

# SHORT SIGHTED!

IN ASSOCIATION WITH SHOOTING PEOPLE

## A GUIDE TO GETTING YOUR FILM SEEN

09:30–10:10

### REGISTRATION

Tea/Coffee on arrival

10:10–10:15

### WELCOME FROM WILL MASSA

Senior Programme Manager, British Council Film

10:15–11:15

### 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, British Council Film

**Philip Ilson**Director, London Short Film Festival  
and Short Film Programmer, London Film Festival**Lydia Beilby**

Shorts Programmer, Edinburgh International Film Festival

**Niclas Gillberg**

Uppsala International Short Film Festival

11:15–12:15

### FILMMAKER SPOTLIGHT

You've poured months of your life into your short film and you're ready to get it out there, but where on earth do you start and how do you strategise to ensure maximum exposure? Two filmmakers whose work has travelled extensively to top international festivals talk us through their journey in short film.

Speakers include:

**Host: Will Massa**

Senior Programme Manager, British Council Film

**Eva Weber**Director, *The Solitary Life of Cranes, Black Out, Of the Unknown***Sophie Koko Gate**Director, *Half Wet*

12:15–12:35

### COFFEE BREAK

12:35–13:15

### ANATOMY OF A SALE

This session will focus on the role of the sales agent and their relationship with the filmmaker. We'll quiz the agents on contracts, what to expect in fees and take look at what a filmmaker needs to provide in terms of deliverables to be able to sell their film. We'll also offer tactics to get you and your work noticed by the right people at festivals and beyond.

Speakers include:

**Host: Will Massa**

Senior Programme Manager, British Council Film

**Chris Tidman**

Vice President of Global Acquisitions, Shorts international



13:15–14:00

---

## BREAK FOR LUNCH

14:00–14:45

---

## 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:

**Sarah Tierney**

Founder of We Are Colony

14:45–15:45

---

## THE FUTURE: ONLINE AND DIGITAL DISTRIBUTION

How do you raise your profile as a filmmaker offline and outside of the festival circuit? This panel will highlight the unique screening opportunities available, exploring how filmmakers can collaborate and engage with fellow creatives and audiences through regular film nights and events. We'll hear from people who have set up fun and informative platforms to promote emerging short film talent and ask them how they can help you, the filmmaker, to showcase your work.

Speakers include:

**Host: Kate Taylor**

Film Programmer, BFI London Film Festival

**Katie Brandwood**

Founder, Whirlygig Cinema and Shorts in the South

**Fred Grace**

Co-Founder, Docheads

**Rob Hughes**

Founder and Artistic Director, We are Conclave

15:45–17:15

---

## 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

---

## 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

---

## NETWORKING DRINKS

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



BRITISH ACADEMY  
OF FILM AND TELEVISION ARTS



In association with



[#shortfilms](#)

# SHORT SIGHTED!

IN ASSOCIATION WITH SHOOTING PEOPLE

## A GUIDE TO GETTING YOUR FILM SEEN

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



14:45–15:45

---

## 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

---

## 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

---

## 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

---

## NETWORKING DRINKS

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



BRITISH ACADEMY  
OF FILM AND TELEVISION ARTS



In association with



[#shortfilms](#)