

MASTERCLASS #2: Advanced Film Distribution & Marketing

- Learn in detail how Distribution works and how to do strategic Film Marketing
 - How do you find a Distributor?
 - How do you negotiate a good distribution deal?
 - How do you avoid being screwed by Distributors?
 - How do you do International Distribution?
 - Do you need a Sales Agent?
 - Can you do Self-Distribution?
 - What is an Aggregator?
 - How to identify your core/niche audience
 - How to connect with your core audience
 - Creative ideas for direct marketing
 - strategically targeted social media campaigns
- 20 hours over 10 weeks / **WED nights** / 2 hours per week / 5:00 pm PST (8:00 pm EST) – 7:00 pm PST (10:00 pm EST)
- \$1,500 registration fee
- Next session:
 - **FALL Session: Wed Sept 14, 2022 – Wed Nov 16, 2022**
 - Registration begins: Mon Aug 15, 2022
- Class is ONLINE by ZOOM
- All Sessions are Recorded and made available to participants for 60 days after session
- See attached CURRICULUM for details
- Notes:
 - Class is limited to 30 participants
 - Must have no less than 10 participants for class to proceed
 - Registration is first come, first serve
 - Weekly Format: 60 minutes lecture / 30 minute participant presentations / 30 minute interactive discussion & questions
 - Each participant will be required to do one class presentation and three group assignments
 - Successful participants will receive a Certificate of Achievement

CURRICULUM - Advanced Film Distribution & Marketing

- Week 1 – Distributors
 - An in-depth look at distributors; both domestic and worldwide
 - Who are the Distributors and what are their specialties?
 - How do you contact them?
 - How do you get them interested in handling your movie?
- Week 2 – Sales Agents / Producer Reps / Aggregators
 - What is a Sales Agent? What is a Producers Rep? What is an Aggregator

- Do you need to use an Agent or Rep?
 - If so, how much should you pay?
 - How do you find them?
 - Sales Rep agreement
 - What can an Aggregator do for you?
- Week 3 – Distribution Agreements
 - We will dissect a standard distribution agreement and discuss all of the terms and conditions
 - length of period / distribution fees /costs cap / rights granted / performance thresholds / minimum guarantees / reporting / standard terms & conditions / etc.
 - What protections does a Producer need in order to avoid getting screwed?
- Week 4 – Streaming Platforms
 - Overview of SVOD / TVOD / AVOD streaming platforms
 - How do you get your movie onto a streaming platform?
 - What is a “fair” deal?
- Week 5 – International Distribution
 - How do you get the best results from International Distribution?
 - Who are the best, most trustworthy Int’l Distributors?
 - What is a fair deal for Int’l distribution?
- Week 6 – Television / Faith Based Market / Specialty / OTT
 - What is the Television landscape, both domestic and Int’l?
 - Are TV sales still attainable?
 - How big is the Faith-based market and how do you access it?
 - A look at some of the smaller, Specialty streaming / OTT platforms
- Week 7 – Marketing – How to identify & connect with your niche/core audience?
 - Who is your niche/core audience?
 - Where do you find this audience?
 - How to connect and create awareness with your audience?
 - What resources are required?
- Week 8 – Marketing – Creating awareness with your audience
 - How do you create an effective Social Media campaign
 - How to connect directly with your audience through associations, etc.
 - Publicity – Do you need a PR person?
 - Promotion – What creative promotions can you do to created awareness?
- Week 9 – Self-Distribution
 - If all else fails, can you distribute by yourself?

- What is involved?
 - How much money will you need for marketing?
- Week 10 – Overview and Re-cap
 - Review, sharing, and critique of Distribution and Marketing plans