

Script to Screen and Aotearoa Screen Publicists Collective present:

The A to Z of Screen Publicity in 2021

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

A wānanga to help screen creatives make their stories discoverable by audiences.

Friday May 7 & Saturday May 8, 2021		
At Hatchbox, Level 4, 12 Madden St, Auckland		
Day One - Friday 7 May		
Time	Title/Topic	Discussion Details
8:30 AM	Doors open	
8:50 AM	Please be seated announcement	
9:00 AM	Nau Mai, Haere Mai ki tēnei wānanga. (Welcome to the workshop)	Karakia timatanga—Chris Henry. Mihi whakataua—Sue May. Waiata tautoko—Gemma Gracewood.
9:20 AM	OPENING REMARKS: Discovering our Abilities. Why Are We Here? <i>Ko te kai a te rangatira he kōrero. (The food of chiefs is talk/alludes to critical thinking and critical speaking)</i>	An introduction & provocation from the Aotearoa Screen Publicists Collective, Script to Screen, and NZOA on audience discoverability challenges for NZOA-funded projects.
10:00 AM	Morning Tea	
10:20 AM	Session 1: A IS FOR AUDIENCE: Creating a Real Connection Between Your Story And Its Audience <i>He aha te mea nui o te Ao? (What is the most important thing in the world?) He tangata! He tangata! He tangata! People (audience), people (publicists), people (creatives).</i>	Who is your target audience? How do you know? Statistics or Intuition? 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?
11:15 AM	Changeover	
11:20 AM	Session 2: THE CREATOR / PUBLICIST RELATIONSHIP: Case Studies on Setting Yourself Up for Success with Specialist Story Connectors <i>Mā te huruhuru te manu ka rere (with feathers the bird can fly)</i>	What do publicists do? In two case studies, we look at the holistic role of a publicist - why bringing them in early and keeping them through unit and release bridges the gap between your project and your audience (and provides care of artists along the way). What a publicist needs from you to make it happen.
12:20 PM	Lunch	
1:20 PM	Screen Auckland Welcome	
1:25 PM	Session 3: MAPPING AOTEAROA'S MEDIA LANDSCAPE IN 2021: Why We Need to Think Outside the Box in Order to Get Cut-Through. <i>Me mātau ki te whetū, i mua i te kōkiri o te haere. (Before you set forth on a journey, be sure you know the stars).</i>	Despite the power of social, conventional media still plays a pivotal role in connecting your stories to Aotearoa audiences. Hear how today's editors approach coverage of arts and entertainment for their audiences, and how you can get a story placed.

2:25 PM	Session 4: THE DIGITAL MARAE: Making Sure Your Sh*t is Valid on Social Media <i>Tama tū, tama ora, tama noho, tama mate.</i> <i>(One who stands, lives; One who sits, perishes.)</i>	A deeper dive into the world of creating online buzz and meeting audiences where they already are. Taking an iwi approach to building a community. Which social channel is right for your story—and why you don't have to use them all. Empowering your artists as your social superstars. How to pivot when you find an unexpected audience. Gifs, memes & quirky bits, and how to take Gen Z into account (aka not be cringe).
3:25 PM	Afternoon Tea	
3:40 PM	Session 5: EPK, BTS, OMG: Smart Strategies for Getting All the Materials for All Media On Set <i>Tē tōia, tē haumatia. (nothing can be achieved without a plan, a workforce and a method.)</i>	What stories do you need your production materials to tell? Defining EPK, B-Roll, BTS, Featurette, Making-of, Fan Service Videos, Partner video promos etc. The power of BTS stills & video for building engagement. How to be smart with tight resources. What decisions to make before going on set? Connecting your publicity stories to your main story.
4:45 PM	Closing Comments / Preview Day 2. Bring your merch!	
	Karakia whakamutunga - Sue May	
5:00 PM	End of Day sessions	
5:30 PM	Arrivals for After Dark Session	
6:00 PM	AFTER DARK SESSION: The Dark Arts of Publicity. <i>Me mate ururoa, kei mate wheke. (Fight like a shark, not like an octopus).</i>	Senior NZ publicists open up on facets of the job that don't get talked about, reveal some juicy damage control tales - and more insider secrets. The floor will be open for your stories. Also features the launch of the new ASPC Publicity Planning Template. Chatham House Rules - no phones, no recording, no memorising.
7:40 PM		
7.45PM	END OF DAY ONE	

DAY 2 Saturday May 8		
9.30AM	Doors open + coffee	
9:55 AM	Karakia timatanga - Chris Henry	

10:00 AM	Session 6: EMBRACING THE MEME: The Importance of Engaging with Fans (and how NZ Productions Can Be Better At It). <i>Nāu te rourou, nāku te rourou, ka ora te manuhiri. (We give to satisfy guests/fans)</i>	From <i>Tākaro Tribe's</i> talking dolls to <i>Kiri & Lou</i> fan-made birthday cakes; from <i>Hunt for the Wilderpeople's</i> Instagram stickers to Officer O'Leary and Officer Minogue delivering Covid safety messages, fan service can take many forms. A 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.
11:00 AM	Morning tea	
11:20 AM	Session 7: HELLO WORLD: Getting the Temperature of America as the World Re-Opens <i>Waiho i te toipoto, kaula i te toiroa (Let us keep close together, not wide apart)</i>	Being prepared for international sales with the best materials possible; what international publicists' pitches look like; multicultural marketing in the North American context; what it's like doing Zoom junkets; coming out the other side of Covid; cultural competence, and other global issues to be aware of.
12:30 PM- 1:30PM	Lunch	
1:35 PM	Session 8 PERSONAL BRANDING: Making Authentic Connections With Your Own Audience. <i>Whāngaia ka tupu ka puawai (that which is nurtured blossoms and grows)</i>	We know: you're busy, you're underfunded, you have deadlines, you can't keep up with one of your social media accounts, let alone all of them - and yet, other busy creatives have time to also start a podcast? How to prioritise your public persona.
2:30 PM	Afternoon Tea - quick break to get coffee to take into next session	
2:40 PM	Session 9 COFFEE AND PUBLICITY: Getting The Best Out of An Hour with a Publicist. <i>Ka whati te tai, e pao tōrea (when opportunity strikes, seize the day)</i>	Now that you know everything, where do you start? Senior industry publicists Adria Buckton (Trigger) and Leanda Borrett (NZ On Screen) talk about NZ On Air's Music Publicist Mentoring scheme, aka "the coffee cup fund", which was set up in the midst of Covid to help self-managed artists plan their publicity strategies. How can it be adapted to suit screen creatives? The first ten questions a publicist will ask you, and how to come in prepared for success.
3:10 PM	Changeover	
3:15 PM	Session 10: Z IS FOR ZEITGEIST: The Power of Possibility <i>Moea te moemoea, engari whakatinanahia. (Dream the dream, but let it become reality)</i>	We know the mechanics of how to connect stories with audiences, but how do you keep a precious story safe while having ambition for it? A panel of future-thinking storytellers look further up the road and help us chart the coordinates to get there.
4:15 PM	KUPU WHAKATEPE (Conclusion) <i>Mā te whakaatu, ka mōhio. Mā te mōhio, ka marama. Mā te marama ka mātau. Mā te mātau, ka ora. (By discussion comes understanding. By understanding comes light. By light comes wisdom. By wisdom comes wellbeing.)</i>	What was the value of this workshop? What did we learn? What will we do differently?

4:30 PM	Karakia Whakamutunga - Gemma Gracewood	
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