

Monasse



Ladakh International Film Festival (LIFF 2012)

Report 02-03-2012 – Melwyn Williams Chirayath

LADAKH INTERNATIONAL FILM FESTIVAL

REPORT

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Section I

Brief, the festival so far

The Ladakh International Film Festival has received an overwhelming response with entries coming in from across five continents - – North America, South America, Europe, Asia and Australia.

Submissions of entries for the first ever LADAKH INTERNATIONAL FILM FESTIVAL opened on January 01, 2012 and since then entries have already come in from across the globe.

The last date for the submissions of entries is April 01, 2012.

LIFF has partnered with organization (Inheritance India) working in the areas of carbon foot print offsets and ethical practices towards the environment and its ecosystem. LIFF aspires to be the first ever “Green Film Festival” which also incorporates a 360 degree initiative and set up a system and practices in Ladakh.

To boost the participation of Indian citizens and contribute to the tourism of Ladakh, the Ladakh International Film Festival partners with J&K Tourism, Ladakh Autonomous Hill Development Council (LAHDC- Leh), The Grand Dragon Ladakh and Inheritance India. To savior the cause of protecting the endangered species of the snow leopard and to develop an insight for the conservation of the species, Ladakh International Film Festival partners with Snow Leopard Conservancy India Trust (SLC-IT). To promote film screenings and the festival ideology, LIFF also partners with South Asian Film Festival (SAFF-Canada).

Our Partners till date are as follows:



LAHDC LEH
Government of Ladakh



J&K TOURISM
J&K Tourism



SLC IT

Inheritance India



Re forest
Inheritance India

Our Hospitality Partner in LEH is Grand Dragon.



<p>The Core Team is as follows:</p> <ul style="list-style-type: none">• SHRI SHYAM BENEGAL• Mr. MELWYN WILLIAMS CHIRAYATH• Mrs. MEGHNA DUBEY• Mr. AMIT GOEL• Mr. RAVI KEMMU• Mr. ASHOK PURANG• Mr. SANTHOSH RAMAN• Mr. M J RADHAKRISHNAN• Dr. BIJU KUMAR DAMODARAN	<p>The Patrons on board as of now are as follows:</p> <ul style="list-style-type: none">• CHRISTIAN JEUNE• SHEKHAR KAPUR• DEREK MALCOLM• JACOB NEIENDAM• GOVIND NIHALANI• KETAN MEHTA• SHAJI N KARUN• MIKE H PANDEY• VISHAL BHARDHWAJ• MADHUR BHANDARKAR• SANTOSH SIVAN• DEEPTI NAVAL• NITIN DESAI
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LIFF is been represented adequately internationally. The Festival team is as follows.

- SHYAM BENEGAL (Festival Chairman)
- MELWYN WILLIAMS CHIRAYATH (Festival Director)
- MEGHNA DUBEY (Director Operations)
- HANNAH FISHER (Director Programming & Festival Coordinator, US & CANADA)
- BARBARA LOREY DE LACHARRIE'RE (Director Programming & Festival Coordinator, EUROPE)
- LUCINDA ENGLEHART (Director Business Development)
- BRUCE D LEE (Director Programming & Festival Coordinator, KOREA)
- SANGEETH SIVAN (Director Programming & Festival Coordinator, Mumbai, INDIA)
- RAVI KAMBOJ (Director Programming & Festival Coordinator, AUSTRALIA, NEW ZEALAND)
- SELVAGGIA VELO (Director Cultural Exchange, ITALY)
- ALI HAJI GHASEMI (Director Programming & Festival Coordinator, IRAN)
- MARK HOLDOM (Celebrity Coordinator, AUSTRALIA, HOLLYWOOD)
- JEFF HARRISON (Celebrity Coordinator, AUSTRALIA, HOLLYWOOD)
- GISELLA CARDOSO (Director Programming & Festival Coordinator, BRAZIL)
- RIGZIN GURMET KALON (Festival Coordinator, Leh, Ladakh, INDIA)
- CATHERINE KIRCHMAN (Director Visual Communications, US & INDIA)
- RADHIKA KOTHARI (Director Campaigns, INDIA)
- VIJJI PANANGAT (Director Marketing & Sales, INDIA)
- SHANTA ROY SANJEEV (Director Strategy & Planning, INDIA)
- SHISHIR MIGLANI (Director IT, INDIA)
- IMTIAZ ALAM (Director Public Relations, INDIA)
- VINAY SHANKER (Director Youth Affairs, INDIA)



