



Durban FilmMart

DFM 2011 Lead Experts



Juliane Schulze, Peaceful Fish

Juliane Schulze will present a master class on Film Finance Fundamentals. She is Senior Partner at Peacefulfish, a strategic media consulting company based in Berlin, specializing in content financing, and in particular in developing innovative financial solutions for audiovisual projects. Peacefulfish is working for independent producers around the world, but also for public institutions, to support regional development through tailor-made financing tools or financial incentives. Juliane specialises in creating positioning strategies for media regions as well as financing solutions, and financial instruments for the film and audiovisual industries. As Executive Advisor, she holds an extensive cross-industrial knowledge, covering feature film, internet and mobile content. She advises not only international production companies but also public institutions and works on several projects for the European Commission and MEDIA. She is director of the Multi Platform Business School, lectures at the Media Business School and the Binger and Torino Filmlab, and is expert at the Mediatech Investment Forum as well as the Creative Coaching Center in Berlin.



Peter Broderick, Paradigm Consulting

Peter Broderick will present pioneering master classes on digital marketing and distribution and crowd funding respectively. Peter is President of Paradigm Consulting, which helps filmmakers and media companies design and implement state-of-the-art distribution strategies. These strategies empower them to maximize distribution, audiences, and revenues.

Peter has enabled outstanding filmmakers from around the world to succeed in the rapidly changing U.S. and international marketplaces. He formerly ran Next Wave Films and helped launch the careers of filmmakers such as Christopher Nolan and Amir Bar-Lev.

A key player in the growth of the ultra-low budget feature movement, Broderick became one of the most influential advocates of digital moviemaking. Now focused on the revolution in film distribution, Broderick gives keynotes and presentations internationally, most recently in Amsterdam, Sydney, Toronto, Cannes, Guadalajara, Berlin, London, and Rio de Janeiro.

In 2004 Broderick launched Films to See Before You Vote, harnessing the power of film to impact the US presidential election. Peter partnered with cutting-edge journalist Scott Kirsner to create and present Distribution U., a one-day crash course on the new rules of marketing and distribution in Los Angeles and New York.

Broderick has written articles for [Scientific American](#), [The New York Times](#), and [The Economist](#). His seminal article, "Maximizing Distribution," has been reprinted in publications around the world. His reports, "Welcome to the New World of Distribution" and "Declaration of Independence" are concise guides to the latest distribution strategies.



Hetty Naaijken-Retel Helmrich, Scarabee Films

In 1989 **Hetty Naaijken-Retel Helmrich** founded Scarabee Films, that specializes in high-quality creative documentaries, short films and features. A prominent figure in the business, both locally and abroad, Hetty received the bi-annual Martha Bering Award for Dutch women in film and media who have actively

supported other women in their field. Her self-produced/directed feature-documentary *Contractpensions – Djangun Loepah* received Holland's Crystal Film Award. The track record of Scarabee Films is impressive: *Shape of the Moon* won the first-ever World Cinema Documentary Competition at the 2005 Sundance Film Festival, as well as the VPRO Joris Ivens Award 2004 at the International Documentary Film Festival Amsterdam (IDFA). *Position Among The Stars* repeated the IDFA/Sundance top prizes sweep again this year. Hetty works on a global level with broadcasters including : NPS, VPRO, NCRV, KRO and AVRO (Netherlands); RTBF and VRT (Belgium), Arte (France/Germany), TV 7 and France 3 (France) and Télévision Suisse Romande (Switzerland). Hetty will present a master class on documentary finance wizardry during the Durban FilmMart 2011.

Other exciting participants confirmed in this year's Durban FilmMart include:

Bruni Bures, is producer and senior consultant with the Sundance Documentary Program (SDP), where she works to expand the roster of national and international documentary filmmakers, deepen national and international collaborations with filmmakers and cultural institutions, and broaden the human rights themes explored by the SDP. She will mentor projects inside Doc Station Durban (part of the Talent Campus Durban) along with Peter Raymont, Peter Broderick and Sandi DuBowski.

Sandi DuBowski's award-winning work has screened at over 200 festivals, had theatrical release in over 150 cities, aired on BBC, The Sundance Channel, ZDF-Arte, and been funded by over 60 foundations. He is Outreach Director for The Good Pitch, is a media strategist with The Sundance Institute developed and co-leads *Seize The Future* with Peter Broderick, and launched *Films That Change the World*.

Don Edkins produced the Southern African series on truth and reconciliation and the multi-awarded documentary project *Steps for the Future*. He is Executive Producer of the STEPS International global documentary project *Why Democracy?* And is now doing the same with *Why Poverty?* He is a mentor for documentary projects at the Durban FilmMart.

Beadie Finzi, is a producer and a Director at Channel 4 BRITDOC Foundation which is dedicated to reinventing funding and distribution models for documentary filmmakers. It has funded over 60 award winning films and brokers relationships between filmmakers and NGO and brand sectors to create better, more effective films. As part of this strategy, the Foundation runs the Good Pitch events.

Peter Raymont has produced and directed over 100 documentary films. His films have taken him to Ethiopia, Nicaragua, India, Rwanda, the High Arctic and throughout North America and Europe and has received over of 35 international awards. His films are informed with a passion for human rights and social justice .

Midge Sanford, co-head of Sandford/Pillsbury Productions, and producer of 7 feature films for theatre and four made for TV movies. She is a member of the Academy of Motion Picture Arts and Sciences, and Academy of Television Arts and Sciences.