

SOFA



School of Film Advancement

CALL FOR PROPOSALS

A unique training initiative is looking for upcoming cultural managers and creative entrepreneurs who plan to realize a structural project in the field of film/AV

▶ **Submit your project by**
May 31, 2022



*Don't sit on your couch: join SOFA from
August 15–20, 2022 in location TBA
October 24–29, 2022 in location TBA*

www.joinsofa.org

WHAT WE DO

For its 9th edition, **SOFA – School of Film Advancement** invites up to ten participants to intense workshops that will take place August 15 – 20, 2022*, October 24 – 29, 2022*. We support film initiators, cultural managers, entrepreneurs, facilitators, and catalysts with unique project ideas in the audiovisual world. Selected participants will be trained in various creative fashions to reach local and international cinemagoers and will be given the opportunity to make ties beyond borders. With the help of experienced lecturers, SOFA participants will receive tailor-made coaching which will enable them to efficiently realize their dream project. Our workshops connect participants with decision-makers and high-level professionals in the audiovisual industry. The rest is up to you – make your dream come true! Besides the onsite workshops there will be hybrid moduls, regular online Working out Together and Mastermind sessions as well as individual sessions with SOFA's pedagogical team.

All participants are coached on the scene by experts and mentors, including **Oliver Baumgarten** (film curator, cultural manager, publicist), **Ewa Puszczyńska** (producer, Ida/Cold War), **Christine von Fragstein** (pitching expert), **Renaud Redien-Collot** (marketing expert) and **Nikolaj Nikitin** (SOFA Head of Studies). Among the last editions' experts were **Jeffrey Bowers** (Senior Curator, Vimeo), **Sonja Heinen** (European Film Promotion), **Kęstutis Drazdauskas** (SOFA Alumni 2014, Project Film Republic of Networked Theaters, Lithuania), **Matthijs Wouter Knol** (European Film Academy), **Funa Maduka** (former Netflix), **Roberto Olla** (former Eurimages CEO), **Jay Rinsky** (Little Cinema), **Rainer Rother** (Deutsche Kinemathek), **Anna Serner** (former Swedish Film Institute CEO) and **Tamara Tatishvili** (Georgian film agent).

WHO ARE WE LOOKING FOR?

Audiovisual professionals with previous experience in cultural management (studies, business, etc.) from Europe and Eastern Partnership countries. Project proposals could include establishing a film festival, a film fund, a film commission, a digital distribution platform, a cinema theatre, a film museum/archive, a project connected to copyright law, a print or online film magazine, a VoD platform, a training initiative, or another creative and highly innovative project in the field of film culture management.

HOW TO BE PART OF IT

If we caught your interest, submit the following documents (in English) to office@joinsofa.org by May 31, 2022:

- ▶ a project description (max. 2 pages): What's your project idea about? What's your motivation? Tell us about your objectives and what's so new and unique about your project! Why is it you who can make it?
- ▶ a budget (1 page) – a one-page financing plan
- ▶ a professional biography and background info on how you got involved working in the AV sector
- ▶ For selected participants, there is an administration fee of € 750. Scholarships are available on request.
- ▶ We at SOFA support the 17 UN sustainable development goals. Therefore in our call for proposals we ask applicants to include a statement describing in what way their proposed project is related to these SDGs. Preference will be given to papers with such descriptions.



* Or, due to COVID-19, an alternative digital option, if travelling to the workshop destination is not possible.