**producers on the move 2022**

**planned schedule – hybrid programme**

**online (pre-festival)**

* *Tuesday, 3 May half day morning time: kick off meeting*
* *Wednesday, 4 May half day morning time: pitching session*
* *Thursday, 5 May half day morning time: 1:1 speed meetings*

**on-site in Cannes**

* *Thursday, 19 May Welcome Dinner*
* *Friday, 20 May morning: Round-Table Meeting "Off the Records..."*

*afternoon: 25 minutes pre-arranged meetings to follow up on their projects pitched online on 4 May.*

* *Saturday, 21 May morning: case study in cooperation with ARTE*
* *Sunday, 22 May case study in cooperation with Eurimages*

*case study Green Producing*

* *Monday, 20 Mayprivate lunch (for participating producers only)*

*evening (6-8pm): PRODUCERS ON THE MOVE cocktail for all current and former participants of the project (tbc)*

*Please note: The selected producer will be responsible for their own accreditation, accommodation and travel costs. It is* ***not******included*** *and* ***not part*** *of EFP's organisational work.*

**programme**

**PRODUCERS ON THE MOVE programme:**

• Promotes the 20 top up and coming producers from diverse countries in Europe to the international industry and press

• Connects 20 up and coming producers with each other (*pitching session, individual meetings, case study etc.)*

• Offers the producers access to key players in the industry *(funders, financiers, sales agents, distributors, broadcasters*)

• Matches each of the 20 participants with five sales agents introducing their new projects

• Provides the producers with further expertise on co-production, international film funding and financing, sales, distribution, new technologies, new business models and current trends

• Offers opportunities for the producers to exchange knowledge, experiences and projects

• Offers valuable opportunities via strategic partnerships with the PRODUCERS ON THE MOVE Alumni Network throughout the year

• Provides the opportunity to screen producer’s previous works to their peers and interested experts at Festival Scope Pro’s VoD platform.

**Promotional Plan:**

• Detailed online information about the selected producers on EFP’s website www.efp-online.com (incl. photo, profile, selected films and contact)

• Digital marketing campaign including:

• key visual one pager

• dedicated social media campaign on Instagram, Twitter and Facebook to introduce each Producer on the Move

• Advertisement campaign in trade magazines, online banner

• Media partnerships presenting the 20 participants prominently to the international industry

• Presentation in the Festival Scope Pro newsletter