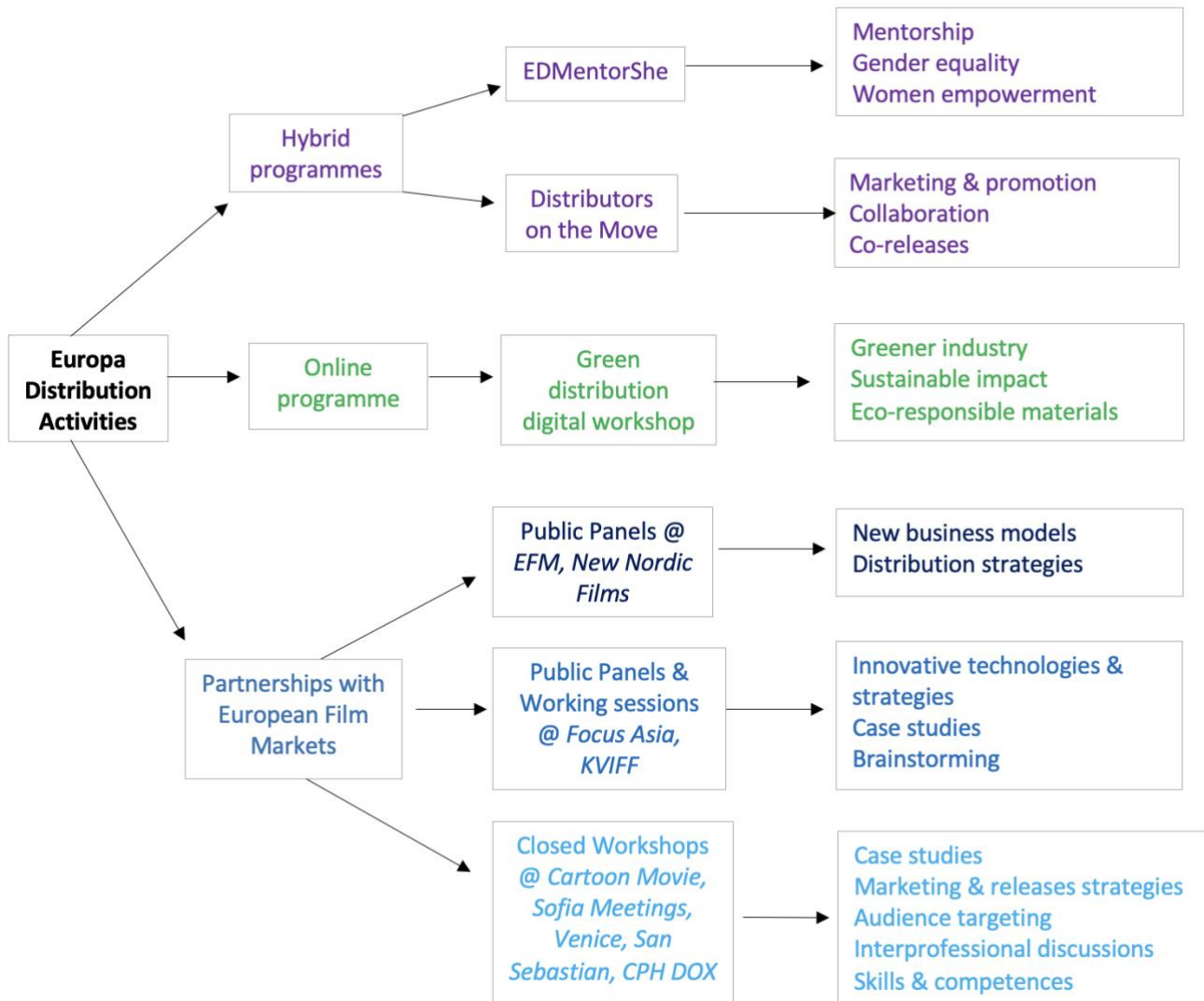


# EUROPA DISTRIBUTION

## EUROPA DISTRIBUTION EVENTS – 2025

### OUR ACTIVITIES AT A GLANCE



Europa Distribution regularly organises activities focusing on key aspects of distribution (European films release strategies & marketing campaigns, young audiences, innovative tools, communication and negotiation skills, script analysis ...) and looking to anticipate the challenges of tomorrow. Together with the film markets we partner with, we invite our members to these events and to the related market (accommodation, accreditation and large part of the travel costs are covered), in order to make each activity as complete and efficient as possible. By combining markets and workshops activities, we support the circulation of European films by enhancing their access and acquisition and organising events centred on their promotion. The public panels we organise are open to all professionals

accredited at the festivals we partner with. These panels are an opportunity to tackle issues common to the broader AV chain, with an emphasis on film distributors' points of view and realities.

We have also developed two networking projects; one is an exchange programme offering a digital and immersive experience in another distribution company abroad. The other is a mentorship programme targeting young women active in distribution, who will benefit from the knowledge of their experienced peers.

