

September 11

International Conference-Workshop FILM BUSINESS



Registration and coffee 8:30

Opening session. 9:00-09:45 (Hall 1)

**Artem Vakalyuk,
Victoria Yarmoshchuk - MRM**

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Coffee-break 09:45-10:00

1. 10:00-11:30, Hall 1
Producer's Workshop

2. 10:00-11:30, Hall 1
Legal Workshop.

3. 10:00-11:30, Hall 1
Film Promotion Workshop.

5. 10:00-11:30, Hall 2
Workshop: visual effects and computer graphic. Part 1.

Topics:
The role of Producer in organization of film production process; International coproduction - production process in European coproduction

Topics:
Legal aspects of filmmaking and legal support; Setting up and closing a deal between coproducers. Case study from a recent practice; Risk management in film production; Insuring film.

Topics:
Types of promotional campaigns, special aspects of our region, case study.

Topics:
CG 2013: Current industry analytics. Using CG (computer graphics) tools at various stages of the project- from script to color correction. Pitchvis; Computer graphics as a cost minimization tool. Previs and other methods of budget saving; VFX-supervisor. Collaborative work of director and VFX-supervisor. "Fix it in post"-malpractice or production method.

Experts:
Simone Baumann (German Films) - moderator, Georgy Malkov (Enjoy Movies, Russia), Olena Fetisova (Interfilm producer, Ukraine), Alexandr Rodnyansky (A.R. Films, Russia, Ukraine)

Experts:
Olga Zakondyrina (MGAP, Russia) - moderator, Sergei Gratchev (MGAP, UK), Razwana Akram (Muirhead Simons & Burton, UK), Yevgeniya Derbal (FILM.UA Group, Ukraine)

Experts:
Sergey Bondarev (Russia), Olga Kharina (Bazelevs, Russia)

Experts:
Sergey Tsyptsyn (CG-event, Russia) - moderator, Alexander Gorokhov (CGF, Russia), Olexander Kycherov (Mentaldrive Studio, Ukraine); Aleksey Prikhodko and Vadim Konov (Cinnamon, Ukraine)

Coffee-break 11:30-11:45

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4. 11:45 - 13:30, Hall 1
Film Financing Workshop.

6. 11:45 - 13:30, Hall 2
Workshop: visual effects and computer graphic. Part 2.

Topics:
State support (financing, transfer of rights, tax breaks or vacations for producers, benefits for foreign producers, state bilateral agreements on co-production); Film Funds. National and international funds. Access to the funds for the film projects. Types of financial participation in film projects: Advertisers (types of financial participation: project sponsor, product placement); Private investments (legal, banking possibilities and obstacles, profitability); Bank loans for film projects; crowdfunding.

Topics:
Pricing in computer graphics; Inevitability of working with computer graphics for (film) producer; Cooperation of producer and VFX- production; Modern technologies in film production and visual effects production.

Experts:
Simone Baumann (German Films) - moderator, Joel Chapron (UNIFRANCE, France), Katerina Kopylova (Ukrainian State Film Agency, Ukraine), Desislava Medkova (Cinema Fund, Russia), Alexander Rodnyansky (producer, Ukraine, Russia), Igor Savichenko (producer, Motion Picture Association of Ukraine, Ukraine), Georgy Malkov (Enjoy Movies, Russia), Sergey Molchanov (FILM.UA Group, Ukraine), Iryna Solovey (BIG IDEA, Ukraine), Julien Ezanno (CNC, France).*

Experts:
Sergey Tsyptsyn (CG-event, Russia) - moderator, Olexander Kycherov (Mentaldrive Studio, Ukraine); Aleksey Moskalenko (Mentaldrive Studio, Ukraine), Egor Borshchevsky (Postmodern, Ukraine), Yevgeniy Chmil (Dreamtech, Ukraine)

Closing Session, summary findings. 13:30-14:00

**Sergel Gratchev
(MGAP, United Kingdom),
workshops' moderators**