

FilmEU Project Portfolio

Background and description of the project

Team 1 and 2, although different teams, worked together for the same goal:

“To make a communication and marketing strategy for the film industry to better connect with Generation Z”

Today's digital age provides new mediums which offer great ways to reach a broader audience. Although cinemas were closed during Covid, the usage of social media and streaming services continued to grow. Generation Z is more tech savvy than previous generations, meaning that their views and methods of conducting daily tasks are rooted within those changes. We hope to breach the gap between film industries and Gen Z to make sure that their perspectives on life are brought to life and included within the conversations that films create, as this generation has already begun exploring adulthood and leaving their marks on the world. Movies are not always about entertainment (although film festivals offer entertainment) but also bring various life topics to light such as dealing with trauma, substance abuse, communicating one's emotions and navigating relationships.

Generation Z has grown up within the rise of social media; while everything is more connected than ever before, the strife – that being the topic of what is real and what is fabricated, who fits in what category can create even more loneliness and fragmentation within the generation. Our mission was to first hone down on how Generation Z feels about films and film festivals and then try to find ways to use this generation's unique experience as inspiration for further marketing strategies. We believe that this project is an important starting point for further research and

experimentation to further connect with newer audiences and help bring growth to film industries from all over the globe.

To reach the goal we'd set, we created a survey which was later presented at JustFilm Industry days in November 2024. We added the important statistics on the slides and told the audience our suggestions for them. Furthermore, we had the opportunity to see those findings in action as we ourselves worked with the creators of 3 films directed at young adults and organisers of a film festival for young moviegoers, to create experimental marketing strategies for each project, that we later presented along with the findings from our survey.

Importance and description of the problem we aimed to resolve and choice of methods

Importance of the Problem: The project focuses on understanding and engaging young audiences in film festivals and cinema attendance, which is crucial for several reasons:

1. There is a concerning decline in cinema attendance among young people, which could have long-term effects on the film industry.
2. Childhood engagement in the arts, including cinema attendance, is a key determinant of engagement as an adult.
3. Young audiences are important for the sustainability of the film industry, as frequent moviegoers make up the majority of admissions.

Description of the Past and Present Situation: The cinema industry is facing challenges in engaging young audiences:

1. The cinema experience is failing to appeal to the changing needs and values of emerging generations, especially for older teens and young adults.
2. Going to the cinema is perceived as requiring a lot of effort and planning, with young audiences preferring online or television viewing for relaxation and socializing.
3. Cinema attendance is centered around the social experience, with fewer than 1% of teenagers going to the cinema alone.
4. Young people value cinema as a way to watch films, but they consider it a low-frequency activity.

The project aimed to resolve these issues by understanding young audiences' preferences and developing strategies to better engage them with film festivals and cinema.

Choice of Methods and Activities: The project employed several methods to address these issues:

1. Conducting survey to gather data on young audiences' preferences and behaviours.
2. Analyzing survey results to identify key points and understand audience responses.
3. Collaborating with mentors to interpret findings and plan strategies.
4. Presenting findings to industry professionals to share insights and potentially influence future strategies.

These methods were suitable for achieving the project goals because they:

1. Provided direct insights from the target audience (young people).
2. Allowed for data-driven decision-making in film festival programming and film marketing.
3. Facilitated knowledge transfer between researchers and industry professionals.

The choice of methods helped achieve the project goals by:

1. Generating ideas and strategies for actively engaging Gen Z audiences with specific films and film festivals.
2. Providing insights into young audiences' film consumption habits and preferences (18-25), including cinema-going and film festivals.
3. Understanding how and where to approach the potential audience, including potential barriers between the film and the audience.

Evidence-based approach: The project grounded its research in existing studies and literature, ensuring an evidence-based approach to understanding the problem and developing solutions.

In conclusion, the project aimed to address the declining engagement of young audiences with cinema and film festivals by understanding their preferences and behaviors, and developing strategies to better appeal to this crucial demographic. The chosen methods allowed for a comprehensive analysis of the situation and the development of data-driven solutions, contributing to the industry's understanding of young audiences and providing valuable resources for future film festival programming and film marketing strategies.

