

**Dates: July 6th to 12th, 2008**

**Venue: Ronda (Southern Spain)**

**Application Deadline: June 2nd**

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*"If you are serious about film marketing or distribution,  
You should attend MD"*

**TIM BEVAN,  
CO-CHAIRMAN,  
WORKING TITLE FILMS**



## Marketing & Distribution

**MD** is a European training and networking course on the **marketing and distribution of theatrical feature films**, organised by the Media Business School with the collaboration of Paramount Pictures International, Universal Pictures International and United International Pictures and supported by the MEDIA Plus Programme of the European Union, ICAA and Junta de Andalucía.

- Theatrical release strategies at both international and local levels
- Creating the right marketing campaign
- Media planning and buying
- Best use of publicity and promotions
- Impact of the digital revolution
- Acquisitions process

MEDIA BUSINESS SCHOOL

**MD** is addressed to independent European film executives with experience in production, marketing, distribution, acquisitions, sales or exhibition of feature films, as well as marketing executives from other fields who want to move into the film industry.

**MD** aims to accelerate participants' career potential, as well as allow them to establish an international network of contacts and long-term relationships.

**MD** brings together some of Europe's most influential producers and film professionals who advise, lecture and tutor. Previous speakers have included: Tim Bevan (Co-Chairman, Working Title Films), Andrew Cripps (President, Paramount Pictures International), Jean-Jacques Annaud (Director, Enemy at the Gates), Alison Thompson (President of Int'l Division, Focus Features), Juan Antonio Gómez (Director of Programming, UK and Continental Europe).

### Practical Information

**MD** consists of an intensive week-long residential training programme, during which participants will attend seminars, screenings and workshops.

A maximum of 16 participants will be selected on the basis of their application forms as well as the strength of their CVs and references.

The registration fee of 1.000 € covers course participation, hotel accommodation, meals, transport between the hotel and the nearest airport and health coverage.

