**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»** | | |