

# INDUSTRY ALERT

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## Screen Australia presents Shop the Doc

**Friday 23 July 2010:** Screen Australia invites you to attend *Shop the Doc* – a one-day forum to be held in Sydney and Melbourne on marketing Australian documentaries.

Following on from the successful *Working the X-Factor* seminar held earlier this year, *Shop the Doc* is designed to assist documentary makers to maximise the audience for their films. The forum will include practical information, examples, tips and strategies from leading industry professionals. It is designed for emerging through to experienced documentary makers and production personnel.

Topics covered include pitching techniques, creating strong marketing materials, developing clear publicity messages, working with a sales team and making a splash online.

“The myriad of decisions you make in marketing your documentary – from its title sequence through to key art, the music on your trailer and positioning your film through social media all add up to creating a ‘brand’ for your film,” says **Kathleen Drumm**, Screen Australia’s Head of Marketing. “We want our documentaries to have the best chance possible of local and international success.”

### Topics on the day

What makes a great documentary pitch and what are you really selling?  
Keeping your marketing campaign on track and bringing the elements together  
The art of publicity in the modern media landscape  
Sales and distribution unpacked: just who’s buying our documentaries?  
The power of the internet: Web 2.0/3.0 and beyond

### Guest speakers so far include

**Anne Vierhout**, former coordinator, IDFA Forum  
**James Franklin**, Creative Director, Pixeco (UK & NZ)  
**Leon Coningham**, General Manager Sales & Distribution, ABC Commercial  
**Kym Druitt**, General Manager & Publicity Director, eckfactor  
**Jackson Pellow**, Marketing Executive, Screen Australia

**Kathleen Drumm**, Screen Australia’s Head of Marketing, will moderate the sessions

### Where and when

Melbourne – Tuesday 24 August at ACMI  
Sydney – Thursday 26 August at AFTRS

### How to register

Complete the online registration form at [www.screenaustralia.gov.au/shopthedoc](http://www.screenaustralia.gov.au/shopthedoc)  
Cost is \$55 (incl. GST), includes morning tea, afternoon tea & networking drinks  
Event enquiries to 02 8113 5861 or [marketing@screenaustralia.gov.au](mailto:marketing@screenaustralia.gov.au)