

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

Preparation phase

The Swedish representations are encouraged to initiate specific, tailor-made film events in their region. SI supports the representations and is open to discuss ideas, possibilities and requirements.

When planning an event the representation should always connect with a local organiser who is experienced in working with films. This is not just a matter of finding a location with the right technology, but it is also the easiest way to reach an audience. Local organisers can be cultural institutions, universities, colleges and schools (preferably with media profile), film clubs, film festivals, local cinemas and others parties.

Good planning is essential for a successful event. A minimum of 10–12 weeks is recommended, 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 for travel and other things should be sought in good time.

The goal is, in most cases, to attract the widest audience possible and to create contact with the press and film industry of the place. This process can take time and we suggest that you check the calendar of similar events in other countries so that you pick the best week for your event.

The participation of a Swedish spokesperson

For many projects a visiting film director, actor or producer creates exposure in the media and add key elements to presentations and Q&A:s in conjunction to the films. However, in every event it is important to reflect on how the best impact can be achieved.

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

- SI supports the travel expenses and books air tickets within the limits of its budget and time schedule. The representation should cover accommodation and provide a visitor's program for the visiting representative.
- It is strongly recommended to invite the local film industry representatives to the events in order to increase understanding and interaction between the Swedish film industry and its counterparts around the world.
- It is strongly recommended to invite media to the event to get good coverage.
- If not already done – contact films@si.se and provide detailed information on what kind of participation would be appropriate and 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.

Screening guidelines

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

- When the box is delivered to the representation, let SI know who the contact person at the representation is. That person is also responsible for the proper use of the box.
- It is recommended that the contact person at the Embassy looks through the films in order to get a sense of where and in which contexts different titles can fit into.
- The films can be used for screenings at film festivals, film clubs, smaller film festivals 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 material (trailers, posters, photos, synopsis, et cetera) related to the films is available on the FTP-server.
- The representations and their partners shall include the logo of the Swedish Institute (SI) and the Swedish Film Institute (SFI) in 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 representations.
- The films should not be returned. The representations can keep the films and are also allowed to use them after 2014.

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