

Film Festival Alliance at Art House Convergence

January 18-21, 2016
Zermatt Resort, Midway, UT

Welcome to the Film Festival Alliance at Art House Convergence. This special strand of programming allows film festival staff to meet and mix, learn from one another, share resources -- and build bridges between organizations. More than 100 festival folks will be in attendance -- along with more than 300 art house theater people, and representatives from 3 dozen film distributors and international film offices.

The Film Festival Alliance (FFA) programming strand has been designed to allow as many people to share their experiences and ideas. All sessions involve demonstrations, Q&A periods -- and the opportunity to bring your knowledge to the room. We have also designed special Mindshare sessions for group problem solving and resource sharing.

As an Art House Convergence (AHC) attendee, you are welcome to attend ANY session, and are not restricted the festival offerings. However, we hope that our programming is of interest to you and meets your needs.

GETTING TO THE ZERMATT

Transportation to/from SLC airport and Sundance is included with your registration. An email ("You Need To Know Before You Go") was sent on December 21 to all attendees. If you have not yet requested transportation please do so.

NEW! WELCOME DINNER

There will be a special **Film Festival Dinner** on Monday, January 18 at 5:00 pm at the Homestead Resort, across the street from the Zermatt. We will meet at the Zermatt lobby at 4:45 to walk over en masse. A complimentary shuttle is available for those who do not wish to walk. At the dinner, everyone will have the opportunity to introduce themselves, and we will give a brief overview of the two days ahead. A chicken dinner will be served (with a vegetarian option), and a cash bar will be open. The dinner will conclude before the official 8:00 pm AHC Welcome Cocktail Party.

NEW! MINDSHARES

Twice during the conference, we will divide into smaller workgroups to solve real-life issues. At the Welcome Dinner, you will be asked to fill out a slip of paper with a concern that your event is facing. At the start of the Mindshare sessions, each group will select an issue from a fishbowl -- and have 30 minutes to come up with a solution. Each group will be allowed two minutes to present their solution to the larger group. All issues and solutions will be written up and shared after the conference.

NEW! BRING-ALONGS

We want the seminars to be more than "sit and listen" events. Please read through the description of each session below -- and look for the "bring-along" -- a document or resource you can share with others in the group. After the conference, we will publish these bring-alongs on a password-protected web page.

NEW! MARKETING FASHION SHOW

Show us what you've got! You are asked to bring along some of your festival's marketing materials -- catalogs, posters, postcards, trinkets and banners. Some lucky attendees will be randomly called upon to

create a walking fashion -- think Project Runway meets Cannes. Teams will assist in the endeavors, and all will vote on their fashion fave.

SCHEDULE OF EVENTS

List of events specific to the Film Festival Alliance programming strand

For a full conference schedule, visit

<http://www.arthouseconvergence.org/index.php/annual-conference-agenda/>

MONDAY, JANUARY 18

You can pick up your registration materials at the Zermatt anytime before 7:00 PM

- 1:45 PM **Complimentary bus leaves for Zermatt Resort** from Broadway Cinemas/Salt Lake Film Society, 111 Broadway, Salt Lake City, UT 84111. From the SLC airport, you can take the light rail to Gallivan Plaza Station, and walk the block to the theater. It is inexpensive and easy to do.
- 4:00 PM Second complimentary bus for Zermatt resort from Broadway Cinemas/Salt Lake Film Society
- 4:45 PM Gather at the Zermatt lobby to walk/shuttle to dinner
- 5:00 PM **Film Festival Welcome Dinner**
Homestead Resort, 700 North Homestead Drive
Cash bar
BRING-ALONG: Business cards. Lots of them.
- 7:00 PM Film Screening: **LAST DAYS IN THE DESERT**
Zermatt, Matterhorn Ballroom
- 9:00 PM **Art House Convergence Welcome Cocktail Party**
Zermatt, Bernese Event Center

TUESDAY, JANUARY 19

You can pick up your registration materials at the Zermatt anytime before 6:30 PM

- 7:30 AM **Art House Lounge** opens. Coffee and light refreshments served.
Zermatt, Conference Center
- 9:00 AM **Welcome Keynote: State of the Art House**
Zermatt, Matterhorn Ballroom
- 10:00 AM **ANATOMY OF A FILM FESTIVAL -- SMALL EVENT (budget under \$100K)**
Zermatt, Interlaken Room

Alan LaFave, Director, Hell's Half Mile Film and Music Festival

Over three morning sessions, watch an in-depth interview with key staff members of three festivals — one under \$100K, one under \$500K, and one over \$1M. All are asked the same questions to compare apples with apples — every aspect from submissions to programming; marketing to audience retention; year-round programming to real estate investment; and fundraising to grant writing. After the drilling, the floor is open to everyone to further inquire about their events.

