

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 support the representations and we are open to discuss ideas, possibilities and requirements.

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 technology, as well as help you with marketing to reach an audience. Local organisers can be cultural institutions, universities, colleges and schools (preferably with media profile), film clubs, film festivals, local cinemas or others.

Plan ahead

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 filmmakers traveling from Sweden should be scheduled 3–4 months in advance. Also note that financial assistance from SI should be sought in good time.

In most cases the goal is to attract the widest audience possible and to create contact with local press and members of the film industry. This process can take time. It is also important to pick a good time and place for your event. Try not to compete with other major local film events.

Invite a Swedish 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.
- 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.
- Contact films@si.se and provide detailed information on what kind of participation you are planning along with a plan for how the invited person can add value and impact to your event.

Local rights guidelines

Prior to the screening please [check if there are local rights owners for the title\(s\)](#) intended to be shown. If so, make contact with the rights owner and clear the rights for the screenings.

SI & SFI rules and guidelines

Before organising a film event, make sure the event will follow the following rules and guidelines:

- When you receive the box, let SI know who the contact person at the embassy or consulate is. That person is responsible for the proper use of the box.
- 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.

- The films can be used for screenings at film festivals, film clubs and similar events where the Swedish representations are involved.
- 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 the FTP server.
- 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. The logos can be downloaded from the FTP server.
- Please be aware of the risk for 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 films@si.se.
- During the year the representation are requested to report their activities to SI. A separate email with the report instructions will be sent to the contact persons at the representation.
- The films should not be returned. The representations can keep the films and are also allowed to reuse them.

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