The only reason we have time is so that everything doesn’t happen all at once.

– Albert Einstein

GET READY FOR CANNES IN 5 KEY STEPS!
Organization, Research and Preparation are the KEY words to success

- **Step 1: Define reasonable goals** Be focused and start preparing for Cannes at least three weeks before departure. Prepare a list of all the realistic candidates for your projects.

- **Step 2: Profile clearly the people you want to meet** Use [www.cinando.com](http://www.cinando.com) to search for companies and identify their editorial line and capacity. By doing research first you can save precious time and energy for yourself and for your potential partners.

- **Step 3: Prepare a highly effective agenda** By combining scheduled meetings with the capacity to react to short-notice requests while in Cannes.

- **Step 4: Prepare your project package** Bring the right materials and be ready for your meetings, especially the ones you did not expect.

- **Step 5: Prepare and rehearse a mind-blowing pitch** that sells the story and your company.

STEP 1: HOW TO DEFINE REASONABLE GOALS
Remember you are in Cannes to build long-lasting work relationships, not just to raise some money!

Once you have your business and financial plan for the film, try to identify key territories and priorities for your next steps. It is not time-effective to review the market guide and then try to meet people all over the place. Focus is much better. In this way you can better align your research, meeting requests and activities. Start preparing at least 3 weeks before departure. Prepare a list of all realistic candidates for your projects.

STEP 2: HOW TO PROFILE THE PEOPLE YOU WANT TO MEET
Don’t underestimate this key step. It will save precious time for you and your potential partners. More than anywhere else, in Cannes, time is money: prepare well at home!

[www.cinando.com](http://www.cinando.com) is an excellent year-round tool to explore the film industry. As participants of the Producers Workshop – Marché du Film, you are now members of the cinando.com database for one year. In the last ten years cinando.com, powered by the Marché du Film, has become the leader of professional databases for the industry. It offers a large panorama of the film industry updated regularly by the professionals themselves.

You simply need to select the tab “companies” and filter them by activity and territory. Once you have a selection, you can export an Excel file to organize your list of prospects and then research on Cinando the professionals within these companies you would like to meet.

Use Cinando to:
- Know who is coming, how to contact them, where to find them in their own country and also during Cannes;
- Find the company profiles, the films for sale, the projects in development and the screening schedules during Cannes and after during the main markets...it’s all there!
- Prepare in advance and organize your meetings;
- Promote your activity by showcasing your business (update your profile)

A useful method is to think of a slate of around 10 similar films that come to your mind and research who the producers, sales agents and distributors were on those projects. Most likely you will find interesting coincidences and a natural selection of key benchmarks and players for your own project.

Don’t forget to download the Cinando application on your smartphones and tablets!

Other sources like a company’s website; articles in the film industry specialized media such as Screen, Variety, The Hollywood Reporter, Deadline.com and Le Film Français; the film database IMDb; or statistical sites like Box-Office Mojo, can give you additional valuable information.
STEP 3: HOW TO SET UP A PROPER AGENDA

MEETING REQUEST
Most of the professionals organize their agenda starting three weeks before Cannes. The best way to contact them is to send a pertinent, short and personalized email within this period of time. A five-line email with a PDF attachment containing the package (without the script!) would be the best format. After a few days, if you haven’t received a reply, you can always follow-up over the phone.

WHILE IN CANNES
This being said, keep in mind that the most important meetings might happen by chance in Cannes because the worldwide film industry is in town. The best combination is an agenda of meetings organized before arriving, but leaving plenty of time for potential meetings that will come up once you are in Cannes. It is important to stick to the pre-arranged meeting schedule but also to be available for some wonderful things that may come along on the ‘spur of the moment’.

Make sure you have the contact information of everyone you will be meeting and that they have yours for any last minute changes. While in Cannes, take careful and complete notes so that when you come back home you have a clear idea of how to follow-up. If you have the time during that week, do a quick review of your notes to confirm that you are accomplishing your objectives.

