



WEEK SCHEDULE

5. DRAGON FORUM & DOCUMENTARY CAMPUS @ 50.KRAKOW FILM FESTIVAL

Monday 31 May 2010	Tuesday 1 June 2010	Wednesday 2 June 2010	Thursday 3 June 2010	Friday 4 June 2010	Saturday 5 June 2010	Sunday 6 June 2010
DOCUMENTARY CAMPUS 9.30-18.00 DCM Workshop @ Manggha	DOCUMENTARY CAMPUS 9.00-18.00 DCM Workshop @ Manggha	DOCUMENTARY CAMPUS 9.00-18.00 DCM Workshop @ Manggha	DOCUMENTARY CAMPUS 9.00-18.00 DCM Workshop @ Manggha	DOCUMENTARY CAMPUS 9.00-18.00 DCM Workshop @ Manggha	DOCUMENTARY CAMPUS dragon forum 9.30-18.00	DOCUMENTARY CAMPUS dragon forum 9.30-17.30
dragon forum DOCUMENTARY CAMPUS accreditation at the Festival @ Kijów Centrum	dragon forum 9.30-17.30 Dragon Forum pre-pitching @ Manggha	dragon forum 9.30-17.30 Dragon Forum pre-pitching @ Manggha	dragon forum 9.30-17.30 Dragon Forum PITCHING @ Manggha	dragon forum 9.30-17.30 Dragon Forum PITCHING @ Manggha	dragon forum symposium VIRTUALLY YOURS ! Digital storytelling and promotion after-pitching @ Manggha	dragon forum symposium VIRTUALLY YOURS ! Digital storytelling and promotion after-pitching @ Manggha
50 KRAKOWSKI FESTIWAL FILMOWY KRAKOW FILM FESTIVAL 19.00 Festival Opening ceremony @ Kijów.Centrum	50 KRAKOWSKI FESTIWAL FILMOWY KRAKOW FILM FESTIVAL 18.00 Award Ceremony for Jonas Mekas @ Kijów Centrum	50 KRAKOWSKI FESTIWAL FILMOWY KRAKOW FILM FESTIVAL 18.00 Screenings Market	50 KRAKOWSKI FESTIWAL FILMOWY KRAKOW FILM FESTIVAL 18.00 Screenings Market	50 KRAKOWSKI FESTIWAL FILMOWY KRAKOW FILM FESTIVAL 18.00 Screenings Market	50 KRAKOWSKI FESTIWAL FILMOWY KRAKOW FILM FESTIVAL 18.00 Screenings Market	50 KRAKOWSKI FESTIWAL FILMOWY KRAKOW FILM FESTIVAL 18.00 Festival Closing ceremony @ Kijów.Centrum
21.00 Opening reception	dragon forum DOCUMENTARY CAMPUS 20.00 Joint evening @ Nostalgia	50 KRAKOWSKI FESTIWAL FILMOWY KRAKOW FILM FESTIVAL 21.00 Night @ Kazimierz Jewish District, Plac Nowy	50 KRAKOWSKI FESTIWAL FILMOWY KRAKOW FILM FESTIVAL 21.00 Industry Party @ Klub Pauza	dragon forum DOCUMENTARY CAMPUS 19.00 Joint dinner @ Manggha 22.00 HBO party @ Pauza	50 KRAKOWSKI FESTIWAL FILMOWY KRAKOW FILM FESTIVAL 21.00 Motion Trio jubilee concert @ Teatr Słowackiego	Closing Party



INFORMATIONS

5. DRAGON FORUM & DOCUMENTARY CAMPUS @ 50.KRAKOW FILM FESTIVAL

Places:

Workshops, Pitching, Symposium:	MANNNGHA Museum of Japanese Art and Technology ul. M. Konopnickiej 26
Festival Centre:	Kijów.Centrum, al. Krasińskiego 34
Market:	International Cultural Centre, Rynek Główny 25
Restaurants, Clubs	Restauracja NOSTALGIA, ul. Karmelicka 10 Klub PAUZA. ul. Floriańska 18 Teatr SŁOWACKIEGO, plac Św. Ducha 1
Lunch Break:	daily 13.00 – 14.00 @ Manggha

Excursions:

