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BAFTA AND BRITISH COUNCIL PRESENT

# SHORT SIGHTED!

IN ASSOCIATION WITH SHOOTING PEOPLE

## A GUIDE TO GETTING YOUR FILM SEEN

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10:30–11:00

### REGISTRATION

Tea/Coffee on arrival

11:00–11:15

### WELCOME FROM WILL MASSA

Senior Programme Manager, British Council Film

11:15–12:15

### FILM FESTIVALS

What do festival programmers look for in a short film and what's involved in the programming process? We chat to an esteemed panel of UK and international short film festival directors and programmers to find out how filmmakers can best navigate the festival circuit.

Speakers include:

**Host: Briony Hanson**

Director of Film, British Council

**Philip Ilson**

Director, London Short Film Festival  
and Short Film Programmer, London Film Festival

**Janet Pierson**

Head of Film, SXSW Festival

**Claire Aguilar**

Director of Programming and Industry Engagement, Doc/Fest

12:15–13:00

### FILMMAKERS SPOTLIGHT: FESTIVALS

The world of film festivals can feel like a jungle when you are trying to get your film out there. Here we chat to a filmmaker whose shorts have found success at many UK and International festivals. They'll take us through their festival strategy including budget and marketing techniques for their live action film.

Speakers include:

**Host: Will Massa**

Senior Programme Manager, British Council Film

**Ainslie Henderson**

Director, *I am Tom Moody*, *Monkey Love Experiments*;  
Co-writer, *The Making of Longbird*

13:00–13:45

### BREAK FOR LUNCH

13:45–14:45

### BUILDING AN ONLINE PROFILE

The Internet has revolutionised exhibition for short films online, allowing filmmakers to reach a wider potential audience than ever before. But it's also a busy place with an ever-growing supply of content. So when should you put your film online? Where? And what does the future hold?

Speakers include:

**Host: Briony Hanson**

Director of Film, British Council

**Jordan McGarry**

Lead Curator at Vimeo

**Sarah Tierney**

Founder of We Are Colony



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14:45–15:45

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## THE OTHER CIRCUIT

This panel highlights the unique screening opportunities available outside the festival circuit and explores how filmmakers can collaborate and engage with fellow creatives and audiences, through regular film nights and events. We hear from three people who have set up fun and informative platforms to promote emerging short film talent and how they can help you, the filmmaker, showcase your work.

Speakers include:

**Host: Kate Taylor**

Film Programmer, BFI London Film Festival

**Isabelle Croissant**

Programme Manager and Founder of Filmed Up

**Anna Bogutskaya**

Business and Marketing Manager, Shooting People

15:45–17:15

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## FIRM FAVOURITES

Time for some reflexion: we screen a selection of short films from the UK that are currently enjoying success with audiences on the film festival circuit and beyond. We'll follow the screening with a brief discussion about the films with speakers from throughout the day.

17:15–17:30

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## CLOSING NOTES

Will Massa draws together some of the key points of the day. Don't forget to tweet [#shortfilms](#) throughout the day to feature on our Short Sighted pin board.

17:30–18:30

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## NETWORKING DRINKS

A chance to relax and digest the day's events with a drink (or two) on us



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