



**optimising the
visibility
and exploitation of
films
across platforms
and markets**

m&id

marketing & international distribution

m&id is a project-based programme geared to experienced film industry professionals wishing to develop smart, engaging and innovative digital driven marketing and international distribution strategies for feature films. **m&id** is designed to embrace the opportunities that digital media offer to optimise the visibility and exploitation of projects across markets.

m&id is led by **Peter Buckingham**, former head of distribution at UK Film Council and BFI, and designed with and delivered by leading European and US professionals from both the independent and studio distribution sector. The programme enables participants to significantly expand their international professional network.

m&id provides participants with detailed insight into the latest marketing trends, distribution and international sales strategies, audiences and consumer behaviour, new and niche markets, new business models and market and festival strategies.

Course Content

New distribution-multi-platform release strategies; developing marketing and distribution plans; understanding marketing principles; devising festival and markets strategies; publicity and promotions; digital exhibition; innovation in digital media; new business models and new markets, and a case study of a recent film demonstrating an innovative marketing strategy.

What alumni say ...

**JACK OLIVER, PROGRAMME
EXECUTIVE · BBC · UK**

m&id 2005

"An excellent course which I highly recommend to colleagues and business associates".

**MARIANNE HJERPSETH,
COMMISSIONER NATIONAL PROMOTION
· THE NORWEGIAN FILM INSTITUTE ·
NORWAY**

m&id 2011

"This was a great course where I both increased skills, knowhow and expanded my network".

**KAHLOON LOKE, DIRECTOR ·
PECCADILLO PICTURES · UK**

m&id 2011

"The course has helped me greatly to re-evaluate and plan our releases in a more organised and detailed strategy".

Impact

Participants will have developed an international marketing, distribution and sales strategy that clearly identifies the project's audience and markets; embraces and optimises the opportunities that digital media brings across the value chain; and offers an attractive investment opportunity.

Participants will be able to make informed choices about how to position their project in the marketplace and about the real distribution potential of their projects, as well as understand the tools, skills and collaborators they need in order to devise and execute compelling marketing campaigns that maximise cross media platforms. They will have also extended significantly their international professional network.

Course Structure

- RESIDENTIAL TRAINING
- ONLINE CONSULTATION
- MARKET PRESENTATIONS

m&id is structured as:

- 5 day residential training period
- online consultation
- market/investor forum project presentations*

Target Group



Entertainment sector entrepreneurs, producers and company executives, with at least 2 years' experience in production, marketing, distribution, sales and acquisitions.

Open to participants from around the world.

Application

- Application form
- Executive summary of the course project – feature film in any stage of development
- Curriculum Vitae
- Course project
- A passport sized photo
- High proficiency in English

Dates and Venue

Residential training period:

19th - 23th October 2015

Ronda, Málaga (Spain)

The course includes consultation.

Application deadline:

18th September 2015

Course Fee

1.800€*

(Includes ground transport, accommodation, subsistence)

**Basic fee for nationals of Creative Europe-Media participating countries (All EU members, Croatia, Iceland, Norway, Albania, Bosnia and Herzegovina, Montenegro, Georgia, Moldova, Turkey, Ukraine, Liechtenstein, Norway and Switzerland).*

** for projects selected by the collaborating markets or investor presentations.*

More info.

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