

## **LFCA 2005: PANELS & SESSIONS**

updated: March 23, 2005

### **SESSION 1: “New Ways to Maximize Revenue”**

How do we create new models to help stimulate business? How are Producers and Distributors working with Exhibitors, from concept development through film distribution, to expand revenue to all parties? How can non-screen revenue (i.e., digital projection exhibition add-ons; synergistic exhibit tie-ins; DVD sales; concessions; novel products and marketing schemes) create a fuller audience experience and favorably impact the bottom line?

Potential panelists:

- 1: Jeff Rudolph – CSC: success of the Body Worlds exhibit/Human Body tie-in (confirmed)
- 2: Erica Chesney – Distributor – IMAX (confirmed)
- 3: Bob Perkins – Destination Cinema (confirmed)
- 4: Mark Katz – Distributor – nWave (TBC)

Moderator: Jonathan Barker (SK Films)

### **SESSION 2: “Content, Content, Content”**

Big screen, giant sound... but it's the story, stupid! A panel of experienced writers and filmmakers analyze the importance of finding a narrative thread, title appeal, and differentiation that will attract audiences in today's challenging market.

Potential panelists:

- 1: Lisa Truitt – Producer (confirmed)
- 2: Richard Greif – ODC/Cambridge (confirmed)
- 3: Stephen Low – Writer/Producer/Director (TBC)
- 4: Jordi Llompart – Writer/Director – Mystery of the Nile (TBC)

Moderator: Alec Lorimore (confirmed)

### **SESSION 3: “Convergence and Divergence: Forces Shaping the Large Format Industry Today”**

Challenging times generate risk, ruin and opportunity. How are we weathering the storm? Examine how convergent and divergent forces are shaping the Large Format industry today, including: the proposed consolidation of the industry's support associations; the proliferation of alternative format image generation; the inevitable incursion of digital projection into the large format marketplace; the gradual appearance of DMR product in the institutional market.

Potential panelists:

- 1: Greg Foster – IMAX (confirmed)
- 2: Ben Stassen – nWave Pictures (confirmed)
- 3: Emlyn Koster – President, GSTA (confirmed)
- 4: John Lundin – Cinemark (TBC)

Moderator: Andy Gellis (Cinevest)

### **SESSION 4: “Sound Decisions”**

Three of the most experienced sound designers in the Large Format industry look at the challenges and possibilities posed by the enormous sound systems in today's theatres. An in-theater audio experience. Session to feature examples of: recording on-set; layering; mixing; channel assignments; comparison between LF theater audio and 5.1 theater audio.

Potential panelists:

- 1: Tim Archer – Masters Digital
- 2: Mike McDonough – Independent
- 3: Corey Mandell – Toybox

Moderator: Rick Gordon (RPG Productions)

**SESSION 5: “Development Funding: Is There Any Money Out There?”**

Where in 2005 do we find money to develop Large Format films? Where have we done so traditionally? Have the rules changed in recent years, and why? Have recent exhibition trends (i.e., the advent of DMR) made it harder to raise development funds? What are the long term implications on recent funding trends for the industry?

Potential panelists:

- 1: Val Kass – NSF (confirmed)
- 2: Jan Weiringa – Chemistry Pictures (confirmed)
- 3: Meg Wilson – IMAX Business Affairs (confirmed)
- 4: Philippe Turp (TBC)

Moderator: Phil Streater (BLF)

**SESSION 6: “Marketing Strategies 2005: Focus on Library Films”**

A look at the value of programming library titles, tied to screenings of “lost or forgotten” Large Format performers. Panelists will present marketplace facts and figures key to evaluating the potential success of films.

Potential panelists:

- 1: Don Kempf – Distributor - Giant Screen Films (confirmed)
- 2: Jeff Kirsch – Exhibitor - Rueben H Fleet: “Fridays at the Fleet” (confirmed)
- 3: Thomas Wyss – Distributor – IMAX
- 4: Mike Lutz – Distributor – MFF

Moderator: Cherie Rivers (Boston Museum of Science)

**ADDITIONAL SESSIONS:**

**Tech Session:** Bev Pasterczyk

**Films In Production / In Development** (2 sessions): Patricia Keighley