films distribution potential, specify marketing strategies and speak about their expectations and estimates *Moderator: Ekaterina Bordachyova, Russian Film Market program director* | **11:30–13:00****MASTERCLASS** «EFFECTIVE PITCHING STANDARDS» | **12:00–14:00****MASTERCLASS №1***Topic:**Speaker:* |
| **13:00-14:00**LUNCH |
| **14:30–16:00** **PANEL DISCUSSION.** **Brand-content: EVENT FILMS CREATION TOOL IN CONSUMPTION AREA** **Panel’s topics:**Short films, short animated films and anthology films distribution and promotion:step 1 – festival platforms;step 2 – film distribution «UNDER ONE UMBRELLA».Southern federal district film distribution special features: audience attraction techniques. «AREA Placement» on TV and in theaters (Russian and global area placement successful projects).*Moderator: Ekaterina Bordachyova, Russian Film Market program director*  | **14:00–17:00****PITCHING** **/SESSION 1/**Script projects defense | **14:00–16:00****MASTERCLASS №2***Topic:**Speaker:* |
| **Friday August 25, 2017** |
| **10:00–10:30** Registration. Welcoming Coffee.  |
| **10:30–11:00****AVTODOR PRESENTATION**  |
| **11:00–12:30****International roundtable** «PRODUCTION SUPPORT SYSTEM. CHILDREN’S AND FAMILY FILMS DISTRIBUTION TECNIQUES. GLOBAL AND NATIONAL EXPERIENCE» **ECFA *PRESENTATION (European Children’s Film Association):*****ECFA – areas, objectives and resources** **ECFA AWARD – festivals’ support** - Speech by Marketa Pashmova, Eastern Europe Association representative, art director of Zlin International Film Festival for Children and Youth (Czeck Republic), (57. IFF ZLIN);- Report by Gert Hermans, ECFA secretary, distribution company JEKINO communication manager (Belgium, Brussels) and social projects manager Elise van Beurden;- Report by Michael Harbauer, association member, general producer of «Schlingel» Film Festival for Children and Youth (Germany).**SIGHNING OF COOPERATION AGREEMENT BETWEEN ECFA AND BRIDGE of ARTS, FESTIVAL’S ASSOCIATION JOINING** *Moderator: Ekaterina Bordachyova, Russian Film Market program director*  | **11:00–13:00** **PITCHING** **/SESSION 2/**Script projects defense  | **10:00–12:00****MASTERCLASS №3***Topic:**Speaker:* |
| **13:00-14:00**LUNCH | **12:00–14:00****MASTERCLASS №4***Topic:* «Hays Code, moral and ethic film standards»*Speaker: David Shneiderov*  |
| **14:30–16:00**  **«Film studio KIT» Presentation**Full-service studio producing full-length, TV and documentary films will present its main projects of 2017–2018 Special guest «Film studio KIT» head, director and producer Dzhanic Faiziev  | **14:00–17:00** **PITCHING****/SESSION 3/**Producer projects defense  | **14:00–16:00****MASTERCLASS №5***Topic:* «From Biography to Script. How to write a biopic?»*Speakers:* Valeria Baikeeva, Sergey Vustrikov  |
| **16:00****PRESS CONFERENCE «BUSINESS FORUM OUTCOME»** |