

Guide to Writing an International Festival Attendance Application

Congratulations! Your project has been accepted into an approved international festival. Film Victoria is delighted to consider an application for travel from you, but we ask you to consider the following.

The **International Festival Attendance** program supports practitioners who are committed to using the festival to further their professional development. The Panel that assesses your application wants to see that you are interested in more than just the experience of seeing your film screened at an international festival.

Every person travelling should think about the following questions as they put together their application:

Objectives

1. What are my objectives in attending this festival? These should be clear and measurable
2. How do I think I will achieve these objectives?
3. What skills do I want to gain or develop (if any) by attending this festival?

Chosen Festival

1. What do I already know about the festival (eg. how is this festival different/unique and how do I fit in)?
2. What is it about this particular festival that will help me achieve my objectives for this project (and for my additional projects)?
3. What resources are available at this festival for me to use to assist in achieving my objectives?

Additional Projects

1. What additional projects will I take with me?
2. Do I own 100% of the copyright or have the authority to represent these projects?
3. What can I reasonably expect to achieve for these projects at this festival?

Marketing Strategy

1. Who will be attending this festival and who do I want to target? Why do I want to target them?
2. What meetings will I aim to set-up prior to departure/attendance?
3. What outcomes do I want from these meetings?
4. What contacts do I currently have that can assist me at this festival?
5. What marketing materials am I taking with me? How do I plan to distribute these?

Applications from Teams

1. What are the benefits of our team's attendance at the festival?
2. What are our future plans for continuing to work as a team?

Your application needs to clearly and strongly address the 4 (or 5 if you're a team) points listed above. Please provide as much detail as possible.

We appreciate that sometimes you only have a very short amount of time to get an application to us and it is not always possible to provide all the detail necessary to make a strong case for support, particularly in regard to scheduled meetings. To that end, make sure you keep in contact with the Program Officer, Meghan Lew, to let her know of any developments that occur after you have submitted an application.

For any further queries, please get in contact with the Program Officer

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