STEP 4: HOW TO PREPARE YOUR PROFESSIONAL PACKAGE
The true goal of this package is to get people to ask for more

You can combine your verbal approach with excellent printed or interactive (i.e. tablet) materials. The objective is to deliver the right amount of information in a very limited time in order to entice people to read the rest:

- Large supply of business cards – business cards should be as professional as possible, printed on good quality paper and never photocopied; make sure it is possible to write on the back of your business card.
- Promotional material on your completed films or projects (flyers, postcards, DVDs, flash drives). Don’t forget to write the title and your contact information on all materials.
- If completed, an adequate supply of DVDs/screeners of your film. Ensure these are time-coded, and of a relatively low quality as piracy can completely derail a film’s entire future, if using lower resolution, make sure that is clear on the packaging. Also you should consider uploading your films in Cinando’s screening room before coming to Cannes to be able to invite potential partners or sales companies to watch your films on-line while you are in Cannes and after the market.
- A short high-quality printed dossier (or interactive tablet version) including the items listed below. Try to avoid providing too much material/paper to professionals in Cannes, as everyone has a lot of meetings and cannot bring all the material they are given back to their home offices. Short is beautiful at this stage and a successful end to a meeting in Cannes is when you get information that helps you submit a successful package at a later stage.
  - A nice, professional and appealing cover image.
  - A short synopsis (1 page) – no script, most of the professionals will not bring back scripts in their luggage, but may accept a flash drive.
  - A storyboard or photographs (if possible) or some images to communicate the film’s visual style.
  - Producer’s and director’s bios (1 page); if applicable DVD of previous films or trailers, where appropriate, directed or produced by them or other information about their professional experience.
  - Attached cast or cast wish list.
  - Budget top sheet (max 1 page).
  - Financing plan broken down per co-producing countries, indicating the co-producers (if known at this stage) or the strategy proposed for finding them (artistic or technical cooperation needed etc). Producers need to be aware of the potential financing strategies available to each project before they arrive and be able to argue eloquently why their project deserves to be supported and made.

![Learn more about FINANCING and ALTERNATE AND EQUITY FINANCING, don’t miss: Linda Beath’s (Ideal Filmworks Italia) workshop about « MINING EUROPE FOR PRODUCTION FINANCE »] >> Thursday, May 16 from 3 pm to 5 pm (see Industry Workshops program)
Paul Miller’s (Escape Pictures) workshop « FILM FINANCING IN AN ENTREPRENEURIAL AGE »
>> Friday, May 17 from 10:00 to 11:30 am (see Industry Workshops program)
Practical Guide – Industry Workshops – May 15-16-17, 2019

- **Short audience description** (and if possible marketing strategy): in a simple, direct manner why the film will appeal to a particular audience. The people you are meeting want creative and interesting projects but they are also business people and need to consider why the project will appeal to the ultimate consumer. It is important to avoid unjustified information like “a wide audience”, “all ages” or “because it is universal, it should appeal to anybody”. The better you identify your audience (even if it is a niche), the more likely you are to reach them. People are not necessarily looking for blockbusters; they are looking for significant small pearls that can appeal to a predictable audience.

- **A schedule** with the key elements pertaining to the production (date of principal photography, shooting period, location, main cast and crew, post-production details).

Add any materials you feel will make the project stronger. If we do the same thing everybody is doing, we are not truly doing marketing! Get creative and tell people why you believe this is a great project.

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### STEP 5: YOUR PITCH

It’s not storytelling, it is story selling.

Remember that everyone is trying to make a great film so that fact alone is not enough. You need to thrill people with the right amount of information in a short period of time. You don’t need to tell the story, but to sell it!

Prepare a well-rehearsed verbal pitch so you can tell the film in less than 5 minutes. Make it exciting, funny, visual, scary or emotional:

- **Dress in a way that you are comfortable and at ease.** To do a good pitch meeting, you have to be comfortable with yourself.

- **Never appear in public with a saddlebag full of pitch materials.** The pitch should be perceived as new, fresh and personally-targeted every time it is offered. Ideas should lead - not artwork, printed materials or videos. Fire up the imagination about each project before presenting imagery or words on paper.

- **Know as much about the person and company who you are pitching to as possible:** professionals are never impressed when producers pitch projects that are clearly not the kind of project that would interest them. **Begin by exchanging business cards and asking them about their company by quoting some of the facts you already know.** You will be surprised by what you can learn and they will appreciate your interest provided you have done your research properly.

