



EUROPEAN FILM MARKET
IT ALL STARTS HERE.
EXPLORE. CONNECT. DO BUSINESS.
20-27 FEB 2020



WWW.EFM-BERLINALE.DE

THE EUROPEAN FILM MARKET

The European Film Market is one of the top three meeting places and trading platforms of the international film and media industries.

Over a period of eight days, around 10,000 representatives of the international film and media industries – primarily producers, buyers and sales agents, distributors and financiers – come together to network, exchange, and do business.

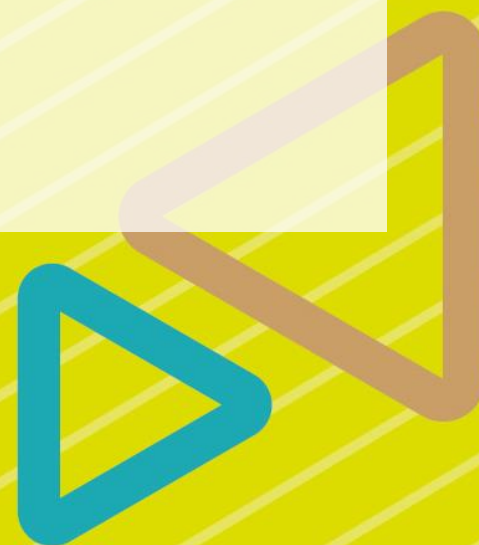
As the first major film market of the year, the EFM is in a strong position and serves as a compass, barometer and pacesetter for the new film year:

The EFM serves the diversity and breadth of requirements for its different participant groups, focusing on networking, exchange, information and the constant integration of new players.





DocSalon



DOCSALON

FEB 21-26, 2020

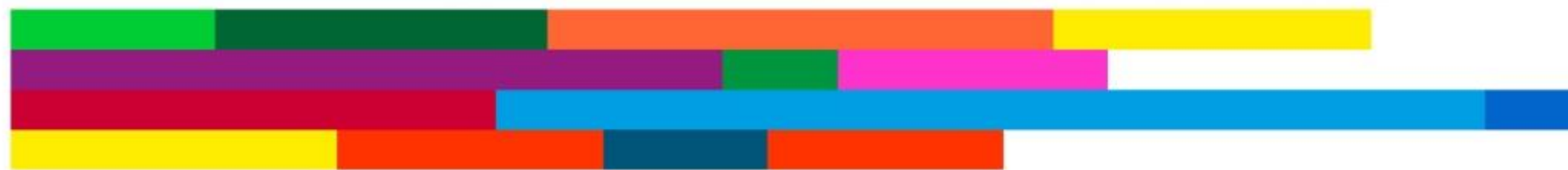
DocSalon offers an exclusive meeting space within the European Film Market, promoting networking and exchange among buyers, sellers, directors and producers of documentaries.

The DocSalon programme is oriented toward the future of documentary filmmaking, and consists of three tailored event series. The formats Meet the Festivals, Face-time with the Experts and SalonTalks give in-depth insights into the current documentary landscape and facilitate connection with leading experts.

www.efm-docsalon.com



DIVERSITY & INCLUSION



EFM D&I INITIATIVE

FEB 20-27, 2020

- ✓ **Industry Programming:** create a forum for discussion and transformative change on the market relevance of diversity, inclusion and belonging in the entertainment industry across all EFM Platforms.
- ✓ **Visibility:** raise the profile of all D&I actions, initiatives and programmes market-wide.
- ✓ **Delegations:** liaison work with delegations in order to guide, enhance and tailor their experience and opportunities at the EFM.
- ✓ **Collaborations:** the EFM's D&I initiative collaborates with a network of organisations involved in advocacy, capacity-building and research relating to underrepresented groups in the global film sector.



