

# **ESoDoc 2017**

## **Session 3 – Public events**

*Vilnius (LT) – October 15-21, 2017*

*In partnership with:*



LITHUANIAN  
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# ***Public events***

## *Summary*

### Monday, October 16

10.00 – 12.00: **Sibylle Kurz**: *"Pitch it! The art of selling successfully your film project"*

### Thursday, October 19

9.00 – 13.30: **Pitching Day 1**

15.00 – 16.00: **Bruno Smadja**: *"Future visions of Transmedia and VR projects"*

16.30 – 17.30: **Simone Baumann**: *"Who is watching our documentaries?"*

### Friday, October 20

9.00 – 13.00: **Pitching Day 2**

14.30 – 15.15: **Margje de Koning**: *"Confusing but productive"*

15.15 – 16.00: **Stefano Tealdi**: *"Going international – necessary but tricky"*

Monday, October 16 // 10.00 – 12.00

## **Pitch it! The art of selling successfully your film project**

Pitching is a pleasure! Creative people are doing it almost every day in order to convince other people about their idea. But if it comes to public pitching, for a lot of people pitching becomes a stressful event. There is one way to overcome this nervous feeling: Replace it by the real pleasure of feeling well prepared for sharing your story with the others. There is not the one and only recipe for this form of presentation. But in the end, pitching is storytelling.



### **Sibylle Kurz**

Country:

**Germany**

Company:

**Pitching and  
Communication Skills**

Position in the company:

**Pitching Expert**

Bio:

Coach and communication trainer (pitching.de), Sibylle Kurz is a merchant and psychologist by training. She has working experience in the music and event business as well as in film licensing, acquisition and distribution for the German film- and television market.

Additionally she has an academic background in media and communication science, sociology and psychology and a postgraduate education as communication skills trainer and Certified NLP-Trainer (INLPT Associational standards).

Since 1994 she freelances as a coach and communication trainer for the media, arts & culture industries, with specializing expertise in "The Art Of Pitching". Her clients are European training programs & workshops, corporations, production studios, publishing houses and individuals, who will also call her in as a script doctor for fictional and non-fictional projects or to help them prepare the presentations for sales-meetings and markets. The sector "Arts & Culture" includes artists, painters, musicians and composers, anyone who is trying to position his idea/concept in the "cultural market" making it accessible to audiences.

Sibylle teaches "The Art of Pitching" since 20 years at acclaimed national and international film schools.

Her intensive workshop sessions enable participants to hone and time-tune their ideas, concepts and projects prior to pitching as well as gain insight into strengths and weaknesses of their own professional practice.

Thursday, October 19 + Friday, October 20 // 9.00 – 13.00

## **ESoDoc 2017 – Pitching Day 1 + 2**

The ESoDoc Pitching Event in Vilnius is the public presentation and discussion of 18 projects that has been developed during ESoDoc 2017, projects coming from all parts of the world. We also welcome three guest pitches: Doc-Edge (Kolkata), I DW workshop (Nyon) and from Lithuania. The pitching event will be split in two days, Thursday and Friday morning.



ESoDoc – European Social Documentary is the training initiative for media professionals and “cross-thinkers” who want to increase impact and outreach of their documentary and crossmedia projects, developing new storytelling skills across platforms, discovering new forms of team building, producing, financing and distributing. ESoDoc offers three one-week residential sessions held over a period of six month, combined with extended online didactic sessions for project tutoring or on specific topics. Emphasis is placed on building up strong storytelling suitable for various platforms and formats (linear, interactive, Immersive, etc).