These are a few of the articles and research papers that we consulted for specific intel on the current state of Gen Z's connection to the film industry:

- [Regarding the impact of Covid on young moviegoers](#)
 - [One focusing on the Flemish audience](#)
- [Research on young audiences interest in film festivals](#)
- [Regarding the values that young audiences hold on to in terms of films](#)
 - [Regarding the impact of film](#)

Description of activities and reaching the stakeholders - description of who the project activities are aimed at.

The project activities were primarily aimed at understanding and engaging young audiences, particularly Gen Z, in film festivals and cinema attendance.

The main activities:

1. Conducting a survey to gather data on young audiences' preferences and behaviors.
2. Analyzing survey results to identify key points and understand audience responses.
3. Collaborating with mentors to interpret findings and plan strategies.
4. Presenting findings to industry professionals to share insights and potentially influence future strategies.

The survey gathered **99 participants**, focusing on four projects: one film festival and three movies.

Direct Stakeholders:

1. Young audiences (Gen Z): The primary target of the study, providing insights into their viewing habits, preferences, and engagement with films and film festivals.
2. Film festival organizers: Benefiting from the insights to better connect with Gen Z and curate experiences that meet their expectations.
3. Filmmakers: Gaining an understanding of how to better reach and engage young audiences.

Indirect Stakeholders:

1. Film industry professionals: Benefiting from the presentation of findings at the PÖFF Industry session, gaining actionable recommendations on how to better engage with Gen Z audiences.
2. Mentors and participating students: Contributing to the study and gaining valuable experience in industry research.
3. Institutions involved in the FilmEU Imagination Challenge 2024: Benefiting from the outcomes of the project.

While the exact number of indirect stakeholders is not provided, the project's reach extends to various segments of the film industry and educational institutions.

Important Indicators:

1. Age: The study focused specifically on Gen Z audiences, typically those born between the mid-1990s and early 2010s. The age bracket was 18-25.
2. Occupation: The study considered students and young professionals within the Gen Z demographic.

Survey Dissemination and Data Collection:

The project employed a structured approach to reach stakeholders:

1. Announced the survey on all social media channels and distributed emails to mailing lists and partners.
2. Ongoing Promotion (October 20-27): Shared regular updates and reminders, adjusted strategies based on engagement metrics.
3. Follow-Up Measures: Sent mid-survey reminders and intensified promotion in the final days.

Our dissemination plan

1. Identifying Dissemination Channels

● Social Media Platforms:

- Instagram: Leverage stories
- Facebook Groups: Share in groups related to film enthusiasts and students.
- Reddit: Post in subreddits like r/Movies, r/TrueFilm, and r/Filmmakers.

● Educational Institutions:

- Universities and Colleges: Collaborate with student unions.
- Send the survey to the authors classmates

2. Timeline of Launch Plan

- **Survey Launch:** October 5th
- **Survey Duration:** 10 days (October 5th - October 15th)
- **Response Deadline:** October 15th
- **Data Analysis Period:** October 15th - October 20th
- **Pre-Launch (Now - October 4th):**
 - Finalize Survey Questions: Ensure clarity and relevance.
 - Test Survey: Conduct a pilot test with a small group.
- **Launch Day (October 5th):**
 - Announce Survey: Post on all social media channels simultaneously.
 - Email Distribution: Send emails to mailing lists and partners.
- **Ongoing Promotion (October 5th - October 15th):**
 - Regular Updates: Share reminders and progress updates.
 - Monitor Performance: Adjust strategies based on engagement metrics.

3. Monitoring and Follow-Up Measures

- **Adjust Strategies:**
 - Increase Incentives: If responses are low, consider enhancing incentives.
- **Follow-Up Reminders:**
 - Mid-Survey Reminder: Send out reminders halfway through the survey period.
 - Final Push: Intensify promotion in the last few days.

4. Analysis Plan

- **Work Allocation:**
 - Data Managers: Oversee data collection and storage.
 - Data Analysts: Clean data and perform statistical analysis.

- Report Writer: Compile findings into a comprehensive report.
- Presentation Designer: Prepare visuals for the imagination challenge.
- **Analysis Timeline:**
 - October 15th - 16th: Data cleaning and validation.
 - October 17th - 18th: Data analysis (quantitative and qualitative).
 - October 19th - 20th: Report writing and preparation.
 - October 21st: Team review and final edits.
 - October 22nd: Submission of findings for the imagination challenge.

This comprehensive approach ensured a wide reach across various stakeholder groups, contributing to the collection of valuable data from the **99 participants across the 4 projects (1 film festival and 3 movies)**.

