

## #RTFREMOTEACCESS 2020



### **PEOPLE, PROGRAMMING, CURATING & COMMUNICATIONS:**

1. *Carry people along with your festival programming. Use your most versatile social media tools to convey your communications in the most attractive manner. This will include Photos, videos and slides.*
2. *Engage your Graphics team a month before your official selections are announced. Create teasers and keep them creative.*
3. *Get a reputable Feature Team made up a film preview/review committee, a selections committee, a jury – all working with a skilled and film savvy Curator. Make a big deal of your announcement of Selected films on social media and on your website. For any film festival YOUR FESTIVAL APPRECIATION STARTS WITH THE QUALITY & PEDIGREE OF FILMS TO BE SCREENED. The importance of creating a fully functional and dynamic website cannot be over-emphasized. On the website, avoid lengthy texts. Make good use of graphics (bearing the message), videos and pictures.*
4. *Every Social Media effort should point people back to your website. As much as possible, restrict all forms and registrations to your website to drive traffic. With the right traffic on your website, everything you put there will be seen and engaged. Add an instant chat application to the homepage of your website. We always use WhatsApp, and it helps us with super-fast responses. This WhatsApp live chat on the website should be linked to a phone that is used by your communications lead, or anyone with excellent inter-personal communications skills on your team. Patience and courtesy are key. Don't underestimate the reviews you will get after the festival.*

5. *Draw up an FAQ list and update it with every remark, question or comment received from all your social media platforms, and share with your lead communications team. This provides the team with a basis for responding to questions as things progress. Be prepared for rude and insensitive people.*
6. *Back to your official selections, create generic materials for promoting all filmmakers and their films, but also remember to create customized materials (in audio / video / photo formats) which the filmmakers will whole-heartedly share because they know it's personalized for them. Don't under-estimate what this can do for your promotions.*

*It is tedious, but rewarding. This is your first step in building your festival's experience.*

7. *Create a mailing list for all levels of participation. Generic registration, Registration for all the various sessions and activities. Create two special mailing lists:
  - a. *Mailing list for all your Facilitators and speakers*
  - b. *Mailing list comprised of all the filmmakers (or whoever your festival addresses) whose films have been selected for screening.**
8. *Create a WhatsApp group for various groups of participants: Filmmakers, Registered Festivalia, Panellists & Facilitators, and your festival team. Don't just add them, but send out a personalized email to each person using the BCC feature, highlighting the importance of the group and providing the link to join the group. This is our biggest life-saver as a festival. Not only does it aid with information dissemination, it creates a very fond bond between you and these wonderful folks who have decided to partake in your event. Appoint your top-three team members as administrators but restrict recurrent communications to the most courteous, most emotionally intelligent member of your team.*
9. *All your finished, Captivating Videos and Graphics (prepared beforehand and archived in folders, should be named by date and activity for easy deployment)*
10. *Create a Calendar, and integrate it with your GMAIL and scheduled sessions – even on Zoom, Microsoft Teams and Google Meet. That way, you never forget to attend to any email. Set alarms on your phone too, so you never miss a schedule – especially following up with filmmakers and facilitators.*
11. *Add all necessary email accounts to your mobile device so you get alerts on the go. Make all emails accessible to at least three or four of your core festival management team members. (Just in case one person is overwhelmed). The secret is teamwork.*
12. *Effective communications / correspondence is by far the most appreciated feature of any festival. We can vouch for that.*
13. *In relating with people, make them feel like they are talking / chatting / exchanging emails with another human being. Keep the human touch intact throughout the festival. It keeps you sensitive to people's emotions and requests.*
14. *Team members should overlap for each other. Everyone plays defence, and everyone plays attack.*

## TOOLS, INTERFACES AND APPLICATIONS.

### 1. **FILM SCREENING (Customizable Online Screening platform)**

We used Wistia, Youtube, Vimeo, Our Website (passworded Group pages with sign-in options)

**FUTURE** – Still stick to our major platforms especially – **WISTIA** & **Our WEBSITE (Build a robust website)**

WISTIA has lots of great features including the use of Subtitles, full branding / customization of the platform, access to the back-end and full control over content. You can also embed your WISTIA channel on your website.

### 2. **Q&A SESSIONS (We used Facebook Live, Lifesize & Zoom)**

**Options:** Facebook Live (only allowed chats with participants) Life Size (easiest, no installation required) Zoom (best)

**FUTURE** – Recurring Zoom Meeting // Microsoft Teams (requires Microsoft account) // **Google meet** - free till September 2020 & subject to improvements by google.

### 3. **PANEL DISCUSSIONS (We used Lifesize & Zoom)**

**FUTURE** – **Recurring Zoom Meeting** (one-time setup with possibility of changing passcodes) // Microsoft Teams (requires Microsoft account) // Google meet.

### 4. **INDUSTRY SESSIONS (We used Lifesize & Zoom)**

**FUTURE** – **Recurring Zoom Meeting** (If there are presentations and sharing) // Microsoft Teams (requires Microsoft account) // **Google meet** (if it's just talk with no presentations)- free till September 2020.

### 5. **EXERCISE / WORKOUT BREAKS**

(We used Zoom, In-between film screening / Advantage sessions – necessary because of the long hours in front of the computer)

**FUTURE** – **Instagram / Facebook Live / YouTube Live** (to keep it accessible to all, and truly public) // Recurring Zoom Meeting // Microsoft Teams (requires Microsoft account) // Google meet – free till September 2020.

### 6. **ADVANTAGE SESSIONS & MASTERCLASSES (We used Lifesize & Zoom)**

**FUTURE** – **Recurring Zoom Meeting** (If there are presentations and sharing) // Microsoft Teams (requires Microsoft account) // **Google meet** (if it's just talk with no presentations)- free till September 2020.

### 7. **AUDITIONS (We used Lifesize & Zoom)**

**FUTURE** – **Instagram / Facebook Live / YouTube Live** (to keep it accessible to all, and truly