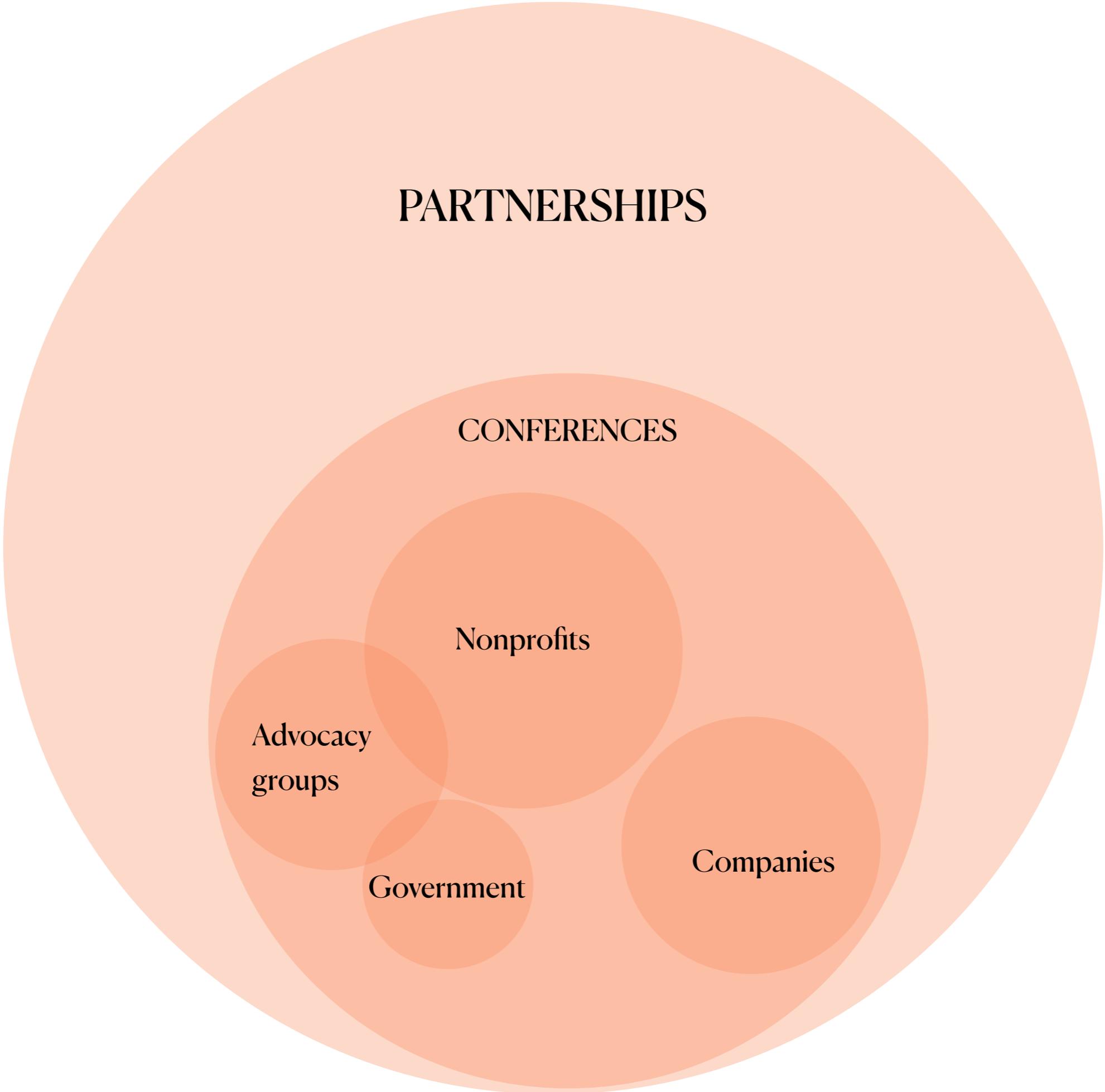


MONETIZING CONFERENCES



PARTNERSHIPS

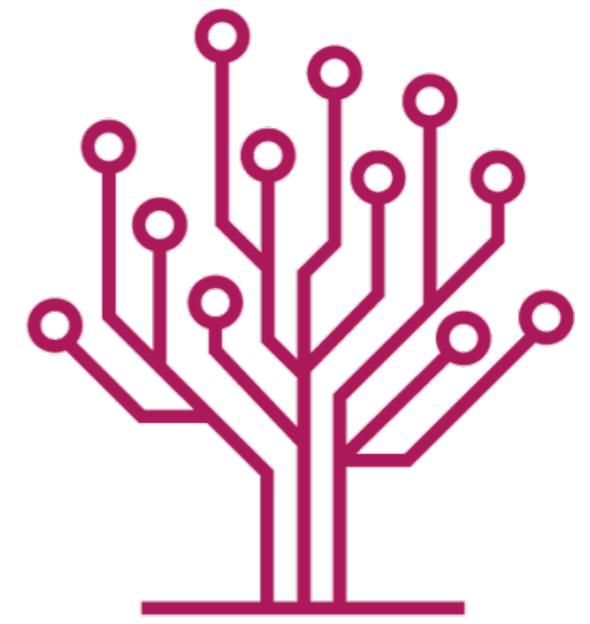
CONFERENCES

Nonprofits

**Advocacy
groups**

Government

Companies



rootstech



23andMe



What is a conference?