The Collaborators with LIFF are as follows:

- B & CS (Marketing & Sales)
- Orleans (Marketing & Sales)
- True works (Marketing & Sales)
- Excel Internet (Web & IT)
- Crestra (Creative Agency)
- Ketchum Sampark (PR)
- IDPA (Award winning Documentary Package)
- Ladakh Film Producers association.

OUR FELLOWSHIP



Three C's of our LIFF fellowship

CHALLENGE

CONTRIBUTE

CHANGE

An exclusive group of art, culture and film enthusiasts from all walks of life.

WHO IS A LIFFY?

Humanity is not strange to stories of extraordinary men who has gone to great lengths and taken up challenges testing their endurance through their determination and strong will to bring about a change to make the lives of those around them better and inspired.

We remember them for the changes they have been responsible for. LIFFY is one such extraordinary person in the making.

We strongly believe that one who genuinely loves art has the heart to be on such LIFFY!.

BE A "LIFFY"

The entry to the festival is by invite and for members of the LIFF fellowship only. Also becomes a member of the snow leopard conservancy network and Inheritance India.

Fellowship provides you with ample opportunity and access to fulfill your passion and also to become a responsible citizen and bring about a CHANGE that you always dreamt for.

Membership is open to all globally.

FILM SHOPPÉ

The registrations as delegates are now open.

Film Shoppé would be attended by invited representatives of International Studios/Film Producers/Film Buyers, satellite channel etc along with registered delegates. One could bring in your film and explore business opportunities with them.

The focus is on the improvement of marketing opportunities of script level and completed film projects.

We would be providing an enclosed lounge/meeting area and also an open air area for meetings along with Tea/Coffee and cookies etc to be served all day along. We would also be providing breakfast and lunch to these delegates. The delegates can screen their films for business on first come first serve basis. For this we would be providing three screening rooms with DVD player along with projector.





INVITEES & ATTENDEES

- DIPLOMATS
- CELEBRITIES
- EMINENT NATIONAL & INTERNATIONAL PERSONALITIES
- EMINENT SPORTS PERSONALITIES.
- EMINENT ENTREPRENEURS.
- PRESS & MEDIA PERSONALITIES.
- INDUSTRIALISTS.
- TECHNOCRATS
- BUREAUCRATS
- YOUNG POLITICIANS
- EMINENT SOCIAL WORKERS

ACTIVITIES

- FILM SCREENINGS.
- WORKSHOPS
- SEMINARS.
- HERITAGE WALKS.
- PLANTING FISH EGGS AND FISHES IN THE WATER BODIES.
- CEC CONCLAVE
- FILM SHOPPE
- FILM PREMIERE
- GREEN INITIATIVES
- SLC INITIATIVES
- INTERACTIONS BETWEEN DIGNITARIES, VIPS', DONORS', SPONSORS' AND INVITEES.
- MEDIA INTERACTIONS
- DONATING BICYCLES

VENUES

- There would be three screening venues. One Audi and two open air screens.
- These venues would be decorated with various works of art like paintings, sculptures and photographs which would be exhibited.
- There would be several booths which provide free maggi/foodles, nescafe/bru, tea/soups, redbull/cloud9 and healthcare.
- These venues would also have provisions for Ladakhi businessmen.
- There would be provisions for media interactions, seminars, workshops etc.



