

CONFERENCE

Film and Tourism: Developing effective synergies and improving economic benefits

Friday, June 5th 2009 in Marseille

Le Pharo : Hémicycle MPM (auditorium), 58, Bd Charles Livon 13007 MARSEILLE

Discussion leaders: Patrick Lamassoure/Franck Priot (Film France)

8h45 **Welcome & coffee**

9h15 **Introductory session**

9h30 **Organization and impact of film/tourism relationships**

Who does what and how do they do it? How can we get the best from the relationship?

Speakers :

1. *Philippe Maud'hui, Director, Project and Ingénierie, ODIT France*
2. *Arie Bohrer, President, European Film Commission Network (EUFEN)*
3. *Dr Philip Long, Principal Research Fellow Centre for Tourism and Cultural Change Faculty of Arts and Society Leeds Metropolitan University*
4. *Martin Evans, Director, The Tourism Business*

10h15 **The Big Sell: marketing your territory**

Attracting film shoots. International competition. Strategies employed in different countries

Speakers :

1. *Karim Mekachera, Director, Maison de la France India*
2. *Richard Bower, Project Manager, CCI Marseille Provence*
3. *Vassili Meimaris, Regional Film commission (PACA)*
4. *Sophie Boudon-Vanhille, Manager, Cinema board City of Paris*
5. *Jean-Pierre Martinetti, Director, Culture and Sustainable Tourism Committee*

11H00 Coffee break

11H45

Working together during film production

Locations, budgets, logistics, hospitality.... how they interact and what needs have to be met. (International experiences).

Speakers:

1. *Isabelle de Gourcuff, Board member of the Centre des Monuments Nationaux / Château de Pierrefonds*
2. *Trish Shorthouse, Scottish Highlands and Islands Film Commission*
3. *Jean-François Grunfeld, President of Museum Experts and co-creator of the Trophées Atalante*
4. *Pierre Borris, Show business and cinema markets Manager ,Accor Hospitality*

13H00

Lunch

14h30

Perception and impact of the films: the strategy of distribution (broadcasting)

Nature of the effects: duration of the impact, according the contents of the film, its degree of distribution (broadcasting) or the characteristics of the territory.

Speakers:

1. *Stefan Roesch, Film Tourism Consultant*
2. *Claude Maniscalco, Director Saint Tropez Tourism Office*
3. *Vincent Leclercq, Director General, Regional Audiovisual Resources Centre, Nord-Pas de Calais, France*
4. *Geoff Wilcock, New Business Director, Open Brolly (Screen Agency Software and Services)*

15h15

After-effects: bringing tourists to film locations

Movie maps/Internet products/Visits/other tourism products

Speakers:

1. *Eugeni Osacar, Project Director Barcelona Movie , Barcelona Tourist Board*
2. *Arnaud Barré, Director, Paris Trip*
3. *Georgette Blau, President, On Location Tours Inc., New York*

16H00

Where to now?

What's needed to develop effective Film Tourism synergies?

Speakers:

1. *ODIT France, Film France + others partners*

The conference organisers reserve the right to modify the programme according to the availability of speakers