April 4 - 7, 2019: Schedule of Events

Thursday, April 4: (Arrivals + Group Outing)

8:30am-10:00pm: CIFF43 all-access Guest Pass Pickup
Location: CIFF43 Hospitality Headquarters (Tower City Center Level M3)

All Day / 9:15am-Midnight: CIFF43 screenings
Location: Tower City Cinemas / Tower City Center Level M1 (plus two screenings at the Cleveland Museum of Natural History)

3:30-5:30pm: Rock & Roll Hall of Fame Group Field Trip
Sponsored by FilmFreeway (meeting location TBD)

Optional: 10:00 p.m.: CIFF43 Filmmaker & Guest Nights Out
Location: Great Lakes Brewing Company (2510 Market Avenue, Cleveland - Ohio)
Take a Lyft (CIFF43 sponsor) or RTA Red Line Rapid to Great Lakes Brewing Company

Nearby CLE Happening
- Cleveland Indians vs. Toronto Blue Jays @ 6:10 p.m. @ Progressive Field
Friday, April 5: Case Studies: Communicating To Your Community

All Day / 9:10am-1:30am: CIFF43 screenings

Location: Tower City Cinemas / Tower City Center Level M1 (plus several screenings at the Cleveland Museum of Art and Cleveland Museum of Natural History)

8:45am: CIFF Case Study: Youth Engagement through Educational Program
(FilmSlam Educational program for grades 5-12)

Location: CIFF43 Hospitality Headquarters / Tower City Center Level M3

A complimentary continental breakfast (courtesy of CIFF) will be provided and there will be a brief program explaining FilmSlam, CIFF’s student engagement program.

9:20am: FilmSlam Student Arrival

Location: Tower City Cinemas / Tower City Center Level M1

Witness the rush of hundreds of students as they arrive at CIFF43 for screenings.

9:45am-10:30am: CIFF Case Study: Communicating with Staff and Departments

Location: Tower City Cinemas lobby / Tower City Center Level M1

Observe an all-hands-on-deck gathering of daily CIFF staff and departmental reports and Festival updates.

10:30am-11:15am: CIFF Case Study: Media Hub Tour

Location: CIFF43 G4 Studio, Tower City Center Level M2

Observe where the CIFF media action occurs: from a podcast studio, to photographers, writers, digital marketing team and interns, see the magic in action.

(Presented by Debby Samples, Marketing & Media Director)

11:15am-12:30pm: Lunch on your own

12:30-1:15: Respect the Science: How Data Analytics and a Thoughtful User Experience Boosts Festival Turnout

Location: Cleveland Public Library Learning Commons (325 Superior Avenue, 2nd floor)

(A sponsored conversation presented by Agile Ticketing Solutions)

Curating and building your film guide is a critical part of creating your festival experience for your patrons. What if you could predict festival success using insights that you may already have at the tip of your fingers? Discover best practices, ideas, and useful tips that can impact your organization positively year over year.

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1:30pm- 2:30pm: CIFF Case Study & Dialogue: Engaging Community with Nonprofit Partnerships
Location: Cleveland Public Library Learning Commons (325 Superior Avenue, 2nd floor)
The CIFF Community Engagement Program builds and strengthens partnerships with other nonprofits by connecting them to Festival films that are relevant to their mission and work. As a result, the CIFF continues to embed itself into the fabric of Northern Ohio. The partnering entities agree to publicize Festival films in exchange for visibility at the Festival and a platform to talk about their missions and promote their causes. There are 160 nonprofit Community Partners for CIFF43.

2:45pm-3:45pm: CIFF Case Study & Dialogue: Making the Most of Your Marketing Campaign
Location: Cleveland Public Library Learning Commons (325 Superior Avenue, 2nd floor)
A look behind the scenes of the creative process behind launching a yearly marketing and branding campaign for a 43 year-old festival, from the creative groups that produce CIFF’s overall marketing campaign, including print & digital merch, festival trailer, with Q&A and discussion. (Presented by Type Twenty Seven and Fusion Filmworks)

Optional: 5:00pm-6:30pm: Filmmaker and Guest Networking Happy Hour
Location: The Ritz-Carlton, Cleveland (adjacent via Tower City Center Level M3)
Complimentary hors d’oeuvres and drinks courtesy of CIFF

Evening: Dinner on your own + CIFF43 films

Optional: 10:00pm: CIFF43 Filmmaker & Guest Nights Out
Location: Johnny’s Downtown (1406 West 6th Street, Cleveland - Warehouse District)
Meet at CIFF43 Hospitality Headquarters (Tower City Center Level M3) at 10:00pm and walk over to Johnny’s Downtown

Nearby CLE Happenings
• Cleveland Indians vs. Toronto Blue Jays @ 7:10 p.m. @ Progressive Field
• 6:00-10:00pm MIX at the Cleveland Museum of Art: The Museum’s monthly first Friday art-filled happy hour will take place on Friday, April 5 from 6:00 PM to 10:00 PM. The theme is Funk. Tickets: $10 in advance, $15 day of event http://clevelandart.org/events/special-events/mix-at-cma