- **There is no such a thing as a perfect pitch. Giving too much information is not good.** Information should be naturally provided and should be the result of an exchange not a monologue…

- **Face time with industry professionals should best be spent bonding as collaborative professionals and as human beings.** Business relationships are a two-way street, where both parties must feel comfortable moving in the same direction. People also want to work with people they like so try to get them to like you personally by finding common interests whether that is a love of movies or a love of Cannes nightlife. **Make sure human connections are solid before focusing on the content of the pitch.**

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### Learn more about DIGITAL DISTRIBUTION STRATEGY: don’t miss Wendy Bernfeld’s (RIGHTS STUFF BV) workshop about « DIGITAL LANDSCAPE FOR VOD, DISTRIBUTION AND ALTERNATIVE FUNDING MEDIA »

>>> Friday, May 17 from 11:30 am to 1 pm (see Industry Workshops program)

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### Learn more about BEING A PRODUCER TODAY: don’t miss Katriel Schory (Israel Film Fund) workshop « LOW BUDGET FILMMAKING »

>>> Thursday, May 16 from 11:30 AM to 1:00 pm (see Industry Workshops program)

- Make sure the pitch reflects the major selling points of your project and that they are presented in the best order you can. **Use “opening-ears” sentences at the beginning** (i.e. the previous short film had 500.000 hits on YouTube, or the director was at the Cinefondation last year, etc.).
• Be flexible about your pitch. If people are not responding to it, you should adapt it. Be very sensitive to non-verbal clues (yawning and checking emails during your pitch are bad signs). Try to figure out what aspects of the project are most interesting in your early meetings and adjust your pitch accordingly. If there is one aspect of the pitch that everyone seems to like you might want to consider leading with that.

PITCH - BE READY FOR FAQs
If you can answer these questions, then your meetings should role smoothly

1. What is the film about? Be clear about the primary genre and try to avoid mixing genres.
2. At what stage of production is the project?
3. What is the projected budget and how much has been secured already, if any, and how much is missing?
4. What can you give in exchange? Is there a recoupment plan? What proportion of the back-end participation may be available?
5. Is it set up to take advantage of a co-production structure? If so, what are you looking for from your potential co-producer? You must have some suggestions regarding shooting locations; financing (subsidies, tax credits, investors, co-productions, contribution in kind e.g. studios, post-production facilities, equipment suppliers); director; cast; other talent or technicians secured and/or positions that are still open… Can the post-production be split between the co-production partners?
6. What is the target audience and why is it interesting for that audience?
7. What format will you be shooting in?
8. What is the production/shooting schedule?
9. What is the marketing strategy? What is the additional potential of the project e.g. possible franchise, sequels, merchandising, book tie-ins.
10. How will New Media be exploited? Is there a website already online?

MEETINGS WITH INTERNATIONAL SALES AGENTS

In a film market like Cannes, the international sales agents come to sell their films and generally do not have a lot of time or the attention span to discuss new projects, especially with producers they have not met before. They are generally more available for meeting producers after the first week-end of the festival.

If you are looking for an international sales agent for a completed film, here are a few tips to prepare your meeting:

• Make sure that the company is the right one for your film (do your homework – use Cinando).
• Know what you want for your film and be realistic.
• Have the names of easy comparable films ready. Have some knowledge about which films did well and which films DID NOT!
• Find out which territories were sold for these films and to whom (use Cinando).

SALES AGENTS - BE READY FOR FAQs

1. When will the film be delivered?
2. Have any territories been sold yet?
3. Has the film already been screened at any festivals or markets? Was the film released in its country of origin? If so how did it perform?
4. Have the rights to some territories already been taken by co-producers, local broadcasters, etc?
5. How were the previous films from the director received locally and internationally?
6. Have you spoken to any international sales agents yet?
7. What is the potential audience demographic for the film? Are there some countries that may be more interested in this project than others, possibly based on the story or attachments, etc.?
8. If the film has been shot, has the post-production process been completed? Is any more financing required to finish the film?
9. Do you have a specific marketing strategy? Could this strategy be applied worldwide or is it specific to the country of origin?
10. Do you have a screener (don’t forget to write the title and your contact information on the DVD)?
Questions you can ask the sales agents:

- Do they normally screen the whole film when selling?
- Do they accept first time directors? Is this important if it’s a completed film?
- How many films do they generally handle in a year?
- Which film markets do they attend? Do they also attend the TV markets?
- Do they normally pre-sell some of their projects?
- What is the normal range of their commission fee?
- Which of their previous films have been successful? Why have those films worked and is there anything you can do to help them make your film successful?
- Would they mind if you spoke with producers of other films they have handled?

Finally, gatherings such as parties and cocktails are good opportunities to meet with sales agents (and other professionals). At those meetings, try to deliver a short version of your pitch (30 seconds!) and your log line so as to “hook” their interest. If they do seem interested, try to set up a meeting.

⚠ Still need to resolve some doubts? Don’t miss our GUIDED TOURS: unique opportunity to ask questions and be advised with an expert of the film industry.

>>> Registration for the guided tours is mandatory.