

2003 LFCA Conference Panels and Sessions

In keeping with our desire to present the issues most current and relevant to the Large Format Industry, this year's Conference panels and sessions will explore the critical topics of fundraising, selling and marketing films, and re-purposing from other formats.

FUNDRAISING

National Wildlife Productions President and LFCA Board Member Chris Palmer will conduct a must-attend workshop for conference delegates who want to learn how to raise money from non-traditional sources. Chris will detail proven techniques for increasing your skills and confidence in fundraising from individual donors.

Mr. Palmer is a prodigious fund-raiser, raising over \$30 million in the past five years -- this on top of his producing success and leadership role with National Wildlife Productions at the National Wildlife Federation, the nation's largest conservation group with over four million members and supporters.

SIZE MATTERS AND CONTENT IS KING

Getting the audience into seats at Large Format Theaters is our greatest challenge. Each and every major stakeholder wants the largest possible audience to see their films. But too often we hear "Oh, but I've already been to a Large Format Theater"?

In keeping with the theme of this year's conference "Size Matters", the panel will explore how to balance selling and marketing the inherent appeal of the Large Format Theater

with the need to find the right audience for each and every film. Confirmed panelists include: Joanna Haas, Director of the Henry Ford Museum/IMAX Theater; Graham Jephcott or Brian Hall, IMAX O&O Theaters; and Paula Silver, Beyond the Box Productions, and the respected marketing strategist responsible for the success of My Big Fat Greek Wedding. The panel will be moderated by Andrew Gellis, the Conference Panels and Sessions Chair.

RE-PURPOSING FILM FOR LARGE FORMAT

Many of the films appearing on large format screens around the world are no longer filmed exclusively with LF equipment. The debate has changed – we've grown beyond the old concern about 8/70 and its usefulness in 15/70 production. Today we find images captured in 35mm, re-mastered 35mm(DMR) and High-Definition 2D and 3D on screen. This session/panel will give Conference attendees a first-hand, in-theater understanding of the present LF visual landscape.