

KIDS regio

*Call for application
Apply now and keep up with your audience*

*KIDS Regio B2C workshop of marketing & distribution strategies for live action
children films during BUFF:ff Financing Forum*

March 14th, 2012 – Malmö, Sweden

Application deadline is **February 01st, 2012.**

For 2012 the fruitful cooperation between BUFF:ff Financing Forum and KIDS Regio continues with the 2012 meeting point & workshop.

KIDS Regio is a highly profiled B2C (business to consumer) workshop during the well-known BUFF:ff Financing Forum in Malmö. Designed for audiovisual professionals, the conference covers cross- and transmedia marketing & distribution trends, strategies and consumer research for childrens films.

Don't miss the deadline! Invest your time to market a good children's story and you'll start building your audience for tomorrow! Apply now as the number of participants is limited.

Top level marketing specialists will share their expertise with you in a Keynote session. Then you'll get to discuss your own project with industry pros. You'll meet in small groups to explore cross media and transmedia opportunities, as well as the potential of social media channels to better market your film. Exclusive one on one meets will help to flesh out ideas on designing a new business model for your project.

Keynotes and experts:

Moderator:

Nicoletta Iacobacci - is the head of the Multiplatform division at the European Broadcasting Union, networker and curator of TedxTransmedia, an offshoot of TED.

Keynotes:

Crossmedia / transmedia / social media –definitions, trends and creations for young audiences and the digital age

By **Christopher Sandberg** - Creative Head and founder of *The company P*, a Swedish based Interactive, Emmy Award winning television and transmedia production company.



Digital marketing to kids –research and case studies

By **Maurice Wheeler** - is the Strategic Planning Director and co-founder of Doco, the creative agency specialising in family marketing. Over his 15 years of working in the digital marketing arena Maurice has helped many clients reach their audience, including Disney, Microsoft, Tesco, Lego, BBC, and Cartoon Network.

Crossmedia marketing for KIDS - tools that can be used for children's film

By **Mathias Noschis** - Founder of the Alphapanda marketing agency, Mathias is a marketing professional with six years' experience in PR, advertising and branding, specialised in digital media.

Fee for participation is 80 Euro – Lunch is included in the fee.

Application requirements can be downloaded on our website **kids-regio.org**

KIDS Regio is an initiative of Cine Regio, the European Network of Regional Film Funding institutions, in order to initiate a platform, which shall help to improve the basis for valuable and promising European co-productions of films for children and youth.

BUFF Financing Forum provides a platform for film, TV and cross media co- production. BUFF:ff brings producers and investors together with a clear incentive of providing a breeding ground for new, exquisite and challenging films, TV- & cross media productions for a young audience. More info at www.financingforum.eu

We'd love to see you participate and look forward to meeting you in Malmö,

Annette Brejner
Head of BUFF:ff Financing Forum

Viola Gabrielli
Project Manager KIDS Regio