### Pitching Moderator:

**Stefano Tealdi** – Stefilm International, Italy

### Members of the pitching panel:

- **Caroline Mutz** – Arte G.E.I.E., France
- **Marge de Koning** – EO (Evangelical Broadcasting), The Netherlands
- **Bruno Smadja** – Mobile Event / Cross Video Days, France
- **Simone Baumann** – Saxonia Entertainment, Germany
- **Katrine Kilgaard** – CPH:Dox (Denmark)

Thursday, October 19 // 15.00 – 16.00

## **Future visions of Transmedia and VR projects**

### ***Is there a future and a market?***

In a fast moving and changing audiovisual Industry, Bruno Smadja will draw a picture of opportunities for transmedia and immersive media. 8 years ago, he created Cross Video Days in Paris, a market which gives the opportunity to digital creators and producers to find and meet financiers. Based on his experience, he will present some ideas and perspectives for transmedia and specially immersive creation. He will also approach questions of financing, distribution and monetization.



### **Bruno Smadja**

Country:

**France**

Company:

**Cross Video Days**

Position in the company:

**Founder**

Bio:

For 12 years, Bruno Smadja loves to create innovative and creative events dedicated to filmmakers and producers.

In 2005, Bruno Smadja has created the Mobile Film festival around an unique concept : 1 Mobile, 1 Minute, 1 Film. This international film festival gives great opportunities to young filmmakers. In 2015, the United Nations asked the Mobile Film Festival to organize a special edition about Climate Change for the COP21. 750 filmmakers from 70 countries have submitted a film. Thanks to the 75 selected films, we reached 17 million views in 2 months.

In 2010, Bruno Smadja has created Cross Video Days that have become the leading financing market for digital content in Europe. Every year, more than 30 countries are represented, more than 250 projects in development are submitted and the major European media are attending as commissioners (BBC, Arte, Canal +, Channel 4, ZDF, Rai, Red Bull,...).

For 2 years, Cross Video Days are focusing on Virtual Reality.

Thursday, October 19 // 16.30 – 17.30

## **Who is watching our documentaries?**

### ***The role of aggregators and distribution companies in a changing media market***

Who will be my audience? This question should be central from early documentary development on. In a changing market where on one side big money is going into “big names” and international stories and where on the other side for a lot of productions it is essential to be successful first of all at the local home market, it is not easy to create a successful distribution strategy. How aggregators and distribution companies can help? Simone Baumann will give us her insight.



**Simone Baumann**

Country:

**Germany**

Company:

**Saxonia Entertainment**

Position in the company:

**Producer**

Bio:

Producer Simone Baumann was born in 1963 and raised in Zschopau, Germany. She studied philosophy in Rostov upon the Don in the 1980s, worked in Moscow in the early 1990s and as a lecturer at Berlin’s prestigious Humboldt University before she began a career in documentary film with Leipzig-based broadcaster MDR. Since 1997, she has been the managing director of the independent production company LE VISION, where she also oversees the activities of the company’s Russia office, which she initiated 10 years ago. Since 2011 she has worked as a Executive producer for Saxonia Entertainment in Leipzig. For Saxonia Entertainment she is overseeing all documentary projects. She the representative of German films Service und Marketing GmbH for Eastern Europe.

Friday, October 20 // 14.30 – 15.15

## **Confusing but productive** ***Coproducing documentaries with Dutch TV***

Margje de Koning is Head of Documentaries at IKONdocs/EO in the Netherlands and part of the “most confusing public broadcasting system” as she puts it. As an important partner for international documentary coproductions, Margje will not only give us an insight in the dutch system but especially in her criteria to choose the subjects and stories of the documentaries she commissions.



### **Margje de Koning**

Country:

**The Netherlands**

Company:

**EO (Evangelical  
Broadcasting)**

Position in the company:

**Chief commissioning editor  
of documentaries EO, JDocs  
& IKONdocs**

Bio:

After finishing her studies, Margje de Koning made all sorts of documentaries for many different broadcasting companies for 12 years.

In 2004 Margje de Koning became a part time teacher at the Culture & Media studies (department Film& Television at the University of Amsterdam).

In August 2004, Margje de Koning became Commissioning Editor for a documentary slot of 52' docs. This meant producing and co-producing creative single 52'-documentaries on contemporary social, social-cultural and moral issues with a strong human interest angle.

