

SOLOTHURNER FILMTAGE JOURNEES DE SOLEURE GIORNATE DI SOLETTA SOLOTHURN FILM FESTIVAL

Workshop TFL Extended – Audience Design

Making of Audience: When The Promotion Begins Before The Film

Info

Solothurn Film Festival – Im Atelier

Saturday, the 22nd of January 2022, 09:00-13:00 – Altes Spital, Solothurn

Language: English

Workshop Trainee: Nicolò Gallio

Audience Design

Audience Design is based on the approach developed at TorinoFilmLab, which explores the audience perspective and its engagement during various stages of the film's life. The strategy covers different channels and devices for distribution across all relevant media.

The intensive workshop is addressed to maximum 25 participants, wishing to gain solid hands-on experience creating audience engagement strategies for feature film projects in various stages of development. The workshop aims at sharing insights and tools into steps that help build a concrete strategy to later support a film's sales and distribution.

One of the experts of TorinoFilmLab will explain his approach on how defining a strategy to reach, build and engage audiences and support the moments of sales and distribution.

A frontal lecture, with several examples that will help to highlight the actions to be prepared during the pre- to post-production stages.

To attend the workshop is highly recommended to read the book on Audience Design available here: <http://www.torinofilmlab.it/about-us/library/31-audience-design-2018>

Trainee: Nicolò Gallio – Audience Designer and Marketing Consulting

Registration delay: from the 14th of December 2021 until the 17th of January

The workshop is free for maximum 25 participants. The participation cannot be guaranteed. If you are interested, do not hesitate to register as soon as possible until the 17th of January at: imatelier@solothurnerfilmtage.ch

Contact:

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