SECTION II

FINAL JURY SUGGESTIONS

(Purple ones are shortlisted)

- **Ulrike Oettinger**, filmmaker, Germany

<http://www.ulrikeoettinger.com/>

- **Francine Bruecher**, Swiss Films, International Promotion, Switzerland

http://www.swissfilms.ch/en/about_swiss_films/team/

- **Jan Erik Holst**, Norwegian Film Institute, Norway

<http://cineuropa.org/2011/it.aspx?t=interview&l=en&did=66183>

- **Anne LajlaUtsi**, International Sami Film Center, Norway

<http://isf.as/web/?bajitsladja=3&bajitvsladja=6&giella1=eng>

- **BasakEmre**, Director Festival on Wheels,, Turkey

http://www.festivalonwheels.org/default.aspx?page=about_festival

JoelFarges, Fimmaker and Producer, France

<http://www.imdb.com/name/nm0267293/>

- **Michel Ocelot**, filmmaker (animation), France

<http://www.studio-o.fr/michelocelot>

- **Simon Brook**, filmmaker, (documentary)- France/GB

<http://www.simonbrook.com>

- **Luciano Barisone**, Director Vision du Réel Film festival, Switzerland/Italie

www.visionsdureel.ch/

- **Phil Mulloy**, filmmaker, Great-Britain

<http://www.philmulloy.com>

- **Paolo Minuto**, Presidentof CineclubInternazionale,Italy

<http://www.cineclubinternazionale.eu/>

formerPresident of the International Federation of Film Societies

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Roger Christian – is an Oscar Winner for Star Wars (Art department). Worked with George Lucas in the Art department, and is credited with developing the laser sword. I think he was the head person in the art department. He is now directing films and he would be a great jury member for the feature film category. He is free in May and free in June. Feature Film Jury. rogerjchristian@gmail.com

Paul Schmazy, from Leipzig Germany – multi Emmy award winner has just finished a new film. He actually got to the finals at the Oscars one year; I think he is stunning, and a great resource. He would be available in May and June – Documentaries. Paul Smaczny (p.smaczny@accentus.com) His work is brilliant, brilliant, brilliant.

Paul Stephens, whose film, *In Darkness*, is in the finals at the Oscars (representing Poland), does not think he will be able to get away in either May or June as he is travelling with the film. They are up for a very important Peace Prize with the film, and that happens after the Oscars. Still he would love to come and will get back to me. paul@thefilmworks.ca

Luc Dery: Montreal producer who produced *Incendies*, Canada's Oscar contender in 2010, and *Monsieur Lazhar*, the Oscar contender this year. luc@micro-scope.ca

Teri McLuhan, daughter of Marshal McLuhan, and director of what I think is the best films I have ever seen. She spent years and years making a film about Badshah Khan, friend and contemporary of Gandhi's. A peace proponent, and a stunning, stunning film, 2009. terimcluhan@gmail.com