Booking available individually at the reception of IBIS hotel or via tour operators:

<http://www.point.travel.pl>, <http://www.krakow-tours.pl>

KRAKOW	city walk
WAWEL	Polish kings' castle
WIELICZKA	ancient salt mines with miraculous salt sculptures and halls, 5 hours, by bus
AUSCHWITZ	nazi death camp, 6 hours, by bus

ORGANIZERS

Websites: www.dragonforum.pl , www.documentary-campus.com , www.kff.com.pl

Adam Papliński – coordinator Dragon Forum	+48 602 520 256	dragon@arkanastudio.pl
Izabela Michalska – guests coordinator	+48 794 379 754	festiwal@przyszloscmediow.pl
Izabela Oleś – transport coordinator	+48 606 449 650	izaoles@op.pl

dragon forum

5. DRAGON FORUM pre-pitching, the final PITCHING, after-pitching during the 50. Krakow Film Festival

DAILY SCHEDULE 1st - 6th June 2010

Place: MANNGHA Museum of Japanese Art and Technology, ul. M. Konopnickiej 26

each pitch takes 20 min (7 min the presentation including the trailer + 13 min discussion)

TUESDAY 01.06. PRE- PITCHING

9.30	registration and coffee
10.00- 13.00	morning session tutors /moderators: Dorota Roszkowska, Steve Seidenberg, Vita Želakeviciute
10.00 – 10.40	introduction to the pitching
	pitches:
10.40 – 11.00	1. Dikiy Myed / Wild Honey
11.00 – 11.20	2. Dzieci Stepu / Children of the Steppe
11.20 – 11.40	3. A Little of the Paradise
11.40. – 12.00	coffee break
12.00 – 12.20	4. The Alvares Family
12.20 – 12.40	5. Dewajtis
12.40 – 13.00	6. Faceless
13.00- 14.00	lunch
14.00-18.00	afternoon session tutors /moderators: Dorota Roszkowska, Steve Seidenberg, Vita Želakeviciute
	pitches:
14.00 – 14.20	7. 111 hours
14.20 – 14.40	8. 5 Minutes of Freedom
14.40 – 15.00	9. Był bunt / There Was a Mutiny
15.00 – 17.30	individual meetings (schedule to be made at the reception)

dragon forum

Wednesay 02.06. PRE- PITCHING

9.30	registration and coffee
10.00- 13.00	morning session
	tutors / moderators: Andrzej Fidyk, Dorota Roszkowska, Steve Seidenberg, Peter Wintonick, Vita Želakeviciute,
	pitches:
10.00 – 10.20	10. Georgia. The New Age Spring
10.20 – 10.40	11. Ha'ish Habilti Nir'ah / The Invisible Man
10.40 – 11.00	12. Inventor of Modern Times: Nikola Tesla
11.00 – 11.20	13. Jednego życia nie starczy / A Lifetime Is Not Enough
11.20 – 11.40	coffee break
11.40. – 12.00	14. Mechanical Figures
12.00 – 12.20	15. Shanghai Modern
12.20 – 12.40	16. Sound of Cairo
12.40 – 13.00	17. Warriors
13.00- 14.00	lunch
14.00-17.30	afternoon session
	Tutors: Dorota Roszkowska, Steve Seidenberg, Peter Wintonick, Maria Zmarz-Koczanowicz, Vita Želakeviciute,
	pitches:
14.00 – 14.20	18. Waks
14.20 – 14.40	19. Disturbing Connection
14.40 – 15.00	20. Zaginieni / The Lost
15.00 – 15.40	Peter Wintonick lecture "The Necessary Illusions"
15.40 – 17.30	individual meetings (schedule to be made at the reception)

dragon forum

Thursday 03.06. FINAL PITCHING

9.30	registration and coffee
10.00 - 13.00	morning session welcome: Dorota Roszkowska, Dragon Forum Barbara Orlicz 50.Krakow Film Festival
10.00 – 10.40	moderator: Steve Seidenberg / Vita Želakeviciute introduction of the commissioning editors
	pitches:
10.40 – 11.00	1. 111 hours
11.00 – 11.20	2. 5 minutes of freedom
11.20 – 11.40	3. A Little of the Paradise
11.40. – 12.00	coffee break
12.00 – 12.20	4. Był bunt / There Was a Mutiny
12.20 – 12.40	5. Dewajtis
12.40 – 13.00	6. Mechanical Figures
13.00- 14.00	lunch
14.00-17.30	afternoon session, Moderator: Vita Želakeviciute / Steve Seidenberg
	pitches:
14.00 – 14.20	7. Disturbing Connection
14.20 – 14.40	8. Dikiy Myed / Wild Honey
14.40 – 15.00	9. Faceless
15.00 – 17.30	individual meetings (schedule to be made at the reception)

