

15.09.2014

What awaits us this year at Filminteractive?

Filminteractive 2014 is the fourth very special edition of this event, not only with respect to its extremely wide-ranging and engrossing programme, but also due to a record number of projects submitted to Filminteractive Market. The main topic of the conference is content marketing – the most dominant trend of the year. Therefore, among invited speakers you will find representatives of such brands as RedBull or TVP.

What is worth paying attention in the programme of Filminteractive 2014?

During the conference, 24th September, you should attend the presentation of Bernhard Hafenscher, Head of Commercial Distribution, RedBull Media House, who has been a leader of content marketing for years. Moreover, you should participate in the videoconference with Joe Pulizzi, Founder of Content Marketing Institute, who is also known as the content marketing guru. In addition, each connoisseur of content marketing should be present at the speech of Richard Herd, Network Manager for *Jamie Oliver's Food Tube*.

Throughout the Festival, 25th September, you will have the opportunity to listen to Jonathan Webb, who is a producer at Sundog Pictures, as well as to the creators of the first Polish web series *Horda*. An exceedingly significant aspect of the programme will be ZAiKS lecture on copyrights and different ways of works distribution via the Internet. Furthermore, you will have unique occasion to attend long-awaited presentation of the report, considering the content marketing situation on the Polish market, which has been prepared specially for this occasion by Andrzej Garapich from PBI and Olgierd Cygan from Digital One.

The programme of Filminteractive 2014 is available here: <http://filminteractive.eu/programme.php>

Why Filminteractive 2014 is so special?

- To this year's conference we have invited specialists in content marketing, who will present this issue from different perspectives of brands, agencies, creators and theorists - explains Agata Lepianka, Filminteractive Project Manager. – This will allow our guests to gain solid knowledge and become familiar with interesting marketing projects considering, for instance, Game of thrones or Polish home productions. The Festival, on the other hand, will include mainly discussions and presentations, which will be focused on the process of videos distribution via the Internet and analysis of corresponding projects, presented in the form web series, Internet documentaries and Polish video blogs.

Tickets are available here: <http://filminteractive.eu/tickets.php>