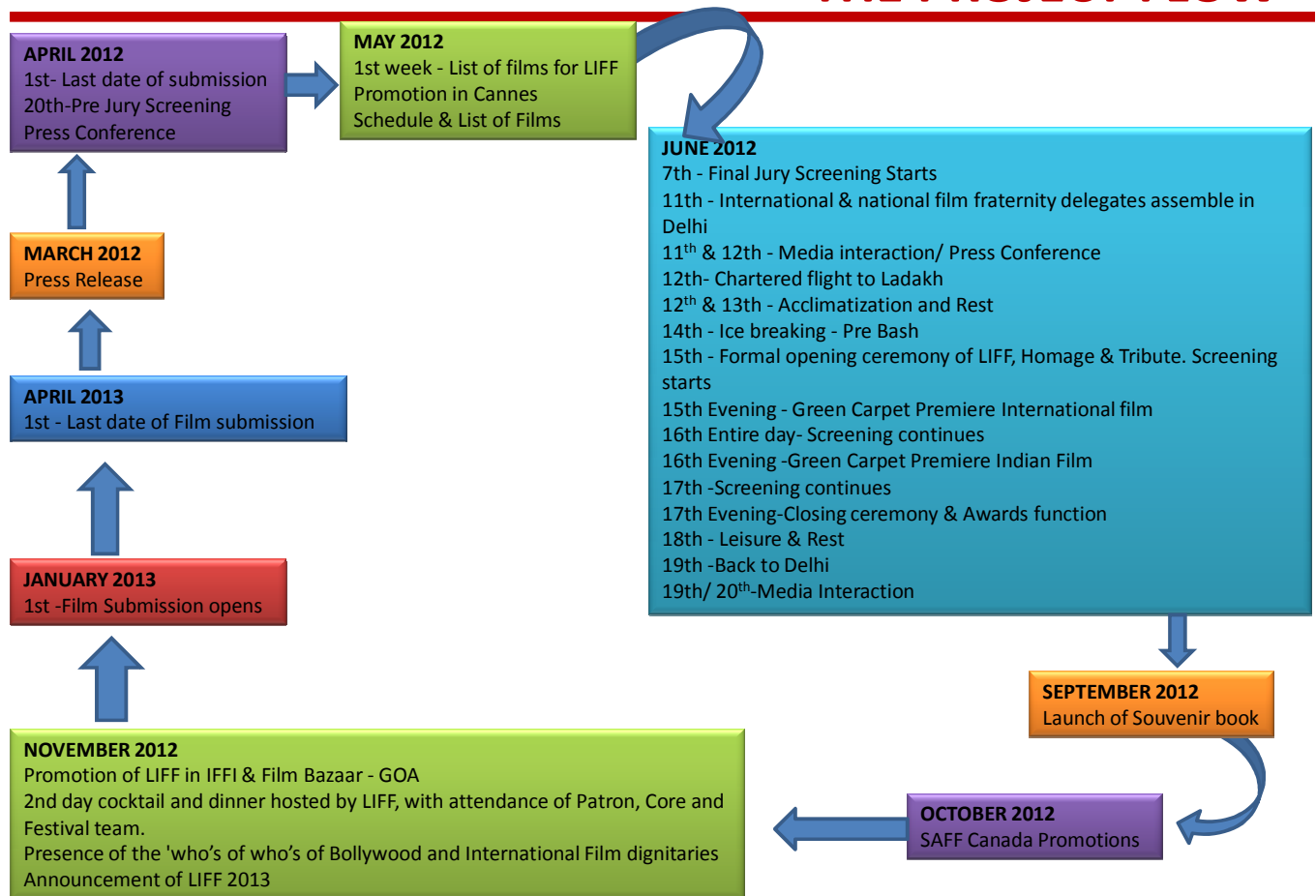
Margarethe Von Trotta. Filmmaker. Margarethe vontrotta@blueprintfilm.de

SECTION III

PROJECT FLOW & ROLLOUT

The last date of film submission is 01st April, 2012. Thereafter the films would be viewed by Pre-Jury around 20th April, 2012 and subsequently by the International Jury by 7th June, 2012. The final list of films that will be screened at LIFF would be announced in May 2012.

THE PROJECT FLOW



JUNE 2012

7th - Final Jury Screening Starts
11th - International & national film fraternity delegates assemble in Delhi
11th & 12th - Media interaction/ Press Conference
12th - Chartered flight to Ladakh
12th & 13th - Acclimatization and Rest
14th - Ice breaking - Pre Bash
15th - Formal opening ceremony of LIFF, Homage & Tribute. Screening starts
15th Evening - Green Carpet Premiere International film
16th Entire day- Screening continues
16th Evening -Green Carpet Premiere Indian Film
17th -Screening continues
17th Evening-Closing ceremony & Awards function
18th - Leisure & Rest
19th -Back to Delhi
19th/ 20th-Media Interaction

During the festival in Ladakh.

SEMINAR - LIFF 2012

Empowering the Film maker
Saturday, 16th June

Pre Lunch: - 10.30am to 1.00pm

- a) Re-defining Films (Feature, documentary and short). Eminent Speakers/Panel: - A, B, C, D & E
- b) Working environment of the Documentary filmmaker. Eminent Speakers/Panel: - A, B, C, D & E

Post Lunch: - 2.00pm to 4.30pm

- c) Establishing the credentials of the filmmaker. Eminent Speakers/Panel: - A, B, C, D & E
- d) Creating a mechanism for government accreditation of the filmmakers. Eminent Speakers/Panel: - A, B, C, D & E

