

## Central European Pitch Forum



### Concept

The first of its kind, the Central European Pitch Forum (CEPF) is to take place during the third Pécs International Film festival between 30 September and 3 October 2007, organized by FadeIn, an independent initiative of young Hungarian screenwriters, along with the Motion Picture Public Foundation of Hungary, also supported by various private funds and sponsors. It is to be the first occasion for emerging screenwriter talent from the region but also from all over Europe to meet prominent European producers in the hope of facilitating actual and long-running work relationships and an international network of young professionals in order to give a long overdue boost to the creative community in the continent as well as the region.

### Objectives

Promoting the unique and novel vision of young screenwriters in an international market, as well as deepening relationships between talent and film industry professionals through borders are the key objectives of the initiative. We firmly believe that there is a strong need for a forum of this kind, as there is a pool of serious creative talent left untapped for lack of opportunities for introduction on an international market.

The aim is to provide an opportunity for young professionals from the area but also across Europe to introduce their unique and fresh points of view and voices in an international environment and facilitate cooperation between East and West. Meanwhile, we aim to locate projects with wide audience appeal.

We deem it extremely important to create an opportunity for promising screenwriters to meet producers and supporters for their projects and to build an international network of industry professionals.

As there are numerous co-production markets throughout Europe (such as CineLink of the Sarajevo Film Festival, Connecting Cottbus, the Balkan Fund, Sofia Meetings, CineMart in Rotterdam among many others) it is essential to point out that **the CEPF is open for screenwriters who do not yet have a producer attached to their**

**feature film projects.** (The programme gives preference to scripts where the writer is NOT the director of the project. In case a writer/director applies, in the cover letter they must give a proper reason why they want to direct the film.) The prime objective of the forum is to facilitate meetings between talented writers and producers who can help them realize their projects.

**CEPF is basically a story market** where the freshest screenwriting talent finds an opportunity to let their voices be heard while seasoned producers are able to find the hottest new screen stories in the continent.

One of the most difficult tasks for beginning writer talent is to find the right producer. Experienced producers largely play safe, opting to work with people who have already proven their skills and rarely come in contact with new writing talent. To break this Catch 22 it is imperative to provide opportunities for writers to make their voices heard. CEPF is such an opportunity.

Our mission is to locate and bring together those producers from all around Europe who are actually interested in meeting new writing talent. The other key challenge is to similarly find and bring together the best writing talent from the region and beyond who have not yet found other forums to advertise their skills. They can then present their stories to the producers and hopefully build long-running work relationships with them.

CEPF should be the all important first step for writers. Getting producers this way they can then move on to seriously develop their projects and attend any of the growing number of co-production markets around the continent.

## **Method**

The call for projects is open to individual screenwriters and production teams with a feature film project from every MEDIA country and the Balkan countries (Albania, Bosnia and Herzegovina, Croatia, FYROM, Montenegro, Serbia).

Call for entries is open from 1 March 2007. An international panel of screenwriters/story editors is to filter the submissions and select 12 screenplays (submission criterion: at least first draft screenplay stage, not yet optioned by a producer). **Application deadline is 31 May 2007.** The 12 candidates are shortlisted by 15 June.

The writers of the selected 12 projects are going to get a coverage of their scripts. (For the later editions of CEPF we plan to develop this idea into residential workshops, reinforcing the educational aspects of the concept.) A jury comprised of professional screenwriters and story editors from all over Europe will provide the project analyses, and they will be available for further comments should any questions arise from the writers. This on-line session is going to take place for one month until 15 July. **The jury is:** acclaimed writer-director **Richard Kwietniowski** (UK), writer-director and screenwriting professor **Giovanni Robbiano** (I), screenwriter and Polish Institute deputy director **Maciej Karpinski** (PL). **Head of the jury is** writer-producer and president of the Federation of Screenwriters in Europe **Christina Kallas**. Participants are expected to finish their final rewrite until 1 September. The international jury will read all the submissions and will select the best script.

**Between Sunday 30 September and Thursday 3 October 2007** the selected participants are given the opportunity to travel to Hungary to the **Pécs International Film Festival** (travel and subsistence costs are covered by the organizers). The Pécs IFF is a relatively new, but very fresh and increasingly significant festival aimed at young filmmakers. Pécs, the city is becoming cultural capital of Europe in 2010. A local film commission has been set up to encourage filmmaking in the region. A vast source of funds for cultural and infrastructural development is being channelled into the region.

During the 2007 Pécs International Film Festival the twelve participants are given lectures and coaching from the best European trainers to help them prepare for the final pitch session in front of an international panel of producers. **The presentation trainers is Jürgen Wolff** (UK) (the other trainer is yet to be confirmed).

We are currently seeking European producers who are truly interested in meeting writing talent from the region and beyond.

The event is to take place through three days. On day one participants are prepared by the presentation trainers. In the morning there are lectures about successful presentation whereas during the afternoon participants can hone their skills during individual sessions with their coaches. The next day is dedicated to perfecting their presentation skills under the tutors' supervision.

The third day is for the actual pitch forum. The 12 participants are each given half an hour to present their projects. Of this around 5 minutes are allocated for the actual pitch, and the remaining 20-25 minutes are for questions and feedback from the producers.

As well as each participant given the opportunity to actually get the presented screenplay an option from the any of the present producers, one project shall be selected by the jury as **the most outstanding and promising screenplay of the CEPF**. A **cash prize (a total of 10.000 €)** will be handed out, along with the opportunity for future script consultation with professionals.

After the 12 pitches there is a closing event where further networking is encouraged between writers and producers. The banquet will be open to every professional attending the festival.

The CEPF is to fill a sizable void in the Central European film industry. It is a starting point and a massive opportunity to develop quality scripts and an international network of creative professionals.

### **Supporters**

The Pécs Cultural Capital of Europe 2010 Project  
The Motion Picture Public Foundation of Hungary  
Pécs International Film Festival  
Filmjus  
Media Desk Hungary

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**Website:** [www.fadein.eu/pitchforum](http://www.fadein.eu/pitchforum)