The project's findings and recommendations are expected to contribute significantly to the industry's understanding of young audiences and provide valuable resources for future film festival programming and film marketing strategies.

Sustainability of the project - description of how sustainability of the project and cooperation with stakeholders have been planned.

The survey and analysis process followed a structured approach to data collection and utilization, directly contributing to sustainability. Key steps included:

- Selecting relevant questions and answers
- Creating comprehensive report
- Highlighting key points from survey results
- Discussing findings with mentors
- Strategizing to achieve project goals

Mentors provided ongoing support and guidance from experienced professionals, ensuring the continuity of project activities.

The timeline and planning ensured a well-organized strategy, essential for sustaining the initiative.

The emphasis on audience engagement and feedback helped us make sure that the project outcomes are valuable for film festivals and filmmakers, driving further implementation and development of the created methods and systems.

Finally, presenting outcomes at an industry session ensures visibility among professionals, fostering broader adoption and long-term sustainability.

Summary of the results and annexes - describing the project results and completed tasks.

- 1) We were assigned into 2 separate teams and read through different studies. Each team agreed on the topics of the studies and then wrote out the most important findings.
- 2) We brainstormed questions for the survey (according to the previous studies that we read through), made a Google Meet where both team members agreed on the questions that were put into the survey.
- 3) Then we made a survey where we asked Generation Z about their habits and preferences in movies, cinema and film festivals.

The survey included questions on:

- Film viewing frequency (both at home and in cinemas)
- Preferred genres and content types
- Social media usage for film-related information
- Attitudes towards film festivals and special screenings
- Factors influencing film selection and attendance

Concrete action plan for both teams

Team 1

Tasks	Deadline	Student(s) responsible
Establish key focus areas for the research	11.09	Entire team
Questions for the Demographics focus area	19.09	Mark Pervakov
Questions for the Impact of Social Media focus area	19.09	Iryna Vynnyk
Questions for the Demographics focus area	19.09	Mark Pervakov
Questions for the Impact of Social Community focus area	19.09	Yiqi Huang, Ilja Vasin
Questions for the Event Organization focus area	19.09	Annabel Parts
Brainstorm and finalize the survey with Team 2	26.09	Entire team
Participate in online meetings with FILMEU students, project owners and mentors	04.10-05.10	Entire team
Launch and promote the survey	20.10 (launch), promotion during the next week	Each team member in collaboration with their dedicated FILMEU team
Survey analysis for Wet Monday	07.11	Iryna Vynnyk
Survey analysis for Rolling Papers	07.11	Mark Pervakov, Ilja Vasin
Survey analysis for Tomorrow Somewhere by the Sea	07.11	Yiqi Huang, Annabel Parts
Fill out the mid-term report	20.10	Iryna Vynnyk

Team 2

Tasks	Deadline	Student(s) responsible
Focuses research	19.09	Andrii
Topics research	19.09	Niklas
Methods research	19.09	Popova
Results research	19.09	Kuldar
Demographics and social media consumption research	26.09	Popova, Niklas
Cinema going experience, social aspect research	26.09	Kuldar, Andrii
Genre and theme based expectations research	26.09	Yakyan, Raigo
Choose questions for the survey	03.10	Team 1&2
Dissemination plan	03.10	Popova
Finalize the survey	05.10	Raigo, Niklas
Midterm report	23.10	Team 2
Agreed on the LIFE project presentation date	29.10	Team 1 & 2
Finalized the Survey report	16.11	Team 1 & 2
Made the Survey report presentation slides	17.11	Raigo & Niklas
Presentations at PÖFF	21.12	Team 1 & 2
Project portfolio + presentation	09.12	Team 1 & 2

Communication to stakeholders

1. [Video of our final presentation "Exploring the Patterns & Preferences of Next-Gen Viewership"](#), presented at PÖFF on November 21 2024
2. [Same recording on FilmEU's Facebook](#)

Moderator: Ermo Säks

Presenters (from our ELU course at TLU): Raigo Ranna, Andrii Vitsko, Niklas Aiken Oja, Iryna Vynnyk

3. [An article posted on Tallinn University's EXU site, an overview of the entire project \(in Estonian\)](#)
4. [Post on FilmEU's LinkedIn profile about the workshop days prior to the final presentation at PÖFF](#)
 - a. [Similar post on FilmEU's Facebook page](#)
5. [Post on FilmEU's LinkedIn profile about the final presentation at PÖFF](#)
 - a. [Similar post on FilmEU's Facebook page](#)

