The Jerusalem Film Festival is excited to announce a major new industry initiative aimed at promoting collaboration, dialogue, and evolution among film festival professionals from around the world. THINK Fest aims at providing a specific multi-day platform for exchange and collaboration between Film Festivals and debating the central role festivals play in today's arthouse circuit. The inaugural edition of THINK Fest will serve as a platform and discussion space for dozens of international film festival directors, programmers, organizers, and staffers to meet and exchange views on the crucial issues affecting the film festival world and the dedicated professionals who make it go round. The program was designed based upon topics raised by the participants and organizers; the strong attendance of so many film festival professionals will undoubtedly result in a passionate and stimulating debate.

THINK FEST SCHEDULE

FRIDAY, JULY 27TH, 2018

Jerusalem Cinematheque, Hall 4

Public Panel Discussion moderated by Wendy Mitchell

13:30-14:30

A filmmaker’s festival life

What do filmmakers need to know about the festival circuit, from which festivals to target and when, what to do on the ground at a festival, and how to work with sales companies and publicists on a festival strategy.

Participants:

Anna Purkrabkova, Program Coordinator, Karlovy Vary International Film Festival, Czech Republic

Claudia Landsberger, Executive Partner, BaseWork for film, Netherlands

Gordon Spragg, Partner, Wolf Consultants, PR & Marketing, Germany

14:45-15:45

Festivals in a complex world

What is the role of film festivals with global events and political upheavals, how do festivals face up to censorship or political pressure, and how are festivals tackling gender equality in the #metoo era? How festivals juggle a pure audience experience with industry programs?

Participants:

Smriti Kiran, Creative Director, The JIO MAMI MUMBAI FILM FESTIVAL WITH STAR, India

Gülin Üstün, Head of Meetings on the Bridge, Istanbul Film Festival, Turkey

Karin Rywkind Segal, Artistic Director, Doc Aviv International Film Festival, Israel

16:15-17:15

The changing dynamics of programming

How do festivals cope with huge levels of open submissions, how are traditional film festivals making room for hybrid genres, VR work, TV episodes and webisodes, and how are they engaging youth audiences.

Participants:

Charles Tesson, THE INTERNATIONAL CRITICS’ WEEK, Semaine de la Critique, Cannes), France

Javier Porta Fouz, Artistic Director, BAFICI - Buenos Aires International Festival of Independent Cinema, Argentina

Sylvain Auzou, Programmer and Deputy Director of Venice Days, Italy