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Training programme

Marketing & Distribution (MD) is a training programme focused on the marketing and distribution of theatrical feature films, organised by the Media Business School (Fundación Cultural Media) and supported by the MEDIA Programme of the European Union. This training initiative has been running successfully since the year 2000.

MD is addressed to European film executives with experience in production, marketing, distribution, acquisitions, sales or exhibition of feature films, as well as marketing executives from other fields who want to move into the film industry.

The course is composed of plenary sessions, tutorials, workshops, case studies and screenings and focuses mainly on the following subjects: theatrical release strategies at both international and local levels; creating the right marketing campaign; the best use of publicity and promotions; the impact of the Internet as a market research tool; the acquisitions process or the impact of digital technology.

This course offers its participants the opportunity to expand their career horizons, by meeting and learning first-hand from leading European and American film professionals.

Entry requirements:

A maximum of 25 participants will be selected amongst residents in a country participating in the MEDIA programme, on the basis of their application forms, as well as the strength of their CV's and professional references.

Applications are welcome from European professionals with experience in production, marketing, distribution, acquisitions, sales and exhibition of feature films, as well as executives from other fields who wish to move into the film industry. The selection committee may decide to do telephone or face-to-face interviews.

Proficiency in English, the working language of the course.

Participation Fee

The €1,200 registration fee must be paid before the start of the course. The fee covers course participation and documentation, hotel accommodation, included in the programme and transport between the hotel and local airport and health insurance.


Dates: July 5th to 9th, 2011

Venue: Ronda (Málaga), Spain

Application deadline: May 9th, 2011

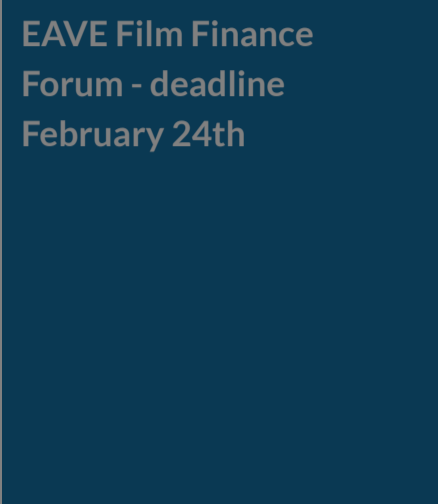
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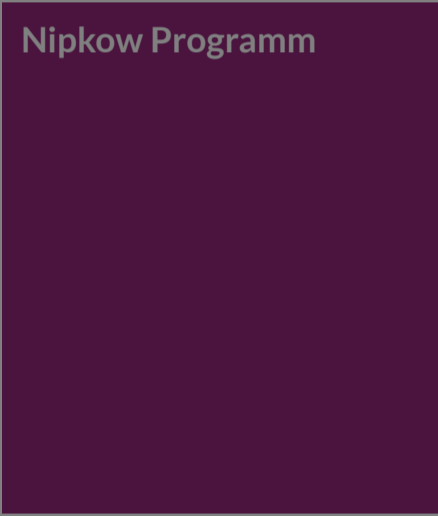
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Call for Entries: Ties That Bind 2012 (EAVE Asia-Europe Producers Workshop)

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