dragon forum

Friday 04.06. FINAL PITCHING

9.30	registration and coffee
10.00- 13.00	morning session, moderator: Pieter Wintonick / Steve Seidenberg
	pitches:
10.00 – 10.20	10. Inventor of Modern Times: Nikola Tesla
10.20 – 10.40	11. Georgia. The New Age Spring
10.40 – 11.00	12. Ha'ish Habilti Nir'ah / The Invisible Man
11.00 – 11.20	13. Jednego życia nie starczy / A Lifetime Is Not Enough
11.20 – 11.40	coffee break
11.40. – 12.00	14. Dzieci Stepu / Children of the Steppe
12.00 – 12.20	15. Shanghai Modern
12.20 – 12.40	16. Sound of Cairo
12.40 – 13.00	17. The Alvares Family
13.00- 14.00	lunch
14.00-17.30	afternoon session, Moderator: Dorota Roszkowska
	pitches:
14.00 – 14.20	18. Waks
14.20 – 14.40	19. Warriors
14.40 – 15.00	20. Zaginieni / The Lost
15.00 – 15.30	Closing of the pitching
15.30 – 17.30	individual meetings (schedule to be made at the reception)

AFTER - PITCHING

2nd Open Training Session 2010

www.documentary-campus.com

VIRTUALLY YOURS Digital Storytelling & Promotion

SATURDAY, 5 June 2010

09.15 – 09.30

REGISTRATION & COFFEE

09.30 – 10.00

WELCOME

- Krzysztof Gierat, Krakow Film Foundation, Poland
- Małgorzata Kielkiewicz, Mediadesk Poland
- Dorota Roszkowska, Dragon Forum / Arkana Studio, Poland
- Donata von Perfall, Documentary Campus e.V., Germany

10.00 – 11.00

THE NON-LINEAR WORLD

- Adam Gee, Channel 4, UK

Multiplatform is something other than dumping your documentary leftovers on the website. What are broadcasters really looking for and how is all this changing documentary storytelling? Adam Gee, an award-winning producer, commissioner and specialist on interactive projects will share his thoughts.

11.00 – 13.30

DIGITAL PLATFORMS – YOUR NEW BEST FRIENDS?

If you and your film are not on the web it seems you're out of business, but how can you get noticed? A revolutionary internet and mobile TV platform *Babelgum* offers on-demand programming to a global audience. *Shooting People* is an online community for filmmakers exchanging films, information and ideas. *Filmsbazaar* is promoting projects and finished documentaries on a simple but effective website and *reelisor* is there for the documentary professionals to network and promote. But is it working? We hear from the protagonists how the journey has been for them so far and what their best results are.

11.00 – 11.30

Andreas Lemos, Babelgum, UK

11.30 – 12.00

Esther van Messel, Filmsbazaar, Switzerland

12.00 – 12.30

Ingrid Kopp, Shooting People, USA

12.30 – 13.00

Donata von Perfall, reelisor, Germany

13.00 – 13.30

Q&A with all the panelists

13.30 – 15.00

Lunch Break

15.00 – 15.30

DIGITAL GUINEA PIG - PART ONE

- Leena Pasanen, YLE Fact & Culture, Finland
- Stefano Tealdi, Stefilm, Italy

No re-styling your home or making you look ten years younger: we will select one of you and our experts will help you update the promotion kit of your new project for the digital era.

15.30 – 16.30

FORUMS AND MARKETS IN THE DIGITAL ERA

- Heather Croall, Sheffield International Documentary Festival, UK
- Erkko Lyytinen, DocPoint Film Festival, Finland

Even though it is much easier to find films through the internet today, documentary festivals and markets are thriving. But they have to change. Sheffield Doc/Fest has come up with a few surprising ways of attracting the audience and promoting both their activity and the films in the festival. Erkko Lyytinen of DocPoint Film Festival will join the panel and share his point of view.

