

The Marché du Film's dynamic atmosphere makes it the perfect place to develop your current projects and find future ones. In order to meet the right people in the right place at the right time, it's important to orientate yourself. You should have an idea of what's on and when (specifically what interests you as there is a lot to choose from) as well as who might be there. The Cannes Essentials list highlights the most important services on offer to you, helping you to prepare in advance, the key to a successful time in Cannes.

PREPARE YOUR MARKET

Organization, Research and Preparation

- **Define reasonable goals**

Be focused and start preparing for Cannes at least three weeks before departure. If necessary prepare a list of all the realistic candidates for your projects.

- **Be aware of all the services the Marché du Film offers you**

Use www.marchedufilm.com to find useful information and online tools created to help you when attending the Marché in Cannes.

Carefully read the Marché du Film newsletters (sent regularly before and during the event) to stay informed and updated. Download your visa letter.

- **Familiarize yourself with the Marché areas** (Marché du Film maps are downloadable).

- **Profile the people you want to meet**

Use www.cinando.com to search for companies and identify their editorial line and capacity. This is a vital step as by doing the research first you can save precious time and energy for yourself and for your potential partners.

- **Prepare a highly effective agenda**

By combining scheduled meetings with the capacity to react to short-notice requests while in Cannes.

CINANDO

Cinando is an excellent year-round tool to explore the film industry. As participants of the Marché du Film, you are now members of the Cinando database for one year. In the past ten years, Cinando 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.

Cinando allows you to:

- know who is coming, how to contact them, where to find them in their own country and also during Cannes;
- find company profiles, films for sale, projects in development and screening schedules during Cannes and after all the main markets;
- prepare in advance and organize your meetings;
- promote your activity by showcasing your business (update your profile.)

To get started on Cinando, **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.

Don't forget to download the Cinando application on your smartphone and tablet!

IMPORTANT

Make sure you have registered all your company participants on www.marchedufilm.com

Then update your info (contacts, films, projects, acquisitions...) on www.cinando.com

SET UP MEETINGS AND FIND OUT WHAT'S ON AT THE MARCHÉ DU FILM

Meetings

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". So remember to bring some business cards with you.

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.

- **Get the most important information**

Consult the information package given to you when you get your badge:

- the Pocket Guide: the practical guide, full list of screenings, basic information and synopsis for every film
- the Industry Programs and Events Guide: everything you need to know about the events, exhibitors and screenings in the industry programs section of the Marché
- the Cannes XR Guide: Cannes XR's program focused on XR, AI and Blockchain in the entertainment industry.
- Focus: the world market trends
- Official Festival Program: information on the Festival's artistic program, the jury, the films, the events
- **Get the Daily Screening Program:** the most updated schedule of screenings for the following day, distributed from 3pm at the information desks and in front of all screening rooms
- **Use the trades (daily professional magazines)** available at the Press Points (entrance to the Riviera, Puits de Lumière, central aisle level -1) to inform you about the industry trends, events etc.
- **Take part in our Cannes Workshops and Producers Network events :**
Check out the EDUCATE and CONNECT sections of our website to find out more about how to get involved.
- **Use the Marché du Film services :**
 - Business Center
 - Free Wi-Fi in the market areas
 - Web Points
 - Information Desks
 - Left luggage (Barrière Bistingo, Casino Croisette side)

MATCH & MEET : AN EXCLUSIVE APP OFFERED BY THE MARCHÉ DU FILM

The new app developed by the Marché will revolutionize the way you find your working partners. Just by logging in, the app will draft your profile from your Cinando details, will ask you to fine tune the content and, more importantly, to describe what you are looking for. You will soon start receiving proposals to meet other professionals of interest. You can set them aside, send a message, or request a meeting. With the possibility to organize meet-ups, based on both calendars, and reserve a space for the encounter.

STAY CONNECTED

Access your documents, such as invoices or screening reports, concerning your 2020 Marché du Film in "My Account" on www.marchedufilm.com.

Use www.cinando.com all year long to share information, news and projects, to take advantage of the Cinando networking platform and to create lists of contacts and films.

Rediscover the films presented at the Marché du Film with the catch-up screenings on www.cinando.com.

A QUICK CHECKLIST FOR YOUR STAY IN CANNES

	MARCHÉ DU FILM www.marchedufilm.com	CINANDO www.cinando.com
Register	✓	
Book your screenings	✓	
Rent equipment and services	✓	
Update your company, films and personal information		✓
Search for other participants, companies, screenings and create your own lists		✓
Check the screenings schedules	✓	
Consult certain publications in PDF	✓	
Access your invoices, visa letters or screening reports	✓	