

How to create film events

The annual [Swedish Film Selection](#) is produced by the Swedish Institute (SI) in collaboration with Swedish Film Institute and the film industry. Swedish embassies and consulates are encouraged to initiate specific, tailor-made film events in their region. SI will provide support and we are open to discussing ideas, possibilities and requirements. The overall aim is to promote Swedish talent as well as increase the audience's knowledge of Sweden through the film's insights and depiction of core values.

Before organizing a film event, make sure you follow these basic rules and guidelines:

Cooperate with a local partner

When planning an event, the representation should always cooperate with a local organizer who is experienced in working with films. This partner should be able to help you find a suitable location with the proper technical equipment, as well as help you with marketing to reach an audience. Local organizers 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 should be significantly lower than for 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 films have been removed from SI's websites. Always check this on the [project space](#) at Sharing Sweden before each event.
- Only the event itself can be marketed, not single film titles.

Clearing local rights

SI has acquired a general non-exclusive distributor agreement for screenings worldwide. However, in a few countries you will have to clear the screenings with distributors that have bought exclusive rights. Prior to the screening, please check if there are local rights owners (information available on [the project space](#) for the title(s) intended to be shown). If so, contact the rights owner and clear the rights for the screenings.

General regulations

We always recommend you visit the pages starting at films.si.se and also update the contact details of the person who will be responsible for the film packages at the embassy or consulate. This person is to make sure all screenings are organized 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: [the project space](#) (log in required).

- 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 project space](#) (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 for download on [the project space](#).

- Please be aware of the risk of piracy when handling film materials! No copying and/or editing of the films is allowed for any reason. In case a film media or disc has been damaged and needs to be replaced, please contact our provider Shoot & Post AB at filmsupportSI@shootpost.se
- During the year, the representation staff is requested to report their activities to SI on [the project space](#). Notifications to complete the reports will be sent to the contact persons at the representation.
- The embassy or consulate can keep Blu-ray boxes until further notice from SI. DCPs should normally be returned to SI's provider while downloaded screening copies must be erased after the screenings. Screening rights remain valid unless other information is provided by SI.

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. 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:

The embassy or consulate can apply for financial support from SI in order to cover accommodation. The organizer embassy should plan a programme for the visiting representative. It is also 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](#) (Sharing Sweden) or Contact films@si.se.

If you have any questions regarding this, please read our [FAQ](#) or contact films@si.se.