INTERACTIVE SESSIONS – LIFF 2012

Sindhu Auditorium Annex, 3:00pm-4:30pm

<u>Date</u>	<u>Topic</u>	<u>Panel</u>
15.6.2012	"Changing style of Acting"	Eminent Speakers/Panel: - A, B, C, D & E
16.6.2012	"Film Music-then and now"	Eminent Speakers/Panel: - A, B, C, D & E
17.6.2012	Content in Indian Cinema	Eminent Speakers/Panel: - A, B, C, D & E

OPEN FORUM

Friday, 15 th June	Taking Films to the audiences – National & International (12:30pm to 3:30pm)	Eminent Speakers/Panel: - A, B, C, D & E
	Creating Documentary culture (10:30am to 11:30 am)	Eminent Speakers/Panel: - A, B, C, D & E
	Cinema- “Responsibilities & Sensibilities” (3:30pm to 4:30pm)	Eminent Speakers/Panel: - A, B, C, D & E
Saturday, 16 th June	Meet the Patrons (12:30pm to 1:30 p.m.)	
	Pitching – Getting finance for global projects (2:30pm to 3:30 p.m.)	
Sunday, 17 th June	Meet the Jury (12:30pm to 1:30 p.m.)	Eminent Speakers/Panel: - A, B, C, D & E

Section IV

MEDIA PLAN

MEDIA	MARKETS COVERED	DETAILS
Print	Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Bangalore, Cochin, Ahmedabad, Pune, Chandigarh, Ladakh	3 X 100 cc ads in Delhi Times; Chd Tribune, Mumbai Mirror, Pune Mirror, Ahmbd Times, Hindu, Blr Times, Malayalam Manorama, Deccan Chronicle, Telegraph Metro
Radio	select 5 markets *	1-2 channels X 20 secs X 8 spots X 30 days
Digital	Social media marketing	Facebook, orkut, twitter, linked in
Magazines	Film & lifestyle	3 rounds of ads in Stardust, Filmfare, in-flight, Industry Mag's
Hoardings	3 destinations	Delhi, Mumbai & Ladakh
TV	Zoom or NDTV good times	2 x 18 mins show on the festival.

MEDIA:
Europe

Nicolaus Schroeder: author & journalist, Deutschlandradio-Kultur, (radio) Germany

Christine Sievers: journalist, Tagesspiegel, Berlin/Germany

Ronald Bergan: journalist, The Guardian, UK



Monasse
presents

Ladakh International Film Festival '12

The highest altitude film festival of the world.

Chaired by Shri Shyam Benegal LIFF'12 features spellbinding films from across the globe under "World cinema", "Indian cinema", "Competition" & "Ladakh" categories. "Snow Leopard" is the LIFF mascot. More than 40 categories will be awarded Snow Leopard awards.

Section V

WEBSITE, SOCIAL MEDIA

Website www.liff.in

Home | About us | Film Entries | Fellowship | Film Shoppe | Ladakh | Press & Media

LADAKH INTERNATIONAL FILM FESTIVAL

Ladakh International Film Festival '12

DATES: 15, 16 & 17th June 2012 in Leh.

SPONSORS | PATRONS | PARTNERS | LATEST NEWS

FELLOWSHIP MEMBERSHIP | FILM SUBMISSIONS

- Film Submissions
- Film Shoppe Delegate registration
- Fellowship registration
- Press Accreditation
- Festival info
- Festival Organizers info
- Festival Chairman info
- Festival Patrons info
- Core Team info
- Festival Team info
- Festival Partners, Collaborators info
- Ladakh info



