Press material on the FTP server

Marketing the event and get coverage

It is assumed in SI's agreements with film producers that SI and the foreign representations work actively to promote Swedish films and strive for increased contact area and opportunities for the Swedish film industry.

Finding the audience is an important part for a successful event. From the Swedish Institute FTP-server https://ftp.si.se or ftp://ftp.si.se you can download press photos from the films, press materials, posters and trailers to your computer.

On the FTP-server you will find:

- Marketing material such as posters, films stills and trailers
- Some examples of how the film program looked in other sites
- Templates and template documents for delegation programs for filmmakers
- Invitation cards

Most files here are meant for pre-press. They do not work easily on standard office computers with Office applications but require software such as Adobe Photoshop, InDesign and/or Final Cut Pro, etc.

NOTE: If your computers within the Foreign Ministry network do not have the user privileges for downloading file services like FTP, try https://ftp.si.se or use a stand-alone computer with internet and an updated web browser like Chrome or Firefox.

It is allowed to share the following login details of the FTP-server with a local partner in the project as long as the materials on the server are exclusively used for the promotion of the films in SI:s film packages. For all other uses, a license has to

be set up with the rights holder. In that case contact the Swedish Institute at films@si.se.

Step by step guidance to access the FTP-server:

- Open a new browser page and insert the following:
  https://ftp.si.se or ftp://ftp.si.se
- A dialogue box will appear. Please fill in the user name 'film' and your password. If you do not have a password please contact films@si.se.
- You will see a number of folders – click on the folder that matches your project and find the requested materials to download. Some files are high resolution and will take a few moments to load, also depending on the bandwidth of your internet connection.