

# WHEN EAST MEETS WEST

# PROGRAMME



Co-funded by the  
Creative Europe Programme  
of the European Union



Ministero  
dei beni e delle  
attività culturali  
e del turismo  
Direzione Generale per il Cinema



REGIONE AUTONOMA  
FRIULI VENEZIA GIUUA

▲ **SALA ZODIACO** 15.30 - 16.45  
**10 YEARS OF WEMW**

**The major Trends on East-West  
 Co-productions 2008 – 2019**

A journey with producers Ankica Juric Tilic (Kinorama) and Titus Kreyenberg (Unafilm), who will look back on their many years of experience in the field of co-production and will set out the pros and cons of international collaboration, unveiling the various challenges likely to face producers in the new decade. They will also address the ways in which the Creative Europe MEDIA sub-programme and Eurimages have played an indispensable role in supporting a sustainable ecosystem for co-production.

*Moderated by Martin Blaney (Screen International) in collaboration with Creative Europe Desks: Austria, Croatia, Germany, Hungary and Italy*

▲ **SALA ZODIACO** 17.00 - 18.30  
**IN THE SPOTLIGHT: 2020 East & West  
 focus funding landscapes**

Producers from Hungary, Moldova, Romania, Austria, Germany and Switzerland will be giving a comprehensive insight into current trends in their film industries and specific issues being addressed by the filmmaking community.

*Moderated by Martin Blaney (Screen International)*

▲ **SALA IMPERATORE** 16.00 - 19.30  
**LAST STOP TRIESTE** *session 1*  
 (invitation only)

Work-in-progress section for 5 creative documentaries at a fine cut stage

▲ **TEATRO MIELA** 18.00 - 20.00  
*piazza Duca degli Abruzzi 3*

**FIRST CUT+**

(invitation only)

Work-in-progress section for a carefully curated portfolio of 8 international feature films previously selected in a new programme including tailor-made modules for enhancing their promotion & audience engagement strategies.

▲ **LIBRARY** 20.00 - 21.30  
**WEMW 2020 OPENING COCKTAIL**

*Co-hosted by Creative Europe Desks: Austria, Germany, Hungary, Italy, Serbia and Media Desk Suisse*

▲ **SALA TERGESTE** 09.45 - 13.00  
**WEMW 2020 OPENING & PITCHING sessions**

▲ **LIBRARY/RESTAURANT** 13.30 - 15.00  
**WEMW West Focus networking lunch**

▲ **LIBRARY** 14.30 - 15.00  
**FIRST CUT+ Award Ceremony & ITALY-BALTIC Co-development Award**

▲ **SALA TERGESTE** 15.30 - 19.00  
**WEMW ONE-TO-ONE MEETINGS**

▲ **SALA TERGESTE** 15.30 - 19.00  
**MEET THE CREATIVE EUROPE DESKS**  
 To know more about MEDIA funding opportunities and networking initiatives all over Europe.

▲ **SALA IMPERATORE** 15.00 - 18.00  
**LAST STOP TRIESTE *session 2***  
 (invitation only)  
 Work-in-progress section for 5 creative documentaries at a fine cut stage

▲ **SALA SAN GIUSTO** 15.00 - 16.00  
**MIDPOINT Shorts** (invitation only)  
 Showcase of 4 short films selected by MIDPOINT and developed during an intensive script and project development workshop.

▲ **SALA ZODIACO** 15.00 - 16.30  
**The idea to spawn a thousand stories (and how to run with it)**  
 When you embark on a feature film project, you need to have one great story. When you want to set up a TV series, what you must have is one great premise. If you and the writers you work with play your cards right, this premise will give birth to several great stories over multiple episodes and, hopefully, seasons. It needs careful planning, organization and management to run with your premise. We will take a look at how to begin this process.  
*Session by Gabor Krigler, in collaboration with MIDPOINT Cold Open*