12:00 PM

Lunch with the AHC Sponsors

Zermatt, Bernese Event Center

Enjoy a buffet lunch while visiting our table-top exhibit for our 2016 Sponsors. From ticketing providers to technical needs, this is your one-stop-shop for new ideas and contacts.

1:00 PM

HOW DO YOU WORK?

Zermatt, Interlaken Room -- until 3:00PM

Colin Stanfield, Acting Director, Film Festival Alliance

Eric Wilson, Strategic Partnership Director, Film Society of Minneapolis

Bart Weiss, Founder, VideoFest

Chris & Pat McFaul, Operations, Port Townsend Film Festival

Judy Laster, Founder, Woods Hole Film Festival

Riki Kuchek, Newport Beach Film Festival

Leslie Raymond, Executive Director, Ann Arbor Film Festival

Seven festivals will demonstrate and discuss custom and off-the-shelf solutions they use to manage everything from submissions to film review and selection, filmmaker management, material trafficking, and ticketing.

BRING-ALONG: if you use a custom solution for data management, and wish to share with others, please bring your laptop with the program/site pre-loaded. The internet connection at the Zermatt is notoriously unreliable.

2:00 PM

INCOME BEYOND THE MAIN EVENT

Zermatt, St. Moritz Room

Mark Ehrenkrantz, NY Film Critics National Series

Laura Good, Toronto International Film Festival

Shan Jabara, Tallgrass Film Festival

Josh Leake, Portland Film Festival

Peter Baxter, Slamdance

Most festivals make money one week a year. Learn from others about successful year-round and one-off programming, membership and donor programs, and the mystery of online access.

BRING-ALONG: Bring your ideas and information about memberships, donor programs, past one-off and year-round programming.

3:00 PM

MINDSHARE 1

Zermatt, Interlaken Room

Small group solution solving. See description above.

4:00 PM

STARTING A FILM FESTIVAL

Zermatt, Interlaken Room
Jon Gann, Founder, DC Shorts
Paula Elias, Founder, Citizen Jane Film Festival
Judy Laster, Founder, Woods Hole Film Festival
Jeff Ross, Founder, SF IndieFest

So you want to start a film festival? Hear war stories from three who did, and one who collected the tales of 14 others. This practical look into the complexities of creating a new event explores all aspects of a festival, from incorporation through founders' exit strategies.
BRING-ALONG: Your own war stories.

4:00 PM **STRATEGIES FOR INCREASING SUBMISSIONS**

Zermatt, St. Moritz Room
Michael Fitzgerald, Submittable
Adam Montgomery, Sundance
Tom Hall, Montclair Film Festival

Hear strategies from various events on using multiple submission sites, creative marketing and more. Learn ways to receive more appropriate and better quality entries.

BRING-ALONG: Your submission strategies and marketing materials specifically for entries.

5:00 PM **CONVERSATION WITH ADAM MONTGOMERY**

Zermatt, St. Moritz Room
Adam Montgomery, Sundance

Senior Manager of the Programming Department, Adam Montgomery, will discuss Sundance's process of accepting submissions. Learn about their workflow, planning, technology usage, tips and more.

5:00 PM **MARKETING FASHION SHOW**

Zermatt, Grendal Room
Explore how others market their events. See description above.

6:00 PM
Cocktail Party
Zermatt, Bernese Event Center
Cash bar

7:00 PM **Dinner**
Zermatt, Bernese Event Center

9:00 PM
Film Screening
Zermatt, Matterhorn Ballroom

WEDNESDAY, JANUARY 20

8:00 AM **Breakfast Buffet at Art House Lounge**
Zermatt, Conference Center

10:15 AM **ANATOMY OF A FILM FESTIVAL -- MEDIUM-SIZED EVENT (budget under \$500K)**

Zermatt, Interlaken Room
Dan Brawley, Cucalorous Film Festival
See description above.

