



## LAUNCH LAB | Mastering Your Film Festival Strategy

Navigating the film festival circuit can be a daunting task, but with the right strategy, you can increase your chances of getting your short film selected for top-tier festivals. This Launch Lab will provide you with essential insights and practical tips to help you develop a winning festival strategy – including the importance of having your strategy in place *before* you embark on making your film. Don't miss this opportunity to unlock the secrets of festival success!

**Date:** Saturday 1 February 2025

**Time:** Doors 9.30am | Lab 10.00am – 4.00pm | Networking 4.00pm - 5.00pm

**Venue:** The Mercury Cinema

**Cost:** \$75 or **FREE FOR MERCURY SUBSCRIBERS**

### PROGRAM:

0930	DOORS OPEN + COFFEE!	
1000 – 1130	<p><b>WELCOME:</b> Acknowledgement of Country + Introductions</p> <p><b>PANEL DISCUSSION:</b> Meet The Programmers Panel + Q&amp;A</p>	<ul style="list-style-type: none"> <li>- Michelle Hardy, Head of Industry Programs, The Mercury</li> <li>- Moderator: Sasha Close, Content &amp; Curation Specialist</li> </ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>- Paul Matereke, Sydney Film Festival, Shorts Programmer</li> <li>- Richard Sowada, St Kilda Film Fest + Revelation Film Fest, Festival Director</li> <li>- Gail Kovatseff, Adelaide Film Festival, Head of Programming &amp; Industry</li> <li>- Chris Warman, Fleurieu Film Festival, Co-Creator, Technical and Submissions Director</li> </ul>
1130 - 1145	MORNING TEA BREAK	
1145 - 1245	<p><b>PRESENTATION:</b></p> <ul style="list-style-type: none"> <li>- What is a Film Festival Strategy and why is it important?</li> </ul>	<p><b>Guest Presenter</b></p> <ul style="list-style-type: none"> <li>- Alies Sluiter, Writer/Director</li> </ul>

<b>1245 - 1345</b>	<b>LUNCH BREAK</b>	
<b>1345 - 1445</b>	<b>PRESENTATION:</b> <ul style="list-style-type: none"> <li>- Top film festivals for short films + the rules and regulations to be aware of</li> <li>- Screen Australia + SAFC support to attend film festivals</li> </ul>	<b><u>Guest Presenter</u></b> <ul style="list-style-type: none"> <li>- Alies Sluiter, Writer/Director</li> </ul>
<b>1445 - 1545</b>	<b>PRESENTATION:</b> <ul style="list-style-type: none"> <li>- Marketing Channels + Platforms</li> <li>- Marketing Materials – Your EPK</li> </ul>	<b><u>Guest Presenter</u></b> <ul style="list-style-type: none"> <li>- Alies Sluiter, Writer/Director</li> </ul>
<b>1545 - 1600</b>	<b>WRAP UP + Q&amp;A</b>	
<b>1600 - 1700</b>	<b>NETWORKING</b> in Foyer	