



International Network of Independent Distributors

## Europa Distribution Exchange Programme

### *What is it?*

Following its natural vocation as an international networking think-tank, whose primary goal is promoting the sharing of experience and expertise among its members, in 2019 Europa Distribution launched a new programme aimed at **marketing and sales professionals** who work in independent film publishing and distribution. The idea is to offer **an immersive experience in a company abroad** to help them, through the exchange of know-how and ideas with foreign colleagues, to improve their distribution and publishing skills, learn new tools and get inspired by successful release strategies. The hosting companies would also benefit from the knowledge exchange and would have opportunity to study the marketing approach of distributors coming from a different market working on common releases or promotional projects.

This project is designed to foster the **creation of personal and professional connections** between distribution companies and their employees and to **enhance international collaborations** based on specific necessities, offering a space where professionals from different countries can collaborate. By creating and supporting this Exchange Programme, Europa Distribution also aims at **reinforcing the promotion of independent European films** and reaching the European audiences.

### *Who can apply?*

The Exchange programme should represent an opportunity for both the visiting distributors and for the hosting companies. The two sides should engage themselves in offering their own experience and be open to learn from the other.

#### PARTICIPANTS

The Programme is open to 20 **distribution and publishing professionals**, operating within an independent distribution company. The candidate needs to:

- have at least **10 months experience** within the company in a marketing or sales position, and in case of marketing, possibly with a focus on digital promotion and social media

- be **fluent in English** (or in the language spoken in the other company)

## HOSTING COMPANIES

Companies interested in welcoming a foreign colleague will need to make sure they can offer her/him a valid professional experience. Their main requirements are to:

- **Appoint a tutor dedicated to the participant** who is fluent in English (or the language spoken by the participant) and ready to guide the participant throughout the work of the company (it can also be different tutors every day, depending on the activity).
- Organise **daily sessions** (60-90 minutes) during the participant's stay abroad with the local team to illustrate their work and answering the participant's questions (possibly sent in advanced).

When travelling abroad is not a possibility for some participants, *Distributors on the Move* can also be adapted online. We then ask the participants to follow as much as possible the above requests, and are available for guidance if and when needed.

## *When?*

**August 16<sup>th</sup> 2024:** Application Deadline - the earlier the better so don't hesitate to apply before that date as matching will start right now!

**Now – April 2025:** Valid period for the exchange

## *Application Process*

### **1) Application stage (open until August 16<sup>th</sup> 2024)**

The participant will fill this dedicated [Google Form](#) and as part of the form upload:

- a **CV** (2 pages maximum)
- a **motivation letter** explaining why she/he would like to take part in the programme (500 words maximum)
- the **line-up** of the company

These documents need to be submitted all together in one PDF, and all in English.

## **2) Consultation and matching stage (from now on until August 16th 2024)**

Europa Distribution will put and update regularly all this information on its website, on the Consulting & Reporting page (password: access).

Professionals and companies who wish to participate to the programme will be able to consult the file of each participant as well as the recapitulative based on the Google form answers. It will be the time for all of the participants to contact their fellow distributors and look for a match (who, where, what film(s) or project(s), for how long).

The direct mutuality of the exchange is not compulsory and participants may apply even if their company can't host another distributor.

Matches will have to be communicated to Europa Distribution ([communication@europa-distribution.org](mailto:communication@europa-distribution.org)) as soon as they are settled between the participant and the hosting company.

## **3) Selection stage**

All the documents mentioned above will be consulted by a Selection committee composed of Europa Distribution team and board members, who will make sure candidates are representative in terms of origin and gender.

The proposed pairs will then be approved by the Selection committee that will make sure the exchange represents an opportunity for both the visiting distributor and for the company receiving her/him. In particular they will take into account the following criteria:

- Clarity of the specific goal set for the exchange (following a specific release, learning a new marketing tool, comparing the outcome of different marketing strategies on the same film in the two different territories, developing a common marketing item...)
- Evaluation of the participant's experience and motivation
- Evaluation of the match between the two companies involved (how much are they likely, thanks to the exchange, to establish a long-term collaboration?)
- In case of a high number of applications, companies that made themselves available also as hosts will be privileged.