Facebook

Page: www.facebook.com/liff2012 Group: www.facebook.com/groups/liff2012/

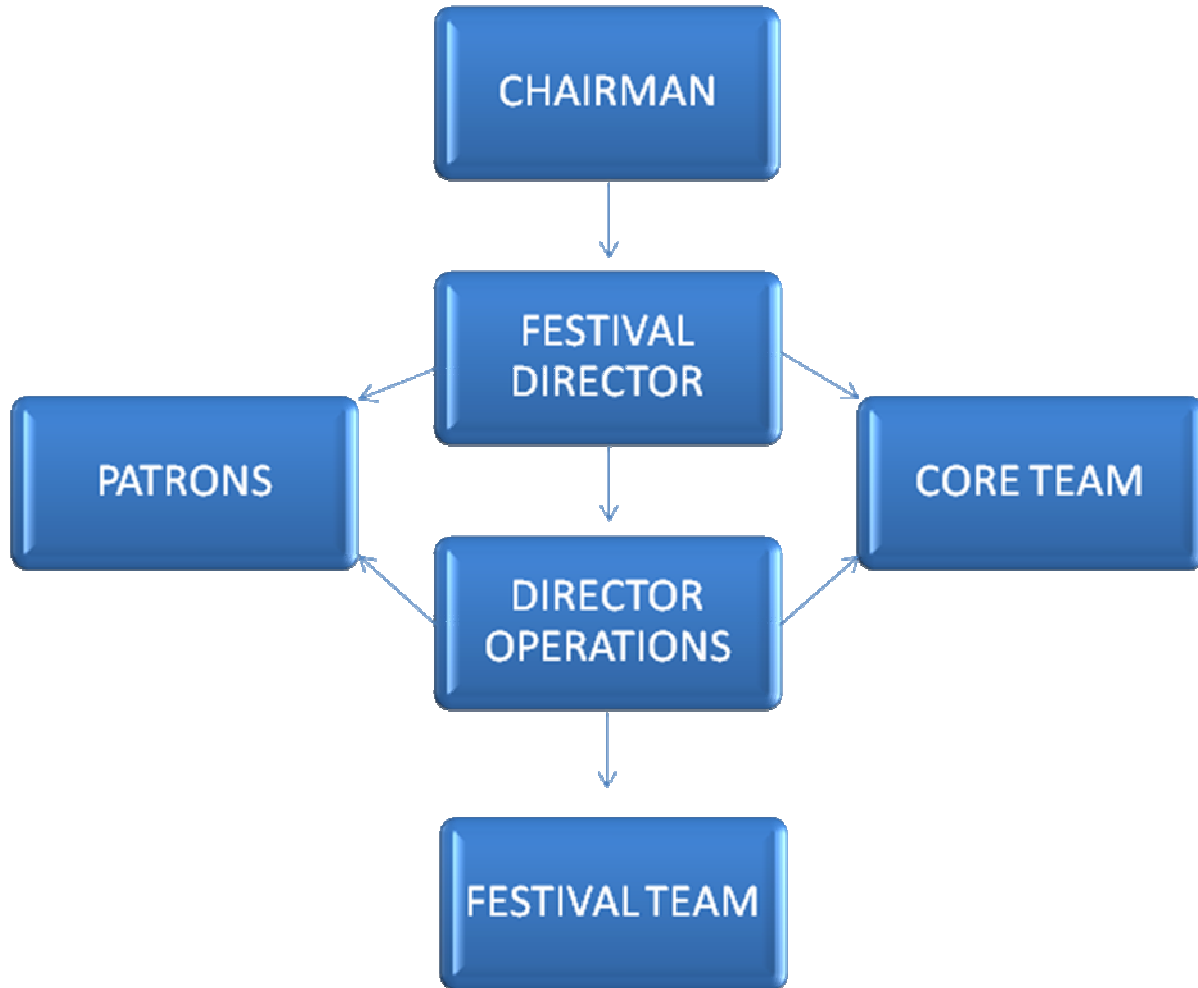
Our facebook page is buzzing with excitement towards LIFF coming up in Ladakh. The table below gives you an insight to our reach.