16.30 – 17.00

COFFEE BREAK

17.00 – 18.30

COMMISSIONING IN THE DIGITAL ERA

- Heribert Schneiders, MDR, Germany
- Olaf Grunert, ARTE G.E.I.E, France
- Catherine Olsen, CBC, Canada

Knowing commissioning editors and decisionmakers personally and meeting them regularly face to face has so far been the best way of getting a commission. Have any of the digital opportunities changed the way commissioning editors search and find new proposals?

21.00

Krakov Film Festival – Jubilee Concert

Motion Trio

SUNDAY, 6 June 2010

09.30 – 10.00

Welcome

- Agnieszka Odorowicz, Polish Film Institute, Poland

DIGITAL GUINEA PIG - PART TWO

Time to see how our digital experiment is going. With the help of our digital experts there will be some feedback on the promotional kit being prepared.

10.00 -11.00

LIZZIE GILLETT: THE AGE OF STUPID

- Lizzie Gillett, UK (via skype)

Producer Lizzie Gillett will be virtually ours and give a case study via skype on the production of *The Age of Stupid*. Using the crowd-funding model and with an innovative distribution system the film has been the talk of the planet since its release in 2009.

11.00 – 11.30

Coffee Break

11.30 – 12.30

HOW TO GET NOTICED IN SOCIAL MEDIA

- Erkkko Lyytinen, DocPoint Film Festival, Finland

Erkkko Lyytinen, artistic director of DocPoint Film Festival made a radical decision last year: the festival would only be promoted on the social media. The outcome was surprising to everyone.

12.30 – 14.00

Lunch Break

14.00 – 14.45

DOCUMENTARY IN POLAND AND BEYOND

Polish documentary film market has been changing dynamically since 1989. In 2005, with the establishment of the Polish Film Institute, documentary filmmakers gained a new ally. The year 2009 is marked with the European Film Award and nomination for Oscar for the Polish docs. The year 2010 is marked with the crisis resulting from the situation at the Polish Public Television. What will Polish documentary film face in the next two years, on the eve of the new media age?

- Krzysztof Kopczynski, Key- note
- Grażyna Bukowska, TVN, Poland
- Jerzy Dziągiewski, HBO, Poland
- Joanna Skalska, Wajda School, Poland
- Kinga Gałuszka, Polish Film Institute, Poland
- Katarzyna Wilk, Krakow Film Festival
- Dorota Roszkowska, Dragon Forum / Arkana Studio, Poland - moderator

14.45 – 16.15

PRISON VALLEY: A MULTIPLATFORM STORYTELLING CASE STUDY

- Alexandre Brachet, Upian.com, France

Prison Valley is a web documentary of the prison industry in Colorado. Producer, new media wizard and Upian CEO Alexandre Brachet will talk about the challenge of bringing the story to different levels and several platforms at the same time.

16.15 – 17.15

A PERFECT TEASER

- Leena Pasanen, YLE Fact & Culture, Finland
- Ryan Harrington, Gucci Tribeca Film Fund, USA

We all know how difficult, yet vitally important, it is to have a good teaser or trailer to promote your project at a pitching forum. What happens when you need to promote it on the internet, where you cannot control how the viewer sees it? What do you need to know or do, if you want to have breath-taking teasers on YouTube, MySpace or Vimeo?

17.15 – 17.45

THE RETURN OF THE DIGITAL GUINEA PIG

Time to look at the outcome of our lab test. Has a specific digital strategy been put to place? Do we have a renewed producer with a smart multiplatform promotion strategy or an exhausted and desperate one willing to quit his/her profession?

18.00

Closing Ceremony of the 50.Krakow Film Festival

The 2nd Open Training Session is organised by:



in cooperation with:



Local Partners:



The Documentary Campus Masterschool is supported by the MEDIA Programme of the European Union, Bayerische Staatskanzlei, Mitteldeutsche Medienförderung (MDM), Medienboard Berlin-Brandenburg, MFG Filmförderung Baden-Württemberg and Sächsische Stiftung für Medienausbildung.