- 2) *Article about the project*
<https://www.exu.tlu.ee/post/filmeu-z-p%C3%B5lvkonna-tudengid-pakkusid-loovlahendusi-filmit%C3%B6%C3%B6stusele>

APPENDIX 1 - Questions brainstorm and draft

1. Which social media platforms+ do you use most frequently? (Select all that apply.)

- Instagram
- TikTok
- YouTube
- Snapchat
- Twitter/X
- Facebook
- Reddit
- Pinterest
- LinkedIn
- Other (please specify)

2. How often do you discover new movies or shows through social media?

- Daily
- Several times a week
- Once a week
- A few times a month
- Rarely
- Never

3. What types of social media content make you interested in watching a movie? (Select all that apply.)

- Official trailers or teasers

- Behind-the-scenes content
- Interviews with directors or actors
- Reviews or ratings from critics
- Recommendations from influencers or celebrities
- Posts from friends or family
- Memes, viral content or fan edits related to the movie
- Interactive content (e.g., polls, quizzes)
- Contests or giveaways
- Other (please specify)

4. How often do you watch independent or art-house films?

- Frequently (once a week or more)
- Occasionally (once a month)
- Rarely (a few times a year)
- Never

5. How likely are you to watch an independent or art-house film if you see it promoted on social media?

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

6. Which factors would increase your interest in attending a film festival or watching a festival movie? (Select up to 4)

- Positive buzz on social media
- Personal interest in the movie's theme or genre
- Availability on streaming platforms
- Featuring well-known actors or directors
- Awards or critical acclaim
- Recommendations from friends or influencers
- Engaging marketing campaigns on social media
- Opportunity to interact with filmmakers or cast
- Free or discounted tickets
- Convenient location or proximity of the event
- Other (please specify)

7. How do you prefer to receive updates or promotions about new movies or film festivals on social media?

- Short video clips or trailers
- Image posts or posters
- Stories or ephemeral content
- Live streams or live events
- Text-based posts or articles
- I prefer not to receive promotions
- Other (please specify)

8. How do sponsored posts or ads about movies on social media affect your interest?

- They often increase my interest
- They sometimes increase my interest
- They have no effect on my interest

- They sometimes decrease my interest
- They often decrease my interest

MORE RESEARCH NEEDED / (questions under construction)

9. Which social media marketing strategies make you more likely to engage with a movie or film festival promotion? (Select all that apply.)

- Collaborations with influencers or content creators I follow
- Interactive content (e.g., polls, quizzes, challenges)
- Personalized ads based on my interests
- Behind-the-scenes videos or live Q&A sessions
- User-generated content campaigns (e.g., photo contests)
- Early access or exclusive content offers
- Engaging storytelling or serialized content
- None of the above

10. Do you recall the social media marketing campaign for the movie (eg.) "Barbie"

- Yes, I remember it well
- I vaguely remember it
- No, I don't recall it

If you answered "Yes" or "I vaguely remember it", please continue to the next questions

a. How did the "Barbie" social media campaign affect your interest in watching the movie?

- It significantly increased my interest; I watched the movie because of it
- It somehow increased my interest
- It had no effect on my interest
- It decreased my interest in watching the movie

b. Which elements of the "Barbie" social media campaign did you find the most engaging or influential?

OR

10. Can you list up to three movies or shows whose social media ads or campaigns you remember vividly?

a. What aspects made these social media campaigns memorable for you? (Select all that apply.)

- Innovative use of technology (e.g., AR filters, interactive games)
- Emotional storytelling or impactful messages
- Humor or comedic elements
- High-frequency ads that were hard to miss
- Involvement of favorite actors or influencers
- Engaging hashtags or trends
- Controversial or thought-provoking content
- Community engagement or user-generated content
- Other (please specify): _____

b. Did these campaigns influence your decision to watch the movies or shows?

- Yes, I watched them because of the campaigns
- Yes, they increased my interest but didn't lead me to watch
- No, they didn't influence my decision
- No, they discouraged me from watching

Exploring the social aspect of cinema-going

1. How often do you visit the cinema? Who do you usually go with?

- a. Open ended answer

2. Do you feel a sense of collective experience when watching a movie with a group of strangers in the cinema? (Follow up - can you describe it?)

