

Cultural Cinema Exhibition course

A training course for staff of European cinemas and film festivals

18 - 29 January 2010

BFI Southbank, London, UK

"The ICO Cultural Cinema Exhibition course was like a beacon of light"

"The variety and quality of speakers gave an incredible overview of the industry and how, as exhibitors, we fit into it"

"My CV jumped to the top of the pile because I did the course - It's a standard and a brand that the industry trusts"

This course has been running in the UK for eleven years and is now open to participants from across Europe, thanks to the support of the MEDIA programme, with scholarships available. The course offers the opportunity for staff of cinemas and film festivals to develop their skills, knowledge and understanding of the business of film programming. The course is taught by a wide range of experts from the UK and across Europe working at the forefront of the film industry.

Who is the course for?

- Programming, marketing, education and operational staff of cinemas, film festivals and mixed arts venues
- Film society organisers
- Freelance film programmers
- Staff of support and funding agencies
- Distributors wanting to gain a better understanding of the exhibition sector
- Cinema or festival volunteers looking to develop their career.

What does the course cover?

- How films reach the screen: introduction to distribution and exhibition
- Programming independent cinemas, film festivals, TV and non-theatrical venues
- Screening archive films, shorts and artists' moving image
- Broadening audiences: children and young people, disability and cultural diversity
- Marketing and PR, including websites and social networking
- Digital cinema
- Rights and formats
- Funding, sponsorship and sustainable development
- The way forward for European cultural film

How much does it cost?

€725 for fees OR €1,704 including 13 nights' accommodation.
Scholarships are available if you or your organisation cannot cover the cost.

Find out more

www.independentcinemaoffice.org.uk/training-2010-culturalcinemaexhibition

info@independentcinemaoffice.org.uk | +44 (0) 20 7079 0477

This course is funded by the Skillset Film Skills Fund, which is supported by the National Lottery through the UK Film Council and the film industry through the Skills Investment Fund.

With the support of the MEDIA programme of the European Union.

In partnership with the BFI.

Supported by Regional Investment Fund England (RIFE) through the UK Film Council and South West Screen.



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