



Johannesburg Industry Events

6 - 16 June

Goethe Institut

SATURDAY, 8TH

10:00 - 12:00

Impact Workshop

Presented by Anita Khanna & Sylvia Vollenhoven
This workshop will unpack the blueprint for an Impact Strategy using examples of cutting-edge films like Jozi Gold, Everything Must Fall, PUSH and others. Come prepared to participate using your own projects and change the world one film at a time.

13:00 - 16:00

Sex, Lies, & Video Tapes

The bits that we fail to consider at the outset of our projects – what you need to create an impression, from the poster to the Press Kit, and which Festival will be your calling card to bigger and better things...
Join Sandra Vieira and Daniel-Duncan Rheed (Onemanshow Creatives) as they present on how to make an impactful trailer and the press and social media marketing processes.
Sandra will take you through the art of the impactful trailer. Daniel will deal with the following:

Key Art Design – As a filmmaker, how to go about providing your creative with the necessary elements to create a compelling key visual for marketing purposes.

Film Marketing Strategy – an overview (this will include a Festival Strategy / B2B Strategy / Consumer Strategy and Fan Strategy). Under this point, social media and PR/Press comes at play.



FOR FURTHER INFO PLEASE EMAIL:

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TO RSVP FOLLOW THIS LINK

<https://www.encounters.co.za/industry-events/>