- a. Yes, definitely
- b. Sometimes
- c. Rarely
- d. Never
- e. I am not feeling comfortable in a group of people

3. Do you think watching a film in a cinema with other people is a more impactful experience than watching with other people at home?

- a. Yes, much more impactful
- b. Somewhat more impactful
- c. No difference
- d. Watching at home is better

4. Do special events make you more likely to visit the cinema? Would you consider visiting the cinema more if such events are offered? What types of events or

additional programming (e.g., movie marathons, themed nights, Q&A sessions) would you like to see at cinemas?

- a. Open ended

5. How important are such technological aspects of cinema like image and sound quality, 3d, interactivity and accessibility for you?

- a. Very important
- b. Somewhat important
- c. Neutral
- d. Somewhat unimportant
- e. Not important

6. How often do you use your phone or get distracted during cinema screening?

- a. Every couple minutes
- b. Every fifteen minutes
- c. Every half hour
- d. Once or twice per show
- e. Never

7. What can cinemas do to create a more social atmosphere before or after the movie?

- a. Open ended

8. What would make the ticket prices more appealing to you? Are you willing to pay more to receive additional benefits?

- a. Open ended

9. Do you prefer a traditional seating arrangement, or would you enjoy a more variety of unique formats (e.g., bean bags, loungers)?

- a. Prefer traditional
- b. Not important
- c. Open to different types of arrangements
- d. Prefer unique formats

e. other

10. Would you be interested in opportunities to interact with filmmakers or actors, either in person or virtually?

a. Open ended

Genre and theme based expectations

1. How do you choose which movies to see? (choose which affects you the most)

1. by watching the trailer
2. by reading reviews
3. by what others are talking about the movie on social media

2. What do you value most about movies? (from first to last, rate 1-3)

Story line (plot)

Characters

Visual and sound effects

3. How important is originality in movies for you? (like new characters, unfamiliar themes or places) Choose one

1. Very important
2. I don't mind similarities between movies
3. I prefer more sequels, than original films

4. Should movies offer some solutions for everyday lives or should they use problems/situations that are not part of everyday life? Choose one

1. I like more movies where characters are facing everyday problems (problems with school, workplace, love, money, relationships etc.)
2. I like more movies which deal with problems that are not in real world (saving the world from aliens, achieving telepathic powers, dealing with fantasy creatures etc.)
3. I like movies where real world problems and fictional world are combined (making the unreal world more human, relatable)

5. Would you prefer some added snacks/drinks with your movie ticket or would you value more bundle tickets (Bundle of 4 is cheaper per ticket than bundle of 2 per ticket)? Choose one

1. Some added snack/or drink would be nice with movie ticket
2. Bundle tickets would be better

Demographics

1. What age group do you fall under?

(Different age groups)

2. At what age did you first attend a film festival?

3. What was the last time you attended a film festival?

4. What is your gender identity?

(Male, Female, Non-binary, Prefer not to say, other)

5. Do you think film festivals provide diverse representation of gender identities in their programming?

6. In which region do you currently reside?

7. What is your current education?

Basic education

Secondary education

Higher education

8. Do you attend film festivals as part of your studies?

9. What is your household's annual income range?

(please specify or choose an option)

1) don't know

2) don't want to disclose

10. Does the cost of attending film festivals impact your decision to participate?

11. Do you live in an urban, suburban or rural area?

12. How far do you need to travel to attend a film festival?

13. Do you have any disability or health conditions?

14. Are the film festivals you attend accommodating to your accessibility needs?

Social media impact

1. Which social media platforms do you use most often for discovering new films or film festivals?

a) Instagram

b) TikTok

c) YouTube

- d) Twitter/X
- e) Facebook
- f) Other (Please specify)

2. **How often do you follow updates about film festivals on social media?**

- a) Never
- b) Occasionally (once or twice a year)
- c) Sometimes (a few times a month)
- d) Often (once a week or more)

3. **What type of social media content makes you most interested in attending a film festival?**

- a) Celebrity or influencer endorsements
- b) Behind-the-scenes content or filmmaker interviews
- c) Trailers and previews of films
- d) User-generated content (reviews, reactions)
- e) Event-related announcements (tickets, schedule, etc.)
- f) None of the above

4. **When choosing films to watch or festivals to attend, how much do fan communities (e.g., fan pages, groups) on social media influence your decision?**

- a) Not at all
- b) A little
- c) Somewhat
- d) Significantly
- e) Completely

5. How often do you engage with film-related content creators or influencers (e.g., through likes, comments, shares)?

- a) Never
- b) Occasionally (less than once a month)
- c) Sometimes (a few times a month)
- d) Regularly (once a week or more)

6. Can you describe how social media helps you discover or get excited about new films or film festivals? Provide an example.

