

AUDIENCE DEVELOPMENT, MARKETING, DISTRIBUTION & EXHIBITION / PROJECT DEVELOPMENT

EAVE Marketing Workshop

A five-days immersive audience-focused workshop exploring 360° film marketing by gaining insight into the classic tools and the latest trends in Digital PR, social media management, digital marketing and Audience building.

Dates: 5-10 October, 2021, Luxembourg

This is a tailor-made workshop embracing the importance of marketing techniques and audience-centered strategies. Participants work collectively on the group's projects more than half of the time. Inspired by the EAVE sharing pedagogy, Design Thinking techniques and visual, tangible and ludic exercises, the sessions are equally creative, innovative and strategic. The result is a hands-on approach with concrete tools that anyone can apply immediately within their own team in today's and tomorrow's industry. This casual way of learning facilitates network and community building across countries from all over the world.

The 30 carefully selected participants will have a full overview of the actual marketing trades in terms of targeting and positioning from international sales strategies to national release and also generating awareness all across the release process including festivals.

Participants can apply with or without a project at any stage of production to work with cutting-edge marketing specialists. This selective group of experts go beyond their own field of marketing and get involved in other experts sessions sharing their complementary experience.

The workshop is targeted at producers as well as professionals working in sales, distribution and marketing departments. Applications from related areas of the industry (e.g. regional and national funding institutions, film festivals and markets etc.) and from relevant trainers and consultants who want to innovate in their marketing techniques are also welcome.

The two groups that work together during the entire workshop are balanced in terms of all the above-mentioned trades of the film industry in order to nourish as much as possible the different perspectives.

TARGET GROUP

Producers, Distributors & sales agents, Festival managers, Funders & financiers, Trainers and consultants

COURSE WEBSITE

<https://eave.org/programmes/eave-marketing-workshop-2020/>

COURSE SOCIAL MEDIA

<https://www.facebook.com/EaveEuropeanAudiovisualEntrepreneurs>

<https://twitter.com/EAVENews>

<https://vimeo.com/eave>

 **Project-based, Without project**

 **Intermediate**

€ **2000** 1600 without project

 Scholarships are available for candidates from: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Georgia, Greece, Hungary, Iceland, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Montenegro, Norway, Portugal, Romania, Serbia, Slovakia, Slovenia, Tunisia, Ukraine. EAVE has a small number of scholarships for specific countries in- and outside Europe available.

 **Included**

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