

THE PEOPLE'S FESTIVAL  
C'EST VOTRE FESTIVAL  
14-22 SEP 2019

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**FOR IMMEDIATE RELEASE: JULY 18, 2019**

**CINÉFEST SUDBURY AND CULTURAL INDUSTRIES ONTARIO NORTH PARTNER WITH THE DOCUMENTARY ORGANIZATION OF CANADA TO BRING DOCUMENTARY FILM TRAINING TO NORTHERN ONTARIO**

**SUDBURY** – Cinéfest Sudbury International Film Festival and Cultural Industries Ontario North (CION) are pleased to announce the return of the Documentary Organization of Canada an industry partner.

The DOC Institute, which acts as the programming arm of the organization, will present two professional development sessions as part of Cinefest's 2019 Cinema Summit activities.

**Making and Marketing Docs 101**

Tuesday, September 17 – 9:30 a.m. to Noon

For those early-career and emerging filmmakers seeking to break into the film industry, DOC Institute will also offer "Making and Marketing Docs 101", a dynamic, interactive crash course on how to get your projects funded, made, and seen. Sessions will break down how to pitch & communicate your ideas to funders, the essentials of professional film production, and how to use the festival circuit to build your career.

With over 30 years in the industry, DOC is uniquely positioned to offer insights into the daily challenges of a filmmaker's career," noted Adam Shamoan, Director of the DOC Institute. "Early-career training is essential to any emerging filmmaker. This is a unique glimpse into the essentials of building your career, and we are thrilled to be partnering with Cinefest on this initiative."

**Mastering the Festival Launch**

Thursday, September 19 – 9:30 a.m. to Noon

For most independent filmmakers, film festivals are a primary goal for premiering their productions and further developing their careers. Yet, with some 5000 film festivals worldwide, pragmatic and informed decisions must be made. Sean Farnel, who started his career as a film critic for The Sudbury Star and later was the Programming Coordinator for Cinéfest, will present an overview of film festival distribution strategies and the Documentary Organization of Canada's Festival Concierge service.



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# media release | communiqué

## About the Documentary Organization of Canada

The Documentary Organization of Canada is the collective voice of independent documentary makers across Canada. Guided by a mandate to promote and protect documentary and the people who produce them, DOC helps Canadian documentarians get their work made and seen.

## About the Presenters

**Sean Farnel** provides creative, marketing and distribution services to documentary producers, companies and institutions. He started his career as a film critic for his hometown daily, The Sudbury Star and was Programming Coordinator at Cinefest. Farnel was the first Director of Programming for Hot Docs, which tripled its audience during his six-year tenure. Prior to joining Hot Docs, Sean created the popular screening series Doc Soup and founded the documentary programme at the Toronto International Film Festival. As well, he developed and launched tiff's initial strategic plan for Learning programmes. Sean has done research and strategic consulting for the National Film Board of Canada, Telefilm Canada, FilmFreeway and other media companies in the private and public sectors. Along with writing for numerous publications, Sean has served as a mentor, facilitator, panelist and juror at many international film events.

**Chanda Chevannes** is an award-winning Canadian documentary filmmaker, writer, and educator. She makes artful documentaries about complex social issues that amplify women's voices. Her award-winning films have been broadcast on six continents, been seen by more than four million people, and have inspired tangible legislative and social change. Chanda's most recent film is UNFRACTURED, which screened as the opening night film at Toronto's Planet in Focus Film Festival and was honoured with the award for Best Canadian Feature Film. She lives in Toronto and is the mother of two beloved children, Hannah and Henry.

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