DOCSALON TOOLBOX PROGRAMME

- ✓ A BOUTIQUE BUSINESS TOOLS & CONNECTIONS INITIATIVE
FOR DELEGATIONS FROM UNDERREPRESENTED GROUPS



COMPONENTS

The DocSalon Toolbox Programme is an immersive four-day experience comprising a suite of workshop modules, meetings, industry talks as well as one-on-one consultation and guidance by a delegation coordinator and a consultant. These components collectively form a kit of business tools and market intelligence that documentary professionals can subsequently apply to their own projects.

✓ DOCSALON EXISTING FORMATS:

- Meet the Festivals
- Face-Time with the Experts
- Salon Talks

- ✓ DELEGATION COORDINATOR
- ✓ DELEGATION CONSULTANT
- ✓ WORKSHOPS

Participants get direct access to top doc festival programmers and market representatives with the opportunity to book short one-on-one meetings and discuss their projects.

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FACE-TIME WITH THE EXPERTS

To facilitate networking and to gain in-depth knowledge from leading experts of the documentary industry, DocSalon offers 5 round-table sessions dedicated to the distribution, production and financing of documentaries. Each round-table session will provide 5 tables hosted by key industry players.



DocSalon

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in collaboration with EDN



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SALON TALKS

Salon Talks focus on current developments and future challenges of the documentary industry in 5 different talks. Formats vary from short presentations, moderated discussions with experts to one-on-one interviews with key players from the documentary landscape.

NETWORKING RECEPTIONS





DELEGATION COORDINATOR

The delegation coordinator welcomes the participants, organises group meetings and accompanies the participants to scheduled group events. He / She will be the point person for all practical and organisational concerns with a focus on building support for the participants and forging collaboration and team spirit within the group.



DELEGATION CONSULTANT

Prior to the EFM, the consultant will skype with each participant to discuss their projects and find out about specific expectations, wishes and needs to conceive the best individual strategies for navigating the market.

In group meetings and individual sessions during EFM, the consultant will connect the participants with experts and decision makers that were picked specifically to fit with the individual projects.



WORKSHOP “PITCHING TOOLS”

In this intensive skill development module, participants hone their pitching skills and are given concrete input on how to create the best possible pitch package. A senior industry expert will lead the session in which executive from the industry will give constructive feedback to the participants.



WORKSHOP “SALES & DISTRIBUTION”

An intricate system of contracts, rights categories, revenue shares and streams comes into play between exhibitors, distributors, sales agents and producers. This workshop provides an in-depth insight into the role of sales agents and distributors, their various tools and agreements that they work with as well as practical advice on certain contractual points and how to approach them with your film.



WORKSHOPS

FUNDING & INCUBATORS FOR UNDERREPRESENTED CREATIVES


Many national, international and festival-based organisations and foundations provide an array of support for specific underrepresented groups.

This workshop will provide an overview of the most well-known opportunities available as well as advice on accessing them.



WORKSHOP “IMPACT MARKETING“

How to maximize the social impact, audience coverage and revenue of documentaries by employing social outreach strategies and a tailor-made distribution strategy will be at the core of this workshop. Led by an experienced impact producer, the group will discover ways to reach as many primary, secondary and additional audiences as possible through specialized releases, city tours, event-based screenings, community screenings, social media, targeted marketing, publicity and press.

A photograph of two women in a workshop setting. The woman on the left has dark curly hair, wears glasses, a grey sweater, and a pink lanyard with a badge. She is pointing her right index finger towards the left. The woman on the right has brown curly hair, wears glasses, a teal sweater, and a pink lanyard. She is also pointing her right index finger towards the left. They are both looking in the same direction with expressions of interest. The background is slightly blurred, showing what appears to be a museum or gallery with various displays and a potted plant on the right.

WORKSHOP “HOW TO WORK WITH ARCHIVES“

Archival producers share their experiences in working with archives focusing on the do's and don'ts in researching footage and licensing media for documentaries.

WE LOOK FORWARD TO WELCOMING YOUR DELEGATION TO BERLIN IN FEBRUARY 2020

European Film Market

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DocSalon

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Diversity & Inclusion

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