



## Europa Distribution Exchange Programme

### *What is it?*

Following its natural vocation as an international networking think-tank, whose primary goal is promoting the sharing of experience and expertise among its members, in 2019 Europa Distribution launched a new programme aimed at **marketing professionals**, employees of European film publishing and distribution companies. The purpose is to offer **an immersive experience in a company abroad** to help them, through the exchange of know-how and ideas with foreign colleagues, to improve their marketing skills, learn new tools and get inspired by successful release strategies, that they could then in turn use to promote and release independent European films. The hosting companies would also benefit from the knowledge exchange and would have opportunity to study the marketing approach of distributors coming from a different market working on common European films releases or promotional projects.

This project is designed to foster the **creation of personal and professional connections** between distribution companies and their employees and to **enhance international collaborations** based on specific necessities, offering a space where professionals from different countries can collaborate. With this Exchange Programme, Europa Distribution also aims at **reinforcing the promotion of independent European films** and the reach to European audiences.

### *Who can apply?*

The Exchange programme should represent an opportunity for both the visiting distributors and for the hosting companies. The two sides should engage themselves in offering their own experience and be open to learn from the other.

### PARTICIPANTS

# DISTRIBUTORS ON THE MOVE

The Programme is open to 20 **marketing professionals** employed by a European independent film distribution company. The candidate needs to:

- have at least a **10 months experience** within the company in a marketing position, possibly with a focus on digital promotion and social media
- be **fluent in English** (or in the language spoken in the visiting country)

## HOSTING COMPANIES

Companies interested in welcoming a foreign colleague will need to make sure they can offer her/him a valid professional experience. Their main requirements are:

- **Appoint a tutor dedicated to the participant** who is fluent in English and ready to guide the participant throughout the work of the company (it can also be different tutors every day, depending on the activity).
- Organise, during the participant's stay abroad, **daily sessions** (60-90 minutes) with the marketing team to illustrate their work and answering the participant's questions (possibly sent in advanced).

## *When?*

- **28<sup>th</sup> January: Application Deadline** - the earlier the better!
- January- July 2022: Valid period for the exchange

## *Logistics*

- Europa Distribution will organise and cover maximum 5 nights' accommodation capped at maximum €100 per night (if the exchange is finalised physically). The booking of the accommodation can only happen through Europa Distribution, the reimbursement of these cost is not possible.
- Travel costs are at the participant's own expenses.



- Europa Distribution can participate to the cost of the exchange only once per participant and per company per year. If the participant wishes to replicate the experience that would be entirely at her/his company's charge.

## *Application Process*

### **1) Application stage (open till 28<sup>th</sup> January, 2022)**

The participant will fill this dedicated [Google Form \(https://forms.gle/1CsHTBdRrTe7WqWVA\)](https://forms.gle/1CsHTBdRrTe7WqWVA) **and** send via email to [communication@europa-distribution.org](mailto:communication@europa-distribution.org):

- a **CV** (2 pages maximum)
- a **motivation letter** explaining why she/he would like to take part in the programme (500 words maximum)
- the **line-up** of the company

These documents need to be submitted all together in one PDF, and all in English.

### **2) Consultation and matching stage**

Europa Distribution will upload these documents in a common Google Drive folder dedicated to the programme, whose link will be shared with each applicant. It will allow applicants to consult each application, look for a match (who, where, what European film(s) or project(s), for how long) and contact their fellow distributors.

The direct mutuality of the exchange is not compulsory and participants may apply even if their company can't host another distributor.

Matches and common goals will have to be communicated to Europa Distribution ([communication@europa-distribution.org](mailto:communication@europa-distribution.org)) as soon as they are settled between the participant and the hosting company.

### **3) Selection stage**

The documents mentioned above will be consulted by a Selection committee composed of Europa Distribution board members, who will approve the proposed pairs and make sure the

# DISTRIBUTORS ON THE MOVE

exchange represents an opportunity for both the visiting distributor and for the company receiving her/him.

In particular they will take into account the following criteria:

- Clarity of the specific goal set for the exchange (following a specific release, learning a new marketing tool, comparing the outcome of different marketing strategies on the same European film in the two different territories, developing a common marketing item...)
- Evaluation of the participant's experience and motivation
- Evaluation of the match between the two companies involved (how much are they likely, thanks to the exchange, to establish a long-term collaboration?)
- Representativeness of candidates in terms of origin and gender
- In case of a high number of applications, companies that made themselves available also as hosts will be privileged.

## Structure

Depending on the agreement between the participant and the hosting company, the maximum duration of the exchange is **one week (maximum 5 nights)**. Longer stays should be covered by the parties involved in the exchange and cannot be supported by Europa Distribution.

The exchange programme can also be entirely digital, allowing participants who would prefer not to travel or couldn't, to still get the opportunity to exchange with another company abroad.

### BEFORE LEAVING...

Once participants have found their exchange partner, they are encouraged to **work together through one-to-one online sessions and brainstorm on their common film release strategies** and other topics they wish to focus on during the exchange. It will also be important to know in advance what titles their hosting companies will be working on in order to be able to work together on the marketing strategies.

### DURING THE EXCHANGE

# DISTRIBUTORS ON THE MOVE

The participants should observe the work of the hosting company and actively participate to its present marketing activities on the release of the European film(s) or action(s) previously discussed. Other relevant topics that could be covered during the exchange include (and are not limited to):

- New methods to approach broader audiences
- Online marketing, for theatrical or digital releases
- PR techniques
- Working with influencers
- Working with data and smart emailing

## ...ON THE WAY BACK

Each participant will **briefly summarize and report on the activities** held during the exchange, highlighting what he/she learnt, how the programme changed his/her approach to marketing, and suggest ideas and proposals to continue the collaboration with the hosting company on future projects.

After that, an article that describes the exchanges, based on the feedback and the learning outcomes of the participants, will be published on ED's blog, newsletter and social media, as well as on Cineuropa.

• let's •  
TALK