Since January 2005 Margje de Koning has been responsible for the Television Department of IKON and on January 2012 she became Head of TV, Radio and New Media programming at IKON. From January 2016 IKON has been incorporated within EO with Margje de Koning as Commissioning Editor Documentaries for EO, JDocs and IKONdocs.

Friday, October 20 // 15.15 – 16.00

## **Going international - necessary but tricky**

***How to tackle the obvious need for international co-productions.***

Many say “don’t co-produce unless it is absolutely necessary”. But this is not the point anymore: the whole European film industry is based on the international co-production. Even though it is not easy and can be even painful, it assures resources and a larger number of viewers. This session is a breakdown of the major hurdles one has to overcome, which are much more than just agreeing on a contract, a budget and a financing plan.



### **Stefano Tealdi**

Country:  
**Italy**

Company:  
**Stefilm**

Position in the company:  
**Head of Development**

Bio:

Born in Johannesburg (South Africa) in 1955, he studied Architecture in Torino - Italy. After graduating, he worked on film and TV at the Politecnico di Torino becoming Head of Production. In 1985 he founded, with others, Stefilm where he works as a director and producer.

Stefilm produces one-off documentaries and documentary series. Since 2008, he directed A World of Pasta, Doctor Ice (Science Film Festival - Milano 2009), Coffee Please and Tea for All and the series Food Markets - In the Belly of the City (10x52). Recent works produced and co-produced: Mostar United (IDFA 2009), Vinylmania (IFF Rotterdam 2012), Char, no man’s island (Berlinale Forum 2013), The Queen of Silence (IDFA 2014).

He tutors film development and production at universities and master courses, and film pitching for organisations, such as Biennale Cinema College, Cannes Film Market, Documentary Campus, Films de 3 Continents – Produire au Sud, Media Business School, Med Film Factory, Scuola Holden, TFL-Torino Film Lab, Cinema do Brasil, ZeLIG Film School, ZagrebDox.

## Other members of the ESoDoc Pitching Panel



**Caroline Mutz**

Country:  
**France**

Company:  
**Arte G.E.I.E.**

Position in the company:  
**Commissioning editor**

Bio:

- 2013-now member of the cultural department of ARTE with the cultural documentary ART AND CULTURE 26 min, the weekly cultural magazine METROPOLIS and web-documentaries for the ARTE platforme ARTE CREATIVE
- 2010-2013 commissioning editor ARTE-DOCUMENTARIES AND MAGAZINES /ARTE-DISCOVERY/ARTE CREATIVE/ EXPERIMENTAL DOCUMENTARY LUCARNE
- 2007-2010 commissioning editor ARTE-CULTURAL DOCUMENTARIES and journalist for the cultural debate PARIS-BERLIN
- 2002-2009 commissioning editor ARTE-THEMA(for all subjects of the Theme evenings), Strasburg, France
- 1999-2001 free-lance reporter, editor and producer for several magazines and documentaries, direction of media/video-installations for AVENTIS, France and for EXPO 2000, Hannover, Germany
- 1997-1999 editor and author at GRUNER UND JAHR Filmproductions, Hamburg (GEO-TV, science, nature CAPITAL-TV, economy, STERN-TV weekly news-magazine)
- 1996-1997 studies of cinematography and art history at Florence, Italy
- 1989-1996 studies of French and German literature and linguistics at the University of Hamburg and Bordeaux.
- studies of graphics, photography and film at the art college of Hamburg and Bordeaux



**Katrine Kiilgaard**

Country:  
**Denmark**

Company:  
**CPH:DOX**

Position in the company:  
**Deputy Director, Industry & Training**

Bio:

Katrine Kiilgaard is in charge of the industry platform at CPH:DOX; Copenhagen's international documentary film festival. With a focus on highly creative projects crossing boundaries between documentary, hybrid film, art and impact journalism, the CPH:INDUSTRY platform offers a number of B2B activities designed to enhance the financing, production, distribution and reach of documentary films.