



IMPACT ACADEMY CRASH COURSE @ IDFA

DONDERDAG

19 NOVEMBER

15:00 UUR

JENNIFER MCARTHUR

Jennifer McArthur has been working as an impact producer for more than twenty years and is founder of a.o. Borderline Media. She is deeply committed to social impact media and the work of independent strategists who produce impact campaigns. She has defined six strategies for impact campaigns and distribution, which she will explain based on the participating Impact Academy projects.

VRIJDAG

20 NOVEMBER

09:30 UUR

WELCOME

with coffee, tea and croissants

10:00 UUR

BEN KEMPAS

Ben is a documentary campaigner, award-winning filmmaker and certified NationBuilder Architect. He runs Film & Campaign Ltd. based in Edinburgh. In this talk he shows how you can use Nation Builder to keep track of and be in touch with your network online in more detail.

12:00 UUR

ALEX KELLY

Alex Kelly is an award winning filmmaker and communications strategist with a focus on social justice. Currently she works as an impact producer on Naomi Klein's project This Changes Everything. She also works as a consultant for the Bertha Foundation on the development of a global activist training portfolio. Kelly will talk about setting up an interdisciplinary campaign and how to build and maintain a large international network.

ZONDAG

22 NOVEMBER

09:30 UUR

WELCOME

with coffee, tea and croissants

10:00 UUR

JON REISS

Jon Reiss is a marketing & distribution expert and writer of the book 'Think Outside The Box Office: The Ultimate Guide to Film Distribution and Marketing for the Digital Era.' His talk will be on theatrical events, digital distribution and educational distribution.

14:00 UUR

CATY BORUM CHATTOO

Caty Borum Chattoo is an American authority in the field of measuring and evaluating impact. She is Co-Director at the Center for Social & Media Impact and evaluates media projects for a.o. Participant Media. She will share best practices for impact measurement and evaluation.

PRICE & RESERVATION

€10,- for one lecture.

If you'd like to reserve a ticket then please send an e-mail to merle@impactacademy.nl





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▶ JENNIFER MCARTHUR

Jennifer MacArthur is a multi-platform media strategist with a focus on documentary. She is an advisor, panelist, and juror for industry including BRITDOC, Corporation for Public Broadcasting, CPH:DOX, International Documentary Association, IDFA, IFP, New Orleans Film Festival, POV, Sheffield Doc/Fest, Sundance, and Tribeca.

In 2008 she formed Borderline Media. Projects include HBO's Southern Rites (2015) and Gideon's Army (2013), POV's Out in the Night (2015) and Traces of the Trade (2008), WORLD Channel, and the ITVS social screening platform OVEE. Jennifer is also co-founder of the peer network the Impact Producers Group (www.impactproducersgroup.org), and Impact Socials, a networking event for creative change-makers. She lives and works in Brooklyn, USA.



▶ BEN KEMPAS

Ben is a documentary campaigner, award-winning filmmaker and certified NationBuilder Architect. He runs Film & Campaign Ltd. based in Edinburgh.

In 2011, Ben became one of the world's first 'producers of marketing and distribution', working for the Scottish Documentary Institute on films like I Am Breathing. In 2014, he set up his new company at the intersection of filmmaking and campaigning, working for clients across Europe and the US.

Having studied documentary film in Munich, he had shot numerous documentaries as cinematographer for German television and directed a number of films himself, including Upstream Battle which was shown at TIFF and many other festivals. For 12 years, he co-hosted The D-Word, the world's leading online community for documentary professionals. Realising how limited the reach and impact of creative, independent documentaries had been for too long, he started to specialise in innovative tools and strategies for meaningful and sustainable audience engagement.



▶ ALEX KELLY

Alex Kelly is a Central Australian filmmaker and activist committed to social justice. Alex is currently working as Impact & Distribution producer on Avi Lewis and Naomi Klein's This Changes Everything project. She worked for ten years with leading Australian social change arts company Big hART as Creative Producer of Ngapartji Ngapartji and was National Producer from 2012-2014.

Alex also produced Nothing Rhymes with Ngapartji production managed Coniston: Telling it True and directed Queen of the Desert. In 2013 she was awarded a Churchill Fellowship and explored at models for social change documentary impact and engagement in UK, Canada and USA. Alex was awarded the 2009 Australia Council for the Arts Kirk Robson Award and the 2011 Screen Territory Bob Plasto Fellowship.

Alex is producing a tv series on social movements in Australia 'How to Make Trouble and Influence People' and launching a documentary film festival 'Something Somewhere Film Festival' in her home town of Alice Springs, Australia in May 2016.



▶ JON REISS

Jon Reiss is a media strategist and has helped hundreds of filmmakers and numerous companies navigate the confusing distribution and marketing landscape to find the best path for their films that optimizes their career goals. He also wrote Think Outside the Box Office and speaks regularly on this topic.



▶ CATY BORUM CHATTOO

Caty Borum Chattoo is Executive in Residence in the School of Communication. As a social-change communication specialist and media producer, she has been engaged as a senior campaign strategist, documentary producer and social-impact research director with media companies, nonprofit organizations and foundations, most recently including Participant Media, Link TV, KCETLink, Working Films and more. She has produced two theatrical documentary feature films (Wal-Mart: The High Cost of Low Price and The After Party), a TV documentary and transmedia series (Stand Up Planet), multiple half-hour documentary TV specials, a seven-part documentary TV series, and multiple PSA campaigns designed for social change on issues ranging from global poverty to human rights. Her work has been featured in The New York Times, USA Today, Huffington Post, PBS Media Shift and Impatient Optimists (Gates Foundation blog), and her documentaries have aired on the Sundance Channel, Pivot, NDTV (India), PBS World, Link TV, KCET and more.