

A-Z OF SCREEN PUBLICITY WORKSHOP 2021- DRAFT PROGRAMME

A is for Audience, B is for Buzz, C is for Covid... and Z is for Zeitgeist.

DAY 1 - Friday May 7, 2021

OPENING CIRCLE	Karakia, Statement of Kaupapa, Introductions	
OPENING REMARKS	Discovering our Abilities	An introduction & provocation from the Aotearoa Screen Publicists Collective, Script to Screen, NZOA, and a Social Change Expert, on audience discoverability challenges for the NZ screen industry in the wake of media upheavals and the Covid-19 pandemic. Our vision: through this workshop we will discover that our storytelling abilities give us incredible powers to connect our stories with their audiences. Woven throughout all sessions will be several common questions: What's changed because of Covid? Who is a story's community? What's the cost of connection—for budgets and for people? Where are the co-design possibilities? How can we weave Indigeneity, intersectionality and accessibility through publicity? And how is success measured—in numbers and more? Taking a macro view of audiences and platforms.
SESSION 1	A IS FOR AUDIENCE: Moving Beyond the Transactional to Create a Real Connection Between Your Story and Its Audience	Who is your target audience? How do you know? How does what they think, feel and do connect with the story you have to tell, and how can you transform that alignment into a devoted throng? Our panelists discuss which demographics are currently on which platforms; how to use psychographics to build meaningful target groups; how it's time to shuck off the colonial transactional mindset around story-audience relationships; and how taking an intersectional approach to the audience is a solid future-proofing strategy.

Morning Tea

SESSION 2	THE PRODUCER-PUBLICIST RELATIONSHIP: Setting Yourself Up for Success with Culturally Competent Connectors	What do publicists do, and what do they really do? Four senior New Zealand publicists go deep on the holistic role of a publicist to a production (incl unit vs release), and why bringing them in earlier in the game can transform your process in mind-blowing ways. They'll discuss how to choose the right publicist for you; when to engage them; what they know about budgets that you don't realise; the long-term cultural importance of having someone who is able to read the room/audience; the external relationships they cultivate; and the inarguable benefits of cultural competence.
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Lunch

Screen Auckland Welcome

SESSION 3	MAPPING AOTEAROA'S MEDIA LANDSCAPE IN 2021: A Health-Check on the Media's Role in Connecting NZ Stories to NZ Audiences	With a few notable exceptions, it can seem as if space for arts and entertainment coverage is shrinking across the board—especially for coverage of publicly-funded local content. Our panel of media representatives share their thoughts on their pivotal role in connecting New Zealand stories to Aotearoa audiences in a challenging economy (and a pandemic!); the possibilities of opening up space for arts coverage; career pathways for culture journalists; what they look for in stories; what their experiences of being pitched by publicists feels like; tips on how to pitch in 2021; what 'exclusive' means; how to unravel racist media structures from the inside.
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SESSION 4	THE DIGITAL MARAE: Making Sure Your Sh*t is Valid	A deeper dive into the world of creating online buzz and meeting audiences where they already are (beyond newspapers, TV news and radio interviews). Unit and Release Social. How taking an iwi approach to building a community can have the most harmonious outcomes. Plus: which social channel is right for your story—and why you don't have to use them all. Your talent as your social superstars—building time to play with them into the production schedule (and letting them know when the show is coming, and giving them the assets we need). Risk management, moderation and self-care. How to pivot when you find an unexpected audience. And how to take Gen Z into account (aka not be cringe). Advantage of NZ's small size.
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Afternoon Tea

SESSION 5	HANDLE WITH CARE: When your Topic, Talent and Production Need A Bit of Bubble Wrap	There's an emotional labour inherent in the work and art of storytelling, especially when those stories have specific perspectives knitted into them. How do we take care of our storytellers—the showrunners, writers, directors, and performers who are often also the publicity talent—when making and releasing their work to the world?
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CLOSING COMMENTS Preview Day 2

AFTER DARK SESSION	The Dark Arts of Publicity	Veteran NZ publicists open up on facets of the job that often don't get talked about, reveal some juicy damage control tales and battle scars, talk about why freelancing is hard, the unusual 'parenting' role of a publicist, how yes, they have googled you, the importance of mental health in the publicity context, and more insider secrets. They'll answer your weirdest, most burning questions, and the floor will be open for your stories. Also features the launch of the all-new, crowd-sourced and freely downloadable ASPC Publicity Budget template. Chatham House Rules - no phones, no recording.
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DAY 2 - Saturday May 8, 2021

SESSION 6	IMPACT PRODUCING: It's Not Just for Documentaries	As storytellers, we have an important role to play in shaping culture and reflecting our people. Content can be provocative, revelatory, transformative, and also healing (of past wounds, impacts of colonisation, bringing forth conversations that need to happen). Whether it's a documentary about environmental concerns, or a comedy web-series from writers who haven't had the privilege of this platform before, our stories have the power to change the world—or at least our corner of it. Our panelists share tips for making an impact through engagement with invested communities, the deep importance of building relationships over time, identifying and activating your advocates. Social issues and commercial partnerships, and how what you care about builds value for your "brand".
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Morning Tea

SESSION 7	HELLO AMERICA: An Hour with Global Publicity / Engagement Experts on What they Learned from Covid, and What's Coming Next
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Lunch

SESSION 8	EMBRACING THE MEME: The Importance of Engaging with Fans (and how NZ Productions Can Be Better At It)	From Tākaro Tribe's talking dolls to Kiri & Lou fan-made birthday cakes; from Hunt for the Wilderpeople's Instagram stickers to Officer O'Leary and Officer Minogue delivering Covid safety messages, we dive into fans, fandom, merchandise, cosplay, fan-cons, and the delightful power of letting your audience chart your course—all the way to a sequel, a franchise, a spin-off and beyond.
SESSION 9	EPK, BTS, OMG: Strategies for Getting All the Materials for All Media On Set	What stories do you need your production materials to tell? Defining EPK, B-Roll, BTS, Featurette, Making-of, Partner Video promos, Fan Service Videos... When your resources are tight but you know you want to plan for all possibilities, what's the smartest approach to collecting materials during production? Our panelists discuss whether a traditional Electronic Press Kit is still best practice and where EPKs need to innovate; how your talent can bring their A-game to asset collection; the power of BTS material for building engagement; how to pick a photographer and how to prioritise between poster, editorial, marketing, social media stills and videos, out of character and more; and the best editor for your online clips (it may not be your usual editor). Applying cultural considerations to publicity materials, including lighting for portraits.
Afternoon Tea		
SESSION 10	Z IS FOR ZEITGEIST: The Power of Possibility	Innovation is often born from frustration, and through Covid we saw so much innovative talent using their channels to tell stories in intimate, funny, and socially conscious ways. Coming out the other side, and mindful that this could all happen again, what's worth thinking about in terms of how people and stories connect? A panel of future-thinkers look further up the road, tell us what we don't know, and help us chart the coordinates to get there.
CLOSING CIRCLE		Include: follow-up comments about three further on the job training placements, and ASPC formal launch event and membership, and planned quarterly events to keep the momentum going.

Karakia