## Structure

Depending on the agreement between the participant and the hosting company, the maximum duration of the physical part of the exchange is **one week (maximum 5 nights)**. Longer staying should be covered by the parties involved in the exchange and cannot be supported by Europa Distribution.

The exchange programme can also be partly or entirely digital, allowing participants to work longer together or for the ones who would prefer not to travel, to still get the opportunity to exchange with another company abroad.

### BEFORE LEAVING...

Once participants have found their exchange partner, they are encouraged to **work together through one-to-one online sessions and brainstorm on their common film release strategies** and other topics they wish to focus on during the exchange. It will also important to know in advance what titles their hosting companies will be working on in order to be able to work together on the marketing strategies.

### DURING THE EXCHANGE

The participants should observe the work of the hosting company and actively participate to its present publishing and distribution activities on the release of the European film(s) or action(s) previously discussed. Other relevant topics that could be covered during the exchange include (and are not limited to):

- Release strategy
- Negotiation with 3d parties (exhibitors, festivals, press, partnerships etc)
- Digital marketing (for theatrical as for online releases)
- Last innovations and methods to reach broader audiences
- Data analytics
- PR techniques
- Working with influencers
- Smart emailing

## ...ON THE WAY BACK

Each participant will **briefly summarize and report on the activities** held during the exchange, highlighting what he/she learnt, how the programme changed his/her approach to marketing. Whenever possible the reports should also contain ideas and proposals to establish new collaborations between the participant's company and the hosting one on future projects.

ED on its side will hire a journalist to write an article based on the interviews of all participants that would be then shared on the Association's website, social media and on Cineuropa.

## *Logistics*

When it applies, Europa Distribution will participate to costs as follow:

- **Accommodation:** ED will reimburse up to €100 per night for accommodation, for a maximum of 5 nights. The choice between a hotel room and an employees' private apartment will be left to the distributors engaged in the exchange. (In case of private accommodation single rooms are expected, and ED can't of course cover costs).
- **Plane:** 75% of your travel costs, up to €150 for distributors coming from MEDIA country categories 1,2,3 (+UK, CH), and up to €250 for distributors coming from countries from cat. 4 (+ non-European countries). Members coming from overseas can contact us directly on [communication@europa-distribution.org](mailto:communication@europa-distribution.org) and we will look at it together.
- **Train:** as above but the caps are €200 and €300.

Europa Distribution can participate to the cost of the exchange only once per participant per year. If the participant wishes to replicate the experience that would be entirely at her/his company's charge. In case of high demand, priority will then be given to new participants.

### **For the reimbursement ED will require:**

- Booking confirmation/E-booking of flight/train with your name & travel details clearly shown
- Boarding Pass/Ticket
- Hotel booking confirmation

- Invoice – a single one for transport and accommodation costs
- The submission of the feedback form

## Details to be included in your invoice:

- Your **Bank account** and corresponding details (IBAN, Swift/BIC)
- Europa Distribution **address:**
  - Europa Distribution
  - Rue Royale 229
  - 1210 Saint-Josse-ten-Noode
  - Belgium
- The **original price** paid for the hotel (in the used currency), divided to show the price per night, and if this is below cap, the total amount to be paid, and if it is above the cap, specify this and use €500 as your amount.
- The **calculations** shown to get 75% of the total cost of your flight/train (using original currency until the final point)
- The final amount must include all taxes! Europa Distribution is a non-profit association and does not have a VAT number (If needed, you can refer to our national company number: BCE 0668997122)

*Thank you!*

• let's •  
TALK

*With the support of the MEDIA Programme of the European Union*



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