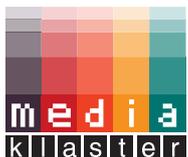


2014 FILMINTERACTIVE

24 - 25 september
Lodz Film School

PROGRAMME

ORGANISERS



Start / Finish	Name / Company	Topic
8:30 9:30	REGISTRATION / MORNING COFFEE	
9:35 9:55	OFFICIAL OPENING - FILMINTERACTIVE 2014	
9:00 12:00	CONFERENCE PART 1	
	Belén Santa-Olalla, Creative Consultant, Conducttr (UK)	<i>The creation of an interactive experience for HBO's „Game of Thrones“</i>
	Richard Herd, Network Manager for Jamie Oliver's Food Tube (UK)	<i>How to successfully produce, market and distribute video content - Jamie Oliver's food tube case study</i>
	Rafał Janik, CEO, 140 Media (Polska)	<i>TVxTwitter</i>
	Andrzej Garapich, CEO, PBI (Poland) Olgierd Cygan, CEO, Digital One (Poland)	<i>Content marketing report – presentation of the results.</i>
12:00 13:00	LUNCH BREAK	
13:05 15:00	CONFERENCE PART 2	
	Joe Pulizzi, Founder, Content Marketing Institute (USA). Video Online Conference.	<i>Epic Content Marketing – how to tell a different story, break through clutter and win more customers.</i>
	Florian Heister, Branded Entertainment Online (Germany)	<i>German Branded Entertainment Cases and scaling technologies</i>
	Johan Fernstedt, Chief Specialist Digital Broadcast oraz Account Director, Chimney (Sweden)	<i>Want to capture your target group? - Think like a broadcaster!</i>
	Bernhard Hafenscher, Head of Commercial Distribution, Red Bull Media House (Austria)	<i>„Beyond branded content - how Red Bull Media House developed a 360° approach as a global content production.“</i>
15:00 15:30	COFFEE & NETWORKING BREAK	
15:30 17:30	CONFERENCE PART 3	
	Sophie Rayers, Director of Marketing, EMEA & LATAM at Brightcove (UK)	<i>Amplifying Content Marketing with Video: Best Practices for Telling your Brand Story</i>
	Mariusz Stecki, Vice-president of iTVP-HD department (Poland)	<i>iTVP HD - New possibilities</i>
	Martin Simka, Vice President, Technology Evio Polska Sp. z o.o. (Poland)	<i>Flexible protection of TV services</i>
	Mariusz Stecki (TVP), Martin Simka (Evio), Michał Przy- musiński (Crowley Media) Host: Włodzimierz Szmidt (IAB) Panel hosted in Polish. Panel w języku polskim.	<i>Przyszłość telewizji online – panel dyskusyjny Future of online TV – discussion panel</i>

Start Finish

9:00 9:00 REGISTRATION / MORNING COFFEE

9:30 9:50 Presenting Commissioners & Projects

**10:00 10:00 Above (Estonia)
Pitching session**

**10:25 10:45 Axion (Switzerland, USA, Sweden, Poland, UK)
Pitching session**

**10:50 11:10 Komplex, 28 (Italy)
Pitching session**

**11:15 11:35 Monsters to Clowns (Estonia)
Pitching session**

**11:40 12:00 Sweet Dreams Interactive Film (Poland)
Pitching session**

**12:05 12:25 The Debtor (Italy)
Pitching session**

**12:30 12:50 The Reward (Denmark)
Pitching session**

**12:55 13:15 Zamek (Poland)
Pitching session**

13:20 14:00 LUNCH & NETWORKING TIME

Start	Finish	Speaker	Topic
14:00	14:10	OPENING FILMINTERACTIVE FESTIVAL	
14:15	14:45	Jonathan Webb, producer, Sundog Pictures (UK)	<i>"Breaking the Taboo" – digital distribution of the documentary</i>
14:50	15:20	Szymon Szymański and Wiktor Kiełczykowski, director and creator of the Polish web series „Horda”.	<i>Creating a web series along with the community of future Youtubeviewers. From the idea to the finished product.</i>
15:25	15:40	Daniel Ciupryk, MC Silk Presentation hosted in Polish. Prezentacja w języku polskim.	<i>Jak zrobić pierwszy milion na YouTube? How to earn first Million on You Tube?</i>
15:45	16:45	Paulina Mikuła, Łukasz Jakóbiak, Radek Kotarski Host: Maciej Budzich (Mediafun.pl). Panel hosted in Polish. Panel w języku polskim.	<i>Videoblogging jako alternatywa dla tradycyjnej dystrybucji video Videoblogging as a alternative to traditional video distribution</i>
16:50	17:20	Anna Zakrzewska-Biczysk, Specjalista ds. Licencjonowania Internetu, ZAiKS Presentation hosted in Polish. Prezentacja w języku polskim.	<i>Nowe sposoby dystrybucji, nowe sposoby licencjonowania New ways of distribution, new ways of licencing</i>
17:25		Commissioners & Organisers	<i>Award for the best project of FilInteractive Market Closing FilInteractive Festival</i>

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