- ▶ Event bringing people together that share an interest in the same issue area
- ▶ Discuss, learn about, and network in that issue area
- ▶ Can have a wide reach
- ▶ Usually annual and often have changing have themes

Why conferences?

- ▶ Identify your core audience
- ▶ Connect with partners
- ▶ Live versus virtual
 - ▶ Some fundamentals are the same
 - ▶ Some things are different

Festivals versus conferences

- ▶ Conferences > Festivals
- ▶ Festival = local
- ▶ Conferences = global or national
- ▶ Festival attendees = film fans
- ▶ Conference attendees = passionate leaders in their communities on your film's core issue
- ▶ **Not mutually exclusive**

WINNER OF 25 AWARDS INCLUDING BEST DOCUMENTARY



THE LAVENDER SCARE



Narrated by GLENN CLOSE

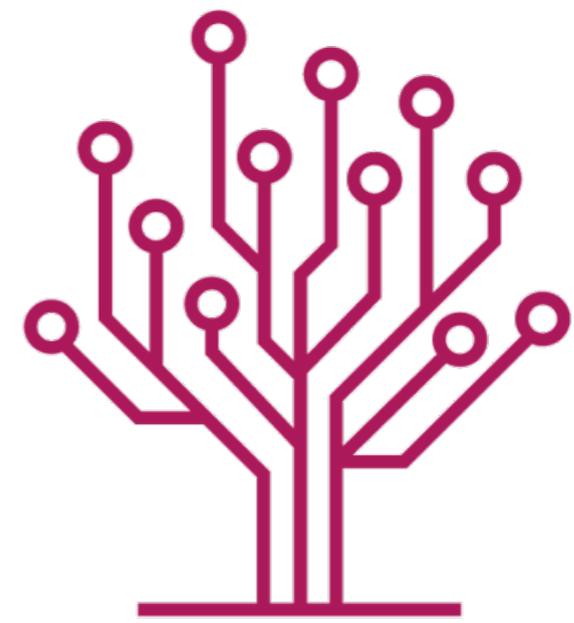
With the voices of DAVID HYDE PIERCE | CYNTHIA NIXON | ZACHARY QUINTO | T.R. KNIGHT

pwc





23andMe



rootstech

Thank You For Coming

a film by Sara Lamm



Eleven years, twelve DNA tests, five ancestry databases, one potential half sister, and 900 sixth-cousins to (maybe) find her biological father.





IS YOUR STORY MAKING YOU SICK?

HEAL YOUR STORY. HEAL YOUR WORLD.

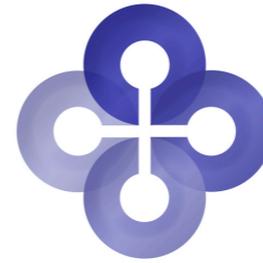
A Film by FRANCES CAUSEY

CAL TURNER Presents a LOJONG PRODUCTIONS FILM: IS YOUR STORY MAKING YOU SICK?

Produced by: MARK PIRTLE, FRANCES CAUSEY Executive Producer: CAL TURNER Associate Producer: LYNDIA SKINNER PIRTLE Cinematographer: ROSELIO GARCIA, JIM SCOTT Edited by: IBON OLASKAGAGA

Composer: JAKE BLOOMFIELD-MISRACH Field Sound Mixer: MICHAEL COTTRELL Written by: FRANCES CAUSEY, IBON OLASKAGAGA, MARK PIRTLE Post Production Producer/Supervisor: JED RIFFE

Audio Post Production: JAMES LEBRECHT Directed by: FRANCES CAUSEY



C4 EVENTS



evolution
Evolution of Addiction Treatment



wcsad
West Coast Symposium on Addictive Disorders



GET BUSY LIVING

AN INSPIRING NEW FILM ABOUT A TRAGIC ACCIDENT AND ENDURING LOVE

“ A film about **loss and resilience** that challenged me to reflect on my own struggles and how I faced them.”

- Chelsea Butters Wooding, MD



Connecting with Conferences

- ▶ Find the right conferences
- ▶ Reach out and pitch
- ▶ Negotiate participation
 - ▶ Ask for keynote presentation or plenary audience
 - ▶ Show a short clip
 - ▶ Play up the film + Q&A excitement

Get Paid

- ▶ Don't neglect conference speaking fees
- ▶ They value you being there
- ▶ "Our typical fee is \$_____..."

Build on your momentum

- ▶ Turn a great conference into a great partnership
- ▶ Positive testimonial
- ▶ Follow up email to their list with a CTA
- ▶ Encore virtual event