

FILM FESTIVAL STRATEGIES

A Filmmaker's Workshop presented by SIFTMedia 215 Collective

**WEDNESDAY, NOVEMBER 17, 2021
7:00PM - 8:30PM**



You and your team worked hard and made an awesome film.

Now what?

There are so many festivals to consider but what's the best way to go about getting your film maximum exposure, buzz, and chances for success?

This workshop will help you prepare to have a successful festival run and to determine what that means for you. Award-winning filmmaker, Yolonda Johnson-Young and Festival Programmer and Critic, Kristal Sotomayor will provide insight and dual perspectives on the film festival circuit.

Topics covered will include how to market yourself through Film Freeway, build an electronic press kit, creating a calendar, determining which festivals are right for you and how to get the biggest bang for your budget.

Presenters:

Yolonda Johnson-Young was a first-time filmmaker when she produced, *Finding Elijah*. She went on to screen at 38 Film festivals and winning 26 awards.

Kristal Sotomayor is a bilingual Latinx documentary filmmaker, festival and awards programmer, and freelance journalist and film critic based in Philadelphia.

[More Info & Free Registration Here](#)



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