Reach	Countries	Reach	Towns/cities	Reach	Languages
1,774	India	502	New Delhi, Delhi	1,904	English (US)
208	United States of America	183	Hyderabad, Andhra Pradesh	369	English (UK)
20	United Arab Emirates	205	Delhi, Delhi	23	German
76	United Kingdom	157	Mumbai, Maharashtra	9	Italian
25	Canada	86	Bangalore, Karnataka	17	French (France)
12	Italy	102	Chandigarh, Chandigarh	5	English (India)
23	Australia	77	Jammu, Jammu And Kashmir	3	Danish
17	Germany	23	Calcutta, West Bengal	3	Portuguese (Brazil)
13	Singapore	41	Pune, Maharashtra	3	Telugu
10	Austria	31	Srinagar, Jammu And Kashmir	2	Traditional Chinese (Taiwan)
6	Indonesia	18	Dubai, Dubai	2	Simplified Chinese (China)
6	Hong Kong	40	Leh, Jammu And Kashmir	3	Dutch
9	Malaysia	45	Chennai, Tamil Nadu	2	Indonesian
5	Switzerland	15	Coimbatore, Tamil Nadu	5	Spanish
5	Kuwait	22	Gurgaon, Haryana	2	Polish
4	Japan	22	Ahmedabad, Gujarat	1	Persian
4	Denmark	11	Jaipur, Rajasthan	1	Leetspeak
11	France	41	London, England	1	English (Pirate)
20	Pakistan	7	Trivandrum, Kerala	9	Portuguese (Portugal)
3	Brazil	6	Singapore	1	Turkish
24	Hungary	22	Bhopal, Madhya Pradesh	2	Bulgarian
15	Nepal	19	Roorkee, Uttarakhand	1	Traditional Chinese (Taiwan)
13	Portugal	17	Nagpur, Maharashtra	1	Malay
7	Switzerland	45	New York, New York	1	French (Canada)
7	Japan	52	Hyderabad, Andhra Pradesh	3	Russian
7	New Zealand			2	Czech
6	Netherlands			2	Hindi
				4	Japanese
				8	Hungarian

We are also on twitter LIFF 2012 @liff12 (www.twitter.com/liff12)

SECTION VI

LIFF TEAM STRUCTURE





SECTION VII

PLAN OF ACTION - WHAT NEED TO BE DONE

THIS IS FOR ALL OF US TO DO

We require a high res pictures and profile of yours. We want the festival network to know what you are into currently; your engagements, projects and anything which should be promoted through our websites, blogs, facebook page, press releases, media bytes etc. A calendar schedule could be synchronized to work with interviews, press conferences, media interactions, festival promotions etc. We would also like to know how you would like to contribute more towards the festival and Ladakh (Kindly suggest in what ways). If you could provide with your twitter handle we can synchronize it to the LIFF following. Also you can mention in all your communications about LIFF (press, media, interactions, social media networks etc.)

1. Promoting the festival

Kindly promote the festival among your networks and where ever you find an opportunity to do so. We would like you to represent the festival wherever you go.

The outreach mainly could be through the following networks:

- Film Fraternity
- Film Festival networks
- Social mediums and platforms
- Interviews (press & media)
- Educational & Management Institutes
- Regular Colleges
- Professional Colleges
- Vocational Institutes
- Organizations
- Corporate
- Art Houses
- Clubs
- Business Houses/Chains

2. Sourcing of the Films

Finding films for the festival as per various sections. Emphasis is on cultures of the world. To source world class films for the International section (best of the world cinema). Kindly do promote the 'competition' section.

3. Finalizing International Jury & its President

Kindly suggest your nominations for the International Jury members and its head. We would like to have representation from various regions of the world and film making departments.

4. Formation of pre-jury for screening films

We should be having a pre-jury team who could see all the films and filter and make a list for the final International Jury to start viewing.

5. Partnering with the countries

We look forward to the diplomatic missions and communities in India to support the festival.

Participating and partnering countries can look forward to the following:

- ✓ cultural exchange
- ✓ exploring partnership in and with Ladakh (for prospective ventures, projects, tie-ups, programs etc)
- ✓ expressing solidarity to Ladakh an extraordinary culture & ecologically fragile region
- ✓ supporting green initiatives and programs
- ✓ extending support to snow leopard (endangered species) conservation
- ✓ extending support to the drums of the Himalayas
- ✓ film shoppe (film fraternity of both the countries would benefit mutually)
- ✓ promoting films from your region in India through the festival and doing the same with Indian films in your country
- ✓ logo presence with hyperlink to your website in our festival website
- ✓ logo presence in our invites
- ✓ Cec conclave attendance
- ✓ press accreditation for press & media from your country
- ✓ one insertion in the kit
- ✓ acknowledgement in the festival market communications
- ✓ listing in the fellowship & market guide
- ✓ listing in the program schedule
- ✓ listing in the souvenir
- ✓ snow leopard conservancy membership
- ✓ can benefit or could incorporate carbon foot print offset set up