- 12:00 PM **Lunch with Roundtables**
Zermatt, Bernese Event Center
Choose to sit at a Topic Table with a discussion leader for a focused conversation or you can grab a seat at our other tables and take a break while you eat your lunch.
- 1:00 PM **WHAT IS THE FILM FESTIVAL ALLIANCE?**
Zermatt, Grindenwald Room
Colin Stanfield, Acting Director, Film Festival Alliance
Originally founded in 2010 as a program of IFP, The Film Festival Alliance was established in 2015 as an independent non-profit organization which develops and fosters collaboration among mission-driven film festivals around the world. Learn more about our mission and programming -- and join in as a committee or board member.
- 2:00 PM **BRING ON YOUR PITCHES**
Zermatt, Interlaken Room
Lesli Klainberg, NYFF
Aran Roche, Montclair Film Festival
Ben McCarthy, SIFF
Your fundraising efforts are only as good as your last successful pitch. Learn tips and tricks from some of the top fundraisers in the festival industry about making successful (and sometimes non-successful) asks. Then, bring your own 60-second elevator pitch and get critique and feedback from the panel on how to sharpen your asks to get the cash.
BRING-ALONG: Please bring copies of your Sponsorship marketing materials and deck. If you want to work on your pitch, bring in a written form so you can edit on site.
- 2:00 PM **DCP IS NOT SCARY**
Zermatt, St. Moritz Room
Bob Deutsch, DTA
Garrett Sergeant, SimpleDCP
Creating DCPs is much easier with a partner. Learn how SimpleDCP works with festivals to manage file collection, creation and testing for projection optimized for your venues. Then hear from DTA. about outfitting any space into a DCP-ready venue — at a budget friendly price.
BRING-ALONG: If you currently screen DCPs, be prepared to discuss your asset trafficking. If you screen in non-traditional spaces, bring the dimensions of your space and seating capacity.
- 3:00 PM **MEET THE DISTRIBUTORS**
Zermatt, Bernese Event Center
Drop in for 15 minutes or all afternoon — with over 30 distributors in the room, now is your chance to hear about their upcoming films and events.
- 3:00 PM **MINDSHARE 2**

Zermatt, St. Mortiz Room
Small group solution solving. See description above.

4:00 PM

GROWING PAINS: STAFFING SOLUTIONS

Zermatt, Interlaken Room

Deirdre Haj, Full Frame Film Festival

Janette Force, Port Townsend Film Festival

Alan Black, HotDocs

Andrew Greenblatt, Philadelphia Film Society

As your festival grows, so does the need for extra staff. Learn how to identify your organization's needs, craft accurate job descriptions and delegate tasks. Hear from big festivals with numerous year-round and seasonal staff on the legalities of hiring practices, and smaller events who creatively rely on volunteers. The panel will discuss how can you turn super-volunteers into part-time and full-time staff (chances are we all started there), best utilize your consultants and keep interns busy.

BRING-ALONG: Staffing flow chart, staffing manuals and job descriptions. If you are willing to share, your salary budget, and what percentage of salaries is expensed to marketing, programming, administration, box office, technical, and education staff.

4:00 PM

ARE YOU PROTECTED? LEGAL 101

Zermatt, St. Moritz Room

Cory Field

Michael Donaldson

From entry form to closing party — is your organization protected? What if a filmmaker sues? A volunteer gets seriously injured? A studio demands to remove a film? A sponsor pulls out at the last minute? Hear from legal experts on ways to protect your event, board — and yourself.

BRING-ALONG: Potential legal issues you would like discussed.

5:00 PM

ETHICS FOR FILM FESTIVALS

Zermatt, Grendal Room

Festivals play a critical role in the success of a film. How do we, as an industry, handle this role? Join an in-depth discussion to form a voluntary Code of Ethics which can be adopted by festivals — and promoted to filmmakers.

6:00 PM

Cocktail Party

Zermatt, Bernese Event Center

Cash bar

7:00 PM

Dinner

Zermatt, Bernese Event Center

9:00 PM

Closing Party

Homestead, Pavilion

Complimentary shuttle is available for those who do not wish to walk over.

THURSDAY, JANUARY 21

- 7:30 AM **Coffee at Art House Lounge**
Zermatt, Conference Center
- 8:00 AM **FEEDBACK BOOTH**
Zermatt, Interlaken Room
Grab a cup of coffee and let us know how you thought the conference went. In order for us to grow, we need to hear from YOU -- the good and the "we tried, but did not deliver."
- 9:30 AM **ANATOMY OF A FILM FESTIVAL -- LARGE EVENT (budget over \$1M)**
Zermatt, Interlaken Room
Seattle International Film Festival
See description above.
- 11:30 AM **CLOSING BRUNCH**
Zermatt, Bernese Event Center
- 1:15 PM **GROUP PHOTO**
Zermatt, Front Circle
- 11:30 AM **Busses depart for SLC Airport and Sundance**
Zermatt, Conference Center

<http://bit.ly/ffa-ahc16>