

How to create an event based on the Blu-ray box

Swedish representations are encouraged to initiate specific, tailor-made film events in their region. SI will provide support and we are open to discuss ideas, possibilities and requirements. The overall aim is to promote Swedish talent and films for increased export, as well as deepen the confidence in Sweden through the film's insight and depiction of Swedish core values.

Cooperate with a local partner

When planning an event, the representation should always cooperate with a local organiser who is experienced in working with films. This partner should be able to help you find a suitable location with the right technical equipment, as well as help you with marketing to reach an audience. Local organisers can be cultural institutions, universities, colleges and schools (preferably with a media profile), film clubs, film festivals, local cinemas or others.

All screenings should be non-commercial. The definition of non-commercial is basically:

- No, or just a symbolic, admission fee for the screenings. The admission must not exceed 50 per cent of a normal cinema ticket in your country.
- The number of screenings is limited to 2–3 per event and film. The films, however, can be shown again in new events or at new locations, and the screening rights will remain valid unless the opposite is communicated or if the films have been removed from SI's websites. Always check on www.films.si.se before each event.
- Only the event can be marketed, not single titles in the film box.

Plan ahead and apply for support

Good planning is essential for a successful event. A minimum of 10–12 weeks is recommended for most events, although in some cases it may work with less time. Major events that include film creators or industry representatives traveling from Sweden should be scheduled 3–4 months in advance. Also note that financial assistance from SI should be sought in good time on this page: <https://filmdatabasen.si.se/fmi/webd#projekt> (log in required).

In most cases the aim is to attract an audience of multipliers and to create contact with local press and members of the film industry in order to support

the overall goal to increase export of Swedish films and deepen the knowledge of Swedish cinema.

It is also important to pick a good time and place for your event. Try not to compete with other major local film events. It's often good to contact an experienced organiser of film events and discuss a dedicated Swedish film presentation within the frame of a bigger event – such as international film festivals or other events with an audience of potential multipliers.

Invite a Swedish film creator or industry spokesperson

For many projects, a visiting film director, actor or producer creates exposure in the media and adds key elements in the form of presentations and Q&As to your event.

If you think that a Swedish film industry representative would be of value to the project, please note the following:

- SI will finance travel expenses and help book air tickets within the limits of SI's budget and time schedule. The embassy or consulate should cover accommodation and provide a programme for the visiting representative (a sample can be viewed here).
- It is strongly recommended to invite local film industry representatives to the event in order to increase interaction between the Swedish film industry and its counterparts in your part of the world.
- It is also strongly recommended to invite media to the event and inform them about your visiting film representative to get good coverage. Social media is today a very important channel to communicate upcoming events as well as the outcome and results.
- Apply for funding here: <https://filmdatabasen.si.se/fmi/webd#projekt> (log in required). Contact films@si.se if you have further questions.

SI & SFI regulations and guidelines for clearing local rights

Prior to the screening, please check if there are local rights owners (information available on <https://filmdatabasen.si.se/fmi/webd#projekt> for the title(s) intended to be shown. If so, make contact with the rights owner and clear the rights for the screenings.

Before organising a film event, make sure the event is following these basic rules and guidelines:

- When you receive the film box, visit the pages starting at www.films.si.se for additional info, and also update your contact details and name of person at the embassy or consulate who will be in charge of the film box. That person is responsible for the proper use of the box according to these guidelines.
- The contact person should look through the films in order to get a sense of where and in which contexts the different titles can fit. Links for preview of the full films with watermarks are available here: <https://filmdatabasen.si.se/fmi/webd#projekt> (log in required). Here you will also find a general document containing suggestions for the programming and best practice examples from earlier events.
- The use of the film package is not allowed if the event has any connection to the Swedish arms industry or the promotion thereof.
- Press and marketing materials (trailers, posters, photos, synopsis, et cetera) related to the films are available on <https://filmdatabasen.si.se/fmi/webd#projekt> (log in required).
- The representations and their partners must include the logo of the Swedish Institute (SI) and the Swedish Film Institute (SFI) in all press materials, advertisements, posters, et cetera. Logos are available on <https://filmdatabasen.si.se/fmi/webd#projekt>.
- Please be aware of the risk of piracy when handling the Blu-ray discs! No copying and/or editing of the Blu-ray discs is allowed for any reason. In case a disc has been damaged and needs to be replaced, please contact our provider Way Creative AB at swedishfilm@waycreative.se.
- During the year, the representation staff are requested to report their activities to SI on <https://filmdatabasen.si.se/fmi/webd#projekt>. A separate email with the report instructions will be sent to the contact persons at the representation.
- The embassy or consulate can keep the films until further notice from SI. Screening rights remain valid unless other information is provided from SI.

If you have any questions regarding this, please read our FAQ or contact films@si.se.