6. Promoting the Fellowship

We endeavor to create an exclusive group of art, culture and film enthusiasts from all walks of life, predominantly youth, who will help us to shape up the festival. The entry to the festival is for members only, with lots of benefits and privileges. They can join the fellowship and **BE A "LIFFY"**. Through this fellowship we could fulfill our vision "CINEMA FOR EVERYONE!" by developing a mass base and outreaching them. This network will be a part of all our partner networks (e.g. SLC)



7. Promoting the Fellowship among corporate

We would like to promote the fellowship among the corporate business houses and chains and help them to express solidarity to art, culture and cinema by becoming a **“CORPORATE LIFFY”**. This way they could be socially and environmentally responsible organization. Besides, the fellowship would also provide them with ample opportunity for enhancing business mileage as well as Employee Engagement Activity.

8. International & Indian Film for a Green Carpet Premier

An International film to be released in later half of 2011 could premier the film under the stars in LIFF. This would bring in the Glam quotient to the festival. India is a huge market with 11147 screens.

9. Celebrities who could visit the festival and contribute

Celebrities would be a great draw for sponsors, media and the people alike. This would ensure more publicity and value to the festival.

10. We are looking forward to get 2000 bicycles to be donated to the government of Ladakh.

To promote less carbon emissions and environmental friendly mode of transport the festival would promote car pools and bicycles. The cycles would be donated to the government of Ladakh who in turn would place it in the hotels of Ladakh. The tourist could hire them to move around to enjoy splendid Ladakh.

11. Promoting CEC conclave

A conclave is to be held with the government of Ladakh to explore business opportunities with and in Ladakh. It could attract more investments, partnerships or tie-ups. We would like to extend invitations to countries, major business houses or corporations etc to this conclave.

12. Getting more media coverage

We would like you to explore ways (possibly innovative) to get more media coverage on the festival. Kindly include the festival in all your media encounters and exposure.

13. Supporting SLC

As snow leopard is our mascot and it is an endangered species found in the Himalayan region; we have pledged support to its conservation.

14. Expressing Solidarity to Ladakh

Ladakh lies in a very ecologically fragile region of the world. It requires to be protected from potential environmental damage and has to be placed on the road to sustainability, if it is to conserve its pristine and special place in the world's ecology.

LIFF is a unique opportunity to do two things at one time:

- ✚ Use the event to point attention to Ladakh's special place in the world and the need to conserve its ecological status.
- ✚ Use the event to show that Ladakh and its handling of a big event like LIFF can be an international example for the world - and this can be done through creation of Ladakh's own carbon offset model defined by the Ladakhis' as a prototype for the world leading from LIFF's implementation during the Festival.

Besides, Ladakh itself is home to an extraordinary cultural heritage. This has to be conserved as well. They have been guarding the mountains well for ages thus world was a better place to live. It is others who have messed it up resulting in a huge threat to their (people from the region) existence. Lot need to be done on urgent basis and we pledge our support to the same. Although we are not activists but we are film makers with a heart and would love to be the doormen for the change.

15. Full year plan for conducting different workshops for LIFFYs

We would like to conduct workshops, courses and many other activities round the year globally. The fellowship members could benefit out of this programs. **WE WOULD LIKE TO DEVELOP A FILM LIBRARY FOR ACADEMIC AND APPRECIATION PURPOSES.** Kindly contribute in making of the library.

SECTION VIII

CONCLUSION

The journey so far had been so rewarding and with full of promises. Let's put our heart and soul to it and make it a success. This would only be possible if we all contribute and work in sync with each other. Kindly revert with your individual feedbacks.

The idea is to put a great show in Ladakh. We would leave no stone unturned to ensure that the content quality is nothing less than the best. Thus, making Ladakh a 'melting pot' for cross cultural cinematic experience; to be cherished by all in years to come.



JULLEY! See You @ LIFF

www.liff.in info@liff.in

~ends~