▲ **LIBRARY** 16.30 - 17.30  
**MIDPOINT HAPPY HOUR**

▲ **SALA SAN GIUSTO** 17.00 - 18.30  
**WHO IS WHO *take 1***

▲ **LIBRARY** 19.30 - 20.00  
**LST Award Ceremony & RE-ACT CO-DEVELOPMENT FUND Award**

▲ **LIBRARY** 20.00 - 21.00  
**EFA NETWORKING COCKTAIL**  
*Sponsored by the European Film Academy*

▲ **LIBRARY** 09.30 - 10.30  
**Italian Film Commissions Breakfast**

▲ **SALA ZODIACO** 09.30 - 11.00  
**How to Switch from Sprint to Marathon**  
 Main goal of this lecture is to put a light on key differences between production and distribution processes of film and tv series. We will try to understand new project hierarchy and how to avoid turning life in “love triangle” producer-writer-director into the hell. We will try to identify sources of “soft money” and how to get it on different stages of the project. We will try to understand main differences between broadcasters and programme needs of networks and cable. We will try to define main differences between theatrical and TV distribution, how to find good distributor and what could be the role of distributor in development process and how to find distributor who will be capable to set up successful business model. What is the meaning of second window in tv series distribution and how important is that for producer.  
*Session by Nebojsa Taraba, in collaboration with MIDPOINT Cold Open*

▲ **SALA TERGESTE** 10.00 - 18.30  
**WEMW ONE-TO-ONE MEETINGS**

▲ **SALA SAN GIUSTO** 10.00 - 11.30  
**WHO IS WHO** *take 2*

▲ **TEATRO MIELA** 10.00 - 13.00  
**This is IT** Work-in-progress section

▲ **SALA ZODIACO** 11.30 - 13.00  
**Streamers by the Numbers**  
 How the sVoD platforms are performing given their newly competitive environment. How many people are subscribing, and to how many services? Where are they most popular? What are the streamers buying, and promoting? And most importantly for us, what is their impact on the sustainability of independent producers in Europe?  
*EAVE session by Linda Beath*

▲ **LIBRARY/RESTAURANT** 13.00 - 14.30  
**WEMW East Focus networking lunch**

▲ **SALA SAN GIUSTO** 15.00 - 15.45  
**WHO IS WHO** *take 3*

▲ **SALA ZODIACO** 15.00 - 16.00  
**EWA Mentoring Programme Revisited**  
 Mentoring is one of the most effective tools to help women grow within closed business environments. Mentees learn from experienced professionals how to join the club and neutralise the gender bias. After two cycles of the Mentoring Programme for Women Producers, EWA Network is getting ready for an enlarged edition. EWA will organise a showcase of the success stories with participants from previous editions. Prospective mentors and future mentees are invited to share their views.

▲ **SALA ZODIACO** 16.15 - 17.15  
**David di Donatello Awards, a case history: On My Skin**  
 On My Skin, directed by Alessio Cremonini, is an independent movie about Stefano Cucchi, who died in prison after being arrested and brutalized by members of the Italian military police. This true-crime case rocked the Italian public opinion: the producer of On My Skin, Olivia Musini, will explain how the movie has become a cultural phenomenon, marking the return of civil cinema to the general public, and winning 4 David di Donatello Awards including the David Giovani voted by 3000 Italian high school students.  
*Presented by Massimo Mascolo and moderated by Elisa Grando*

▲ **LIBRARY** 17.30 - 18.30  
**ACE Interview with Roberto Olla**  
 Roberto Olla, executive director of the European film fund Eurimages, will be interviewed by esteemed European producer and ACE board member Cedomir Kollar. The discussion will offer insight into Roberto Olla's experience within the industry and shine a light on the current European co-production landscape.  
*In collaboration with ACE PRODUCERS*

▲ **LIBRARY** 19.00 - 20.00  
**WEMW 2020 Award Ceremony**

▲ **LOFT** 22.00 - 02.00 Via Economo 12/1  
**CLOSING PARTY Almost Happy LIVE Show**