

Filinteractive Festival

20 – 21 September 2012,
National Higher School of Film, Television and Theatre in Lodz

FILMTERACTIVE FESTIVAL

FESTIVAL AGENDA:

Opening Time:	Finish Time:	20 September 2012	
		Day I	
9.30	10.00		Registration
10.00	10.05		Opening of the Festival
10.10	10.40	Presentation	Presenting the results of surveys on watching video online.
10.45	11.45	Keynote I	David Kang – „Telephone, Telegraph, Tell-A-Woman” – how the luxury brands are adapting to the era of digital communication?
11.50	12.20	Presentation	Anrick Bregman – The Black Diamond – the interactive story for Stella Artois.
12.25	12.55	Presentation	Subjective overview of branded content projects – winners of Cannes 2012
13.00	14.00	Break	Lunch Break
14.00	15.00	Discussion Panel I	The Future of TV.
15.05	15.40	Presentation	Yomi Ayeni – Clockwork Watch – screening of transmedia project.
15.45	16.45	Showcase	Sławomir Idziak – the results of film workshops: Film Spring Open.
16.50	17.30	Video confcall	Christopher Sandberg – engaging the audience in building drama script.

Fundacja **MEDIA KLASTER**

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Opening Time:	Finish Time:	21 September 2012 Day II	
9.30	9.35		Introduction into crowdsourcing
9.40	10.20	Presentation	Helena Granqvist – Granny’s Dancing On The Table – transmedia&crowdfunding.
10.25	11.25	Discussion Panel II	Crowdsourcing & crowdfunding
11.35	12.35	Showcase	Shoot the Brand – the presentation of competition winners.
12.40	13.10	Keynote II	How the Pepsi brand uses different formats and contents in marketing activities?
13.10	14.10	Break	Lunch Break
14.10	14.40	Presentation	Videoblogging – millions of video users cannot be wrong!
14.45	15.15	Presentation	The most interesting channels and projects on Youtube.
15.20	15.50	Presentation	TV not only in TV.
16.00	17.00	Discussion Panel III	Legality on the Web.

Organizators reserve the right to change the Festival’s schedule due to the justified reasons including: changing the time and order of presentations, lectures and discussion panels. Modifications of the festival’s agenda will not be the treated as the reason of granting the compensation, including the reimbursement of expenses.

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