7. Have you ever become interested in attending a film festival because of a specific influencer, actor, or creator? If so, can you explain what exactly interested you?

8. What do you think film festivals could do on social media to make them more appealing to you?

Event organization

1. What organizational factors do you think most affect a young audience's perception of a film festival? (Select up to 3 options)

- (a) Event timing (convenient schedule)
- (b) Accessibility (location, transport options)
- (c) Price of tickets or discounts
- (d) Range of film genres available
- (e) Entertainment outside of film screenings (music, parties, etc.)

(f)Communication and engagement (website, app, social media)

2.Which of the following aspects of a film festival event would most encourage you to attend? (Select up to 3 options)

(a)Q&A sessions with filmmakers/actors

(b)Networking opportunities with industry professionals

(c)Concerts or live performances

(d)After-parties or social events

(e)Special discounts or student pricing

(f)Themed events (e.g., horror night, animation showcase)

3.How important is the overall atmosphere of the festival venue in your decision to attend a film festival?

(a)Not important

(b)Slightly important

(c)Moderately important

(d)Very important

(e)Extremely important

4. Which of the following features would improve your overall experience at a film festival event? (Select up to 3 options)

- (a) Accessible and affordable ticket options
- (b) Easy-to-navigate event schedule and app
- (c) A wide variety of food and beverage options
- (d) Free merchandise or festival swag
- (e) On-site interactive zones (e.g., photo booths, games, art installations)

5. What is your preferred duration for film festival events or screenings?

- (a) Single-day events
- (b) Weekend-long events (2-3 days)
- (c) Week-long events (5-7 days)
- (d) Ongoing events (spread over multiple weeks)

6. How important is it for a film festival to offer social spaces (e.g., lounges, networking areas) where attendees can meet and interact?

- (a) Not important at all
- (b) Slightly important
- (c) Moderately important
- (d) Very important
- (e) Extremely important

7. Would you attend a film festival simply because you like or trust the event organization (e.g., their reputation or previous events they've organized)?

- (a) Definitely not
- (b) Probably not
- (c) Neutral
- (d) Probably yes
- (f) Definitely yes

Social community

1. How important is the sense of community or social experience to you when deciding to attend a cultural event?

- a) Not important at all
- b) Slightly important
- c) Moderately important
- d) Very important
- e) Extremely important

2. **If you were to attend a film festival, would you prefer to go with friends or on your own?**

- a) I would only go with friends
- b) I prefer going with at least one person
- c) I don't mind going alone
- d) I prefer going alone

3. **What is more appealing to you when connecting with others who share your interest in films?**

- a) In-person events and gatherings
- b) Online communities (e.g., forums, Discord, social media fan-communities)
- c) A mix of both
- d) I prefer to enjoy films by myself without much social interaction

4. **If film festivals offered specific "meet-up" events or social spaces to help attendees connect, would that make you more likely to attend?**

- a) Yes, definitely
- b) Possibly
- c) No, that wouldn't impact my decision
- d) I would be less likely to attend

5. Would you be more interested in a film festival that offers ways to connect with others before and after the event (e.g., online chats, discussion forums, group activities)?

a) Yes, I love connecting with like-minded people

b) Maybe, depending on the activities

c) No, I prefer to focus on the films themselves

d) I wouldn't participate in such activities

1. How important is it for you to feel a sense of community when participating in events like film festivals, either online or in-person?

2. As someone from Gen Z (a generation often considered more introverted), do you feel like film festivals could do more to cater to people who may be uncomfortable with large social gatherings? If so, how?

3. Do you feel more connected to people who share your film interests through online communities or in-person events, and why?

