



## **MINORITY ISSUES AND HUMAN RIGHTS AS A SELLING POINT?**

**A 2-day seminar for filmmakers and producers with documentary projects on minority issues.**

**Organized by Finnagora (Finland) and Documentary in Europe (Italy)**

**Date of the seminar** 11-12. May 2012, 9:00 - 18:00  
**Place of the seminar** Keszyúgyár Közösségi Ház  
Hungary, Budapest, Mátyás tér 15.

Pitching of documentary proposals has become a must in Europe, specially for the young filmmakers and producers who still have to establish themselves on the market. Films on minority issues, like Roma, refugees or immigration can be tricky to sell: there's many films on the market already. How to stand out with your project?

The 2-day seminar will examine the different parts of a pitch: the written presentation, the visual materials, the verbal pitch. The special focus of this seminar is on projects about minority subject matters, f.e. Roma issues, human right issues, social justice etc. How to get international funding on topics, that have already been covered in several programmes. What makes your film interesting also for the international audience? We'll have a team of international experts to share their secrets.

During the two day seminar various issues will be touched, including: the potential of local stories; the various training initiatives supported by MEDIA (EAVE, EURODOC, ESODOC, DOCUMENTARY CAMPUS and EX-Oriente); the MEDIA funding system and how to get that money; international documentary funding (Independent Television Service - ITVS, The Sundance Documentary Institute and others); facing the future and new forms of documentary funding.

If you are working on a documentary project on minority issues, you also have the opportunity to send your project to us beforehand. We won't develop the project during this seminar (a workshop for that will be organized in November) but we might use your project as an example in the general sessions.

The participation fee is 4.000 HUF/15 Euro per person/team. It is possible to get 70% student discount. The fee covers the tuition, lunch sandwiches and coffee/tea.

**The language of the seminar is English.**

**Confirm your participation by Wednesday the 9th of May to Ildikó Váradi-Sievers ([ildiko.varadisievers@finnagora.hu](mailto:ildiko.varadisievers@finnagora.hu)), +36 30 8795676**

### **More information**

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# Seminar schedule

## 1st day, Friday the 11th of May

- 09:00 - 09:30**                    **Registration**
- 09:30 - 10:00**                    **Opening of the seminar and introduction of the participants;** Leena Pasanen and Ildikó Váradi-Sievers (Finnagora), Stefano Tealdi (Documentary in Europe - Stefilm, Italy)
- 10:00 -11:30**                    **WRITING. Stand out of the crowd!**  
From the proposals sent beforehand, Stefano Tealdi will give examples of good project presentations.
- 11.30 - 11:45**                    **Coffee break**
- 11:45 - 13:00**                    **CASE STUDY: Sami Jahnukainen/The Punk Syndrom**
- 13:00 -14:00**                    **Lunch**
- 14:00 -15:00**                    **A LOCAL HERO: Judit Stalter**
- 15:00 -16:30**                    **THE VISUAL PITCH.** Trailers. Get them hooked!  
Leena Pasanen and the tricks of getting commissioning editors to laugh, cry and invest.
- 16.30 – 17.30**                    **THE ELEVATOR PITCH! If you can't tell your film in one sentence you are busted!**  
The participants will vote for the best log line and will have to tell us why!
- 20.00 -**                            **PARTY TIME! DOCLOUNGE!**  
**Toldi Art Mozi, Budapest, Bajcsy-Zsilinszky út 36-38.**

## 2nd day, Saturday the 12th of May

- 09.30 - 11:00**                    **BUDGETS. All you need is money, but how much?**  
Budgets can give a bad impression, so be creative and get the ammount you need!  
Stefano Tealdi
- 11:00 - 11:15**                    **Coffee break**
- 11.15 - 12:00**                    **WORLD DOC TOUR. Where to go for the money? Spirits, beer, wine, tea, coffee and coca-cola.**
- 12:00 - 13:00**                    **AN INTERNATIONAL HERO: SARI VOLANEN**
- 13:00 - 14:00**                    **Lunch break**
- 14:00 - 16:00**                    **CASE STUDY: Our School by Mona Nicoara**

- 16:00 - 16:15**                    **Coffee break**
- 16:15 - 17:30**                    **7 MINUTES TO PITCH YOUR FUTURE. Make it or break it!**  
The most voted log lines will be pitched to the participants. The questions will be tough but we'll discover the does and dont's of pitching a documentary project in public.
- 17:30 - 18:00**                    **Summing up and debriefing**  
A free-wheeling Q&A on all the issues regarding European Documentary Development, Production and Distribution.

## **FINNAGORA**

Founded in 2004, Finnagora is one of the 17 culture and science institutes of Finland. Finnagora operates in the fields of culture exportation, education, science and economy. Extensive cooperation with our Finnish, Hungarian and international network with our deep knowledge of the Finnish culture and know-how form the basis of our operation. Finnagora's activities in arts and culture concentrate on contemporary art, new forms of culture and innovative projects in different fields of art. Finnagora is a part of a Finnish cultural exportation network.

[www.finnagora.hu](http://www.finnagora.hu)

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## **DOCUMENTARY IN EUROPE**

Documentary in Europe is a non profit member association established to promote documentary filmmaking and foster opportunities for young talents, filmmakers and independent producers. Since 1997 it organizes the annual Italian pitching event called Documentary in Europe. Today it also manages the Super8misti project (an archive dedicated to the collection, digital transfer and promotion of private super8 family movies) and various seminars and training initiatives for documentary professionals.

Documentary in Europe is supported by MEDIA and various local institutions and bank foundations. It partners with EDN, Fert and Doc/it (Italy), Documentor (Romania), Docedge (India), Documentary Campus and Reelisor (Germany).

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