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Saturday, April 6: Communicating to Your Community: Facilitated Roundtable Conversations

All Day / 9:00am-1:30am: CIFF43 screenings
Location: Tower City Cinemas / Tower City Center Level M1 (plus several screenings at the Cleveland Museum of Art and Cleveland Museum of Natural History)

8:45am - 9:45am: Roundtable: Defining the Region
Location: CIFF43 Hospitality Headquarters / Tower City Center Level M3
This conversation points the lens on the Great Lakes region as a host for film festivals, examining audiences, their preferences and expectations and the unique aspects of the region that make festivals here a unique experience. (Moderated by Cara Ogburn, Milwaukee Film) *Complimentary continental breakfast courtesy of CIFF

10:15am - 11:30am: Roundtable: Speaking to Your Community Stakeholders
Location: Cleveland Public Library Learning Commons (325 Superior Avenue, 2nd floor)
How can we best engage and speak to the many facets of our community who are essential parts of our success? From volunteers, to community partners, to audiences and even our own staff, each requires their own language and tools. Looking at the various CIFF case studies from the prior day, what are the similarities and challenges that are unique or universal? (Moderator TBD)

11:45am - 1:00pm: Roundtable: Managing Media Relationships & Expectations
Location: Cleveland Public Library Learning Commons (325 Superior Avenue, 2nd floor)
How do you create strong communication plans and lasting relationships with media? How do you create in-house opportunities for filmmakers, and manage all of the moving parts of a media and communications plan when you may not have abundant resources at hand? This conversation will explore how we message and stay on brand when speaking to everyone from your local influencer to a national publication, and how to create more opportunities for media coverage in a challenging environment. (Moderator TBD)

1:00pm-2:30pm: Lunch on your own

2:30pm-3:30pm: Meet the Festivals
Location: CIFF43 Chat Room / Tower City Center Level M1
This moderated conversation with attending festival organizers and filmmakers creates an opportunity to connect for a frank conversation about the film festival process.

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Optional: **5:00pm-6:30pm: Filmmaker and Guest Networking Happy Hour**
*Location: The Ritz-Carlton, Cleveland (adjacent via Tower City Center Level M3)*
Complimentary hors d’oeuvres and drinks courtesy of CIFF

Optional: **10:00pm: Filmmaker & Guest Nights Out**
*Location: House of Blues Foundation Room (308 Euclid Avenue, Cleveland - Gateway Neighborhood)*
Meet at CIFF43 Hospitality Headquarters (Tower City Center Level M3) at 10:00pm and walk over to House of Blues Foundation Room

*Nearby CLE Happening*
  - *Cleveland Indians vs. Toronto Blue Jays @ 4:10 p.m. @ Progressive Field*
Sunday, April 7: Screenings & Case Study: Volunteer Engagement + CIFF Events

All Day / 9:00am-9:00pm: CIFF43 screenings
Location: Tower City Cinemas / Tower City Center Level M1

10:30am - 12:00pm: CIFF Case Study: Volunteer Engagement Tour & Appreciation Breakfast
Location #1: CIFF43 Volunteer Headquarters / Tower City Center Level M1
CIFF is fortunate to earn the generous support of approximately 1,000 volunteers -- donating over 10,000 hours time -- over the course of 12 days. Take a tour of the volunteer hub and meet CIFF43 Volunteer Managers and then walk over to the Volunteer Breakfast and join hundreds of volunteers for the CIFF43 annual appreciation breakfast. Breakfast included for all #FFAinCLE participants. Walk over to Location #2: Higbee’s Silver Grill (Tower City Center Tower Court Level 3)

Optional: 11:00am – 1:00pm: Tribeca IF/Then Pitches
Location: The Ritz-Carlton, Cleveland (adjacent via Tower City Center Level M3)
Tribeca Film Institute and CIFF have jointly selected six finalists to present their projects at a live pitch event before a panel of industry judges. Each pitch team will have 7 minutes to present their project, which will be followed by a short, moderated discussion with a tailored jury. One project, selected by the jury, will receive up to USD $25,000 in project funding and will have the opportunity to participate in TFI’s IF/Then Shorts program, which provides year-round mentorship and career development opportunities.

Approximately 9:00pm: CIFF43 Closing Night Ceremony
Location: Tower City Center Skylight Concourse / Tower City Center Levels M1/M2/M3

Approximately 11:00pm: Festival Wrap Party for CIFF43 Staff, Filmmakers, & Guests
Location: Panini’s Bar & Grill – Gateway (820 Huron Road East, Cleveland – Gateway)
Walk over or take a Lyft

Nearby CLE Happenings
• Cleveland Indians vs Toronto Blue Jays @ 1:10 p.m. @ Progressive Field
• Cleveland Cavaliers vs. San Antonio Spurs @ 3 p.m. @ Quicken Loans Arena

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