

# WEDNESDAY 7<sup>TH</sup> NOVEMBER PREP DAY

## 09:30–12:45 **cocoLAB: Pitch Preparation**

(by appointment)

with Martina Bleis & Marjorie Bendeck

■ Stadthaus/Montreuil

## 10:00–12:00 **cocoLAB: Individual Project Feedback**

(by appointment)

with Linda Beath & Saar Yogev

■ Stadthaus/Ratssaal

## 13:00–13:15 **Introduction Round for cocoPITCH & cocoWIP project representatives**

■ Stadthaus/Foyer

## 13:15–14:15 **Networking Lunch** (by invitation only)

■ Restaurant Roma

## 14:30–16:30 **cocoLAB: Individual Project Feedback**

(by appointment)

with Constanza Arena, Weronika Czołnowska, Danijel Hočevár, Brigitta Manthey, Dana Messerschmidt, Daria Moheb Zandi, Mathias Noschis, Simon Perry, Patra Spanou & Saar Yogev

■ Stadthaus/Ratssaal

## 14:30–16:30 **cocoLAB: WIP Preparation**

(by appointment)

with Martina Bleis & Marcin Łuczaj

■ Stadthaus/Montreuil

## 16:00–17:00 **Welcome Drink**

■ Stadthaus/Foyer

## 17:00–17:30 **Funding News**

**News and Updates on Film Funding in selected coco Countries**

with Anamaria Antoci (producer, Romania), Marzena Cieslik (Polish Film Institute), Rolandas Kvietkauskas (Lithuanian Film Centre) and others, moderated by Simon Perry

■ Stadthaus/Zielona Góra

## 17:45–19:15 **Lecture: It's my Business! Managing Competitive, Innovative Companies in the Film Industry**

with Linda Beath (Ideal Filmworks), in collaboration with EAVE

■ Stadthaus/Zielona Góra

## 19:00–21:00 **Tech Check for cocoPITCH projects**

(by appointment)

■ Stadthaus/Ratssaal

## 21:00–23:00 **coco Warm-Up** – hosted by

Lithuanian Film Centre

■ Jimmy's Diner

# THURSDAY 8<sup>TH</sup> NOVEMBER

## 09:30–12:00 **cocoWIP** (by invitation only)

■ Kammerbühne

20-minute-presentations of the 6 selected coco Work-in-Progress projects for sales agents, distributors and festival representatives

## 10:00–10:30 **Morning Coffee**

■ Stadthaus/1<sup>st</sup> Floor

## 10:30–11:00 **connectingPOINT**

■ Stadthaus/Zielona Góra

Meet in an organised networking session with upcoming filmmakers participating in the FilmFestival Cottbus and the Cottbus Next Generation producers workshop. In collaboration with Filmarket Hub.

We would then invite you to continue your talks and get to know the city of Cottbus at

## 11:15–12:15 **connectingWALK**

Tour – starting from ■ Stadthaus/Foyer

(sign up in advance at [guest@connecting-cottbus.de](mailto:guest@connecting-cottbus.de))

Walking tour to explore the historical center of Cottbus – join us for some fresh air and discover what makes this city special.

## 12:30–13:30 **Networking Lunch** (by invitation only)

■ Restaurant Lindner

## 13:30–14:00 **Coffee & Dessert**

■ Stadthaus/1<sup>st</sup> Floor

## 14:00–14:10 **WELCOME TO cocoPITCH!**

(for all coco participants)

■ Stadthaus/Ratssaal

## 14:15–15:30 **cocoPITCH BLOCK I** (order of projects tbc)

■ Stadthaus/Ratssaal

## 15:30–16:00 **Coffee Break** – hosted by indaHash

■ Stadthaus/1<sup>st</sup> Floor

## 16:00–17:10 **cocoPITCH BLOCK II** (order of projects tbc)

■ Stadthaus/Ratssaal

## 17:15–18:15 **Request Meetings**

■ Stadthaus/Foyer

## 17:30–18:40 **Marketing Indie Films:**

**Fresh Ideas for two cocoPITCH Projects**

with Mathias Noschis (Alphapanda), in collaboration with Creative Europe Desk Berlin-Brandenburg

■ Stadthaus/Ratssaal

Mathias will present his analysis of two of the pitched projects to discuss what to take into consideration when marketing indie films, including social media marketing as part of the development strategy.

## 18:40–19:00 **Micro-Influencers:**

**Reaching Out to Audiences**

with Philipp Greulich (indaHash influencer marketing platform)

■ Stadthaus/Ratssaal

If you ever wondered why there is a hype around influencer marketing and how it can help you to communicate with your potential audiences in an authentic way, or if you don't know what a micro-influencer is, you should attend this talk.

## 20:00–22:30 **Award Dinner** – hosted by Medienboard Berlin-Brandenburg & MDM Mitteldeutsche Medienförderung

■ Restaurant Zelig

# FRIDAY 9<sup>TH</sup> NOVEMBER

## 09:00–12:40 **one2one Meetings** (by appointment)

■ Stadthaus/Ratssaal

## 10:00–12:00 **A Brief Introduction to Blockchain and potential Applications in the Media Industry**

with Erwin M. Schmidt (FilmTech Office)

Blockchain is one of the most widely discussed technologies today and we are either excited or worried about the concept. But what exactly is the blockchain? What are potential applications, for production, distribution, recoupment and audience engagement?

10:00–11:00 ■ Stadthaus/Zielona Góra:

overall introduction with Q&A

11:00–12:00 ■ Stadthaus/Montreuil:

detailed exploration in round table format

## 11:00–11:40 **Coffee Break**

■ Stadthaus/1<sup>st</sup> Floor

## 11:40–13:00 **Focus coco:**

**20 years connecting cottbus**

with Vladimir Blaževski (director, Macedonia), Ognjen Glavonić (director, Serbia), Anna Palenchuk (producer, Ukraine) and others, moderated by Martin Blaney

Focus coco looks at the progress of coco alumni projects. Four films are screening at FFC 2018, others are in the works or have made their way into festivals and cinemas, some onto the entry list of the Academy Awards.

■ Stadthaus/Zielona Góra

## 13:00–14:00 **Networking Lunch**

■ Restaurant Lindner

## 14:00–17:00 **one2one Meetings** (by appointment)

■ Stadthaus/Ratssaal

## 16:30–18:30 **See you next year!**

**Farewell Reception** – hosted by

Transilvania International Film Festival

■ Stadthaus/1<sup>st</sup> Floor