## **CALENDAR OF ACTIVITIES 2025**

### **Green Lab – Green Distribution Workshop – January 9, 2025 (Online)**

This online brainstorming session will explore environmentally respectful business strategies, sober online marketing campaign tools to reduce Co2 emission. Experts will be invited to bring answers to the raised questions and the evolutive toolbox will be updated and shared with the participants and a broader audience. The workshop will also include a case studies' session focusing on films with a green impact.

### **Distributors on the Move: the exchange programme for marketing and publishing employees (Hybrid)**

The programme is designed to offer participants a one-week immersive experience in a company abroad to help them, through the exchange of know-how and ideas with foreign colleagues, to improve their skills, learn new tools and get inspired by successful strategies. A new edition has started in September 2024 and will conclude in May 2025. A new call will be launched Spring 2025.

### **EDMentorShe: the digital one-to-one mentoring programme dedicated to women distributors (Hybrid)**

The programme is dedicated to young women in distribution who are looking for career advice in a safe and confidential space, or want to reinforce specific competences in their professional field, and to experienced women in distribution who would be happy to share their experience with a younger professional. The call will be launched in early 2025, and the period to conduct the exchanges run from Spring 2025 to February/March 2026 with a final group session with all pairs in Brussels in March/April 2026 (with possible online/on-site hybrid version of the meeting).

### **Public Panel at the European Film Market – February 16, 2025, Berlin (DE)**

This open panel will delve into the latest trends and challenges in film distribution, focusing on engaging young audiences through social media, cinema memberships, branding, and partnerships. It will also offer networking opportunities for distributors and other professionals in the EFM.

### **Animation Case Studies Workshop – March 4-7, 2025, Cartoon Movie, Bordeaux (FR)**

A regular meeting in the network's annual calendar, this event will bring together distributors to discuss the curation, promotion, and release of European animation films, in the scope of the well-known pitching event.

**Training on Effective communication in professional interactions, team management and negotiation & Working Session with Exhibitors – March 19-23, 2025, Sofia Meetings (BG)**

Another regular among ED's activities, the workshop on Effective communication in professional interactions will provide participants with tools to increase their relational and managerial skills, with a focus on negotiation. In 2025, the workshop will also include a working session with exhibitors from Europa Cinemas.

**Documentary Workshop at the Copenhagen International Documentary Festival (CPH:DOX) – March 23-27, 2025(DE)**

Through a new partnership with CPH:DOX, ED will host a workshop dedicated to the release of documentary films. It will delve into recent marketing campaigns and release strategies through in-depth case study presentations.

**Workshop on the publishing and distribution of Asian films – April 27-30, 2025, Focus Asia, Udine (IT)**

In April 2025, ED will host the third edition of its workshop dedicated to Asian films. This event will feature an open panel discussion and a working session, offering a platform for in-depth exploration of industry trends, distribution strategies, and collaborative opportunities for releasing Asian films in Europe. This workshop also aims to deepen understanding and build connections within the Asian film sector.

**Film Distributors Innovation Hub – July 8-11 2025 (TBC), Karlovy Vary International Film Festival (CZ)**

Europa Distribution will organise the first Innovation Hub dedicated to film distributors in partnership with KVIFF (July 4 – July 12), in order to provide participants a dedicated one-stop-shop where various innovative tools with a potential use for distributors will be presented by tech companies, engaged in different segments of the industry, such as AI & anthropology for audience development, accessibility and audio-scription systems for the sight-impaired audience.

**Panel on the publishing and distribution of Nordic films – August 21 2025, New Nordic Films, Haugesund (NO)**

In August 2025, Europa Distribution will host an open panel during New Nordic Films & the Norwegian International Film Festival (August 16-22). The panel will feature presentations from distributors across different regions, who will discuss the circulation of Scandinavian films in their respective countries and beyond. This session will provide valuable insights into the strategies and challenges of promoting and distributing Nordic cinema internationally.

**Round tables on collaborative strategies between producers and publishers/distributors, August 31 2025 (TBC), Venice Co-production Bridge (IT)**

Europa Distribution will host a working session with producers at the Venice International Film Festival (August 27 - September 6) to strengthen collaboration between production, publishing, and distribution. This session will facilitate the exchange of best practices and ideas, covering everything from creation to promotion, with the aim of enhancing films' reach and audience engagement.



Workshop in the scope of the San Sebastián International Film Festival, September 21-25, 2025 (ES)  
Europa Distribution will organise a workshop mid-September in the scope of SSIFF (September 19-27 2025), which will include a working session with Sales Agents, in collaboration with Europa International. Theme still to be defined.

#### Europa Distribution's 19<sup>th</sup> Annual Conference in Brussels, Mid-November 2025 (BE)

For the first time Europa Distribution will organise for its Annual Conference in Brussels. The event will take place on two days and include panels and working sessions on the most relevant trending topics for film distribution (acquisitions and investments, online & SoMe marketing, (inter)professional collaborations, tech & innovation...).

Any question? Don't hesitate to write us at [communication@europa-distribution.org](mailto:communication@europa-distribution.org)

Find out more about who we are, what we do, who our members are, our projects and events on:  
<http://www.europa-distribution.org>



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• let's •  
TALK

Most networking activities are organised with the support of the Creative Europe - MEDIA Programme of the European Union

