

BANFF
WORLD MEDIA FESTIVAL

June 14-July 16,
2021

networking the world

BANFF WORLD MEDIA FESTIVAL ANNOUNCES 2021 VIRTUAL EDITION FROM JUNE 14TH – JULY 16TH

**New purpose-built proprietary online platform developed
specifically for the entertainment industry**

**New 'MARKETPLACE WEEK' offers real-time networking, meetings, pitching, Summit Series
keynotes and more taking place between June 14 – 18**

The renowned Rockie Awards International Program Competition confirmed for June 15

**Banff 2021 program featuring live and interactive Panels, Master Classes, In Conversations,
30 Minutes With buyer mandates and an array of networking formats continues
between June 21 – July 16**

January 19, 2021: The Banff World Media Festival (BANFF) is proud to announce this year's edition taking place between June 14th – July 16th featuring an all-new bespoke online platform that will connect the global media industry to ignite new projects and support business development.

The Festival has invested in building a new virtual industry and event hub - an innovative online meeting and content environment designed specifically for the entertainment business. Via this new platform, BANFF will feature exponentially more formats to connect participants with each other one on one and in groups. The new platform will launch in April with exclusive sneak peeks in the months preceding.

"Great content and successful business ventures are fueled by meaningful personal connections. BANFF has always been about bringing people together, and this year's Festival will do that on a grand virtual scale," said Jenn Kuzmyk, Executive Director, Banff World Media Festival. "We believe our industry must recognize and act on its role in the movements for social, political, and environmental progress. This year's Festival content will continue to drive conversation and action, highlighting the power that the entertainment industry has to change minds, change policy, and create opportunities for those who have historically been underrepresented."

From June 14-18, BANFF's new online platform will bring the Canadian and global media industry together as part of a new initiative called MARKETPLACE WEEK, where participants can virtually meet, screen, pitch, enlighten and socialize all in real time. The renowned [Rockie Awards International Program Competition](#) (June 15), as well as the Festival's signature Summit Series keynotes, high level industry panels and an array of networking, parties and curated events will punctuate this exciting week. The Festival's vibrant online delegate lounge environments will feature exhibitors and a communal space where individuals can connect for scheduled meetings, special curated events, and serendipitous networking. Companies and delegations will gather in virtual Pavilions featuring multiple meeting spaces, and every delegate has their own customized private video conferencing room. Integrated messaging and scheduling tools will make the virtual meeting and/or pitching experience easy.

BANFF 2021 continues June 21-July 16, premiering a curated series of live and interactive topical panel discussions, celebrity Master Classes, In Conversations, as well as an array of programmed and networking formats. In addition, BANFF MARKETPLACE pass holders will have access to exclusive meeting opportunities including the Festival's signature Speed Meetings, 30 Minutes With buyer mandates, and group sessions offering unparalleled access to high level showrunners, directors and senior executives from the world's networks, streamers and media companies.

Individuals can register at www.banffmediafestival.com

Now in its 42nd year, BANFF is the international conference and marketplace where new business partnerships are forged and new TV, film and digital media projects are ignited. With delegates from 50+ countries, the Festival attracts the world's top creators, producers, showrunners, talent, networks, studios, streamers, press and media companies. In addition, BANFF continues to deliver important fellowships and initiatives including The [BANFF Spark Accelerator for Women in the Business of Media](#), supported by the Government of Canada which empowers and trains Canadian women entrepreneurs to launch and grow their own sustainable businesses within the screen-based industries as well as the [Netflix-BANFF Diversity of Voices Initiative](#), a program that jumpstarts and accelerates the careers of up to 100 Black, Indigenous and People of Colour producers and creators.

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About BANFF

The Banff World Media Festival and the Rockie Awards host one of the world's most important gatherings of entertainment industry executives and creators, dedicated to content development, production, broadcast and distribution within the screen industries. BANFF provides a platform for the evolving global media industry to develop its creative and business objectives. It serves as a leading destination for co-production and co-venture partners and is an unparalleled marketplace for international decision-makers to connect with new partners, learn from industry leaders and execute new business deals.

For more information on the Banff World Media Festival, click [here](#).

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#BANFF2021

#BANFFRockies2021

#RockieAwards

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