

Pitching Lab and Forum Program 2020

Session will begin every day at 12.00' Athens (Greece) time (GMT+2)

Monday 21 /9

'Welcome and guidelines' 12.00' – 12.15'

An introduction to the pitching process and of what we are going to ask during the days we will spend together till the pitching forum

Geo Kakoudaki - 'A matter of ownership - Make your movie yours' 12.15' – 14.45'

Visualizing the pitch - Promo materials and concept, as an idea to focus on dramaturgy.

Issues of originality, innovation, provocation, genuinity, connotation / understand the importance of the dramaturgy in a story, main focus and ideas

Task: Propose visual material/Poster, social media, teaser, trailer

Tuesday 22/9

12.00' – 12.40' PRESENTATION (OPEN TO ALL) Live Streaming

12.45' – 13.00' Q&A session

' From short films to a tool that can democratize the movie industry' by Sami Arpa

Largo is a Swiss company that started its journey by creating **Sofy.tv** as a video on demand platform specific to short films. Together with the short content focus, the company also developed very innovative tools for understanding the recipes of movies by using artificial intelligence. These technologies paved the way for the emergence of Largo.ai, a democratization tool for the movie industry.

Sami Arpa

Sami is the Founder and CEO of Largo. Sami has overall responsible for implementing the vision of the company, managing all high-level operations, fundraising, and driving international growth. Sami has complementary background both in computer science and film industry. He has directed two short films - "Les bruits des pas", 2014 and "L' evasion", 2015. He has got his Ph.D. in computer vision field from the prestigious Swiss university EPFL.

Sami has previous experience in start-ups. Prior to Largo, he ran 3dios – a 3D filmmaking company, which he left to pursue his Ph.D. He is also the founder and president of Ouch Film Awards in Lausanne.

13.00' – 13.10' Break

13.10' – 13.20' PRESENTATION (OPEN TO ALL) Live Streaming

Hellenic Film Commission, a directorate of the Greek Film Centre – *'What does the Hellenic Film Commission has to offer?'* by Venia Vergou, Director of the Hellenic Film Commission

Filming in Greece; where do I start? Filming permits; are they so hard to get? Locations in Greece; more than a villa by the sea. Production Service Companies; a matter of trust. 40% cash rebate; yes, shorts are eligible, too, and you should find out about it.

The Hellenic Film Commission is a member of the European Film Commissions Network (EUFCN) and the Association of Film Commissioners International (AFCI).

13. 20' - 13.30' Break

13.30' - 15.15'

Barbara Dukas - 'A living Pitching - How we are going to incorporate our story'-
Paradigms- Exercises

-Playing role game - choosing verbs – hit or hide the hook – examples and guidelines with paradigms- Body and Voice behavior when we present our story.

Task: To find out WHO are you in your story and WHAT HAPPENS in it.

Wednesday 23/9

12.00' – 14.30'

Stathis Paraskevopoulos - 'Do I really need to pitch?'

Log lines, tag lines, synopsis, storylines, treatments, genre, characters, reasons, beginnings, endings, internal logic and structure The list goes on and on. Yet after two days of lectures the question remains – Why do I really need to pitch?

Thursday 24/9

Pitching Rehearsal and Guidelines 12.00' – 16.20'

An one to one exclusive individual meeting with both the three tutors, for private simulation of the pitching, feedback and counseling for each project separately.

Timetable

1 st	LAUGHTER CLUB	12.00-12.15
2 nd	A GENTLE MOTH	12.15-12.30
3 rd	MAGDALENA HAUZEN: DIE UNBEWEGLICHE ZEIT	12.30-12.45
4 th	HONEYMOON	12.45-13.00
5 th	SIPHONOPHORE	13.15-13.30

break	13.30-13.40
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1 st	BAJO EL ÁRBOL	13.40-13.55
2 nd	THE CAGE WITHIN A CAGE	13.55-14.10
3 rd	MY GRANDMOTHER'S SISTER	14.10-14.25
4 th	THE WALKING WAY	14.25-14.40
5 th	THE BLACK BOX	14.40-14.55

break	14.55-15.05
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1 st	CLOUDY WATER	15.05-15.20
2 nd	DEEP END	15.20-15.35
3 rd	THE TENDER SHOP	15.35-15.50
4 th	ART, NUCLEAR ENERGY AND A LOVE OF BUGS	15.50-16.05
5 th	THE VERY BIZARRE STORY OF AN UNOFFICIAL FAMILY	16.05-16.20

Friday 25/9 Forum Day

Pitching Preparation – Technical rehearsal

12.00' – 14.45' Pitching Forum

Important note: Every pitch must not exceed 5 minutes. An additional 5 minutes will be allocated for questions from the panel.