4. What would make a film festival feel more inviting or accessible for someone who might feel hesitant to attend alone?

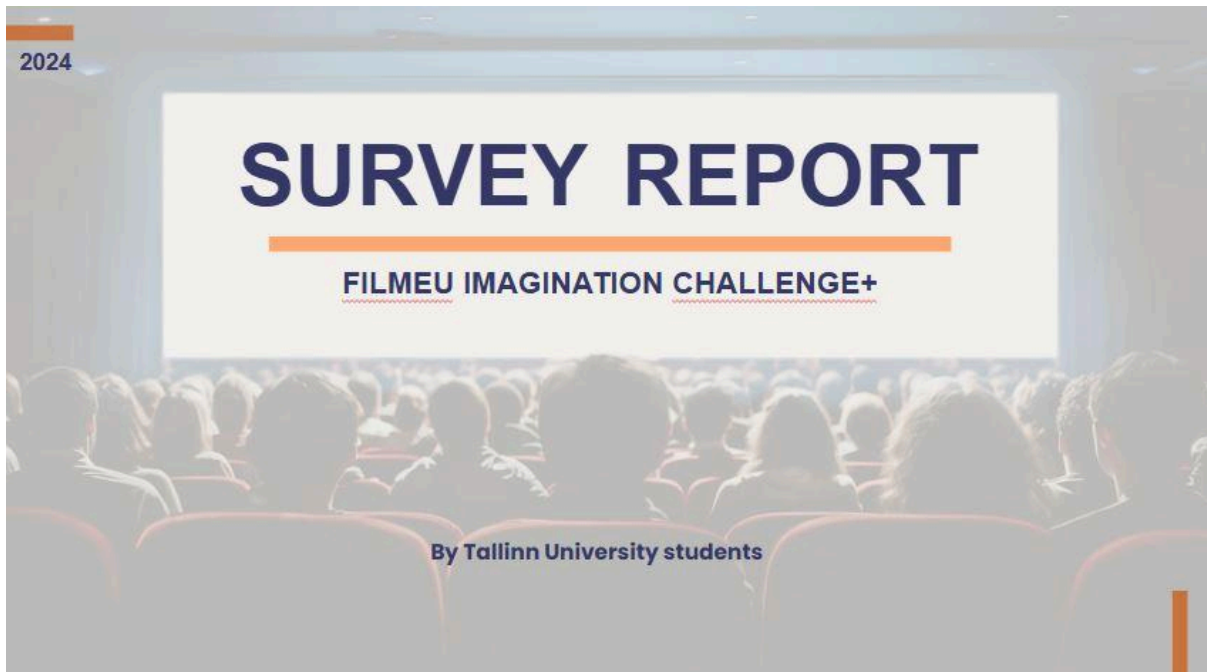
Appendix 2

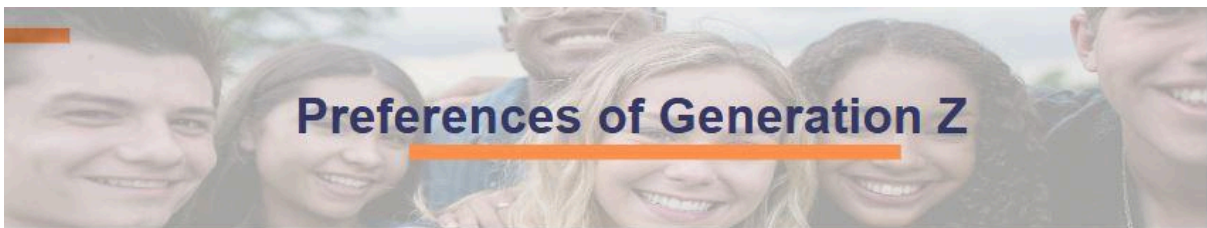
Survey report

https://docs.google.com/document/d/1_4-BcXQW2zPzpnSrUkAPG4jr7wwtJmjGW2Z7hEhQdvw/edit?usp=sharing

APPENDIX 3

PÖFF presentation Team 1 & 2





Marketing guidance for filmmakers



5 Opinions, experiences, interaction

Guidance for film festival marketers



- 1 Differentiate from cinema
- 2 Communities: movies & socializing
- 3 Hybrid events



For our full report
use this QR code

Special thanks to:

**Project owners
Supervisors
Mentors
Survey participants**



Other projects (3 movies + 1 filmfestival) slides can be viewed using the next link:
https://docs.google.com/presentation/d/1PZB-d6CL5_Kc6tFzZXeubmSYcEbPpxkR/edit?usp=sharing&oid=101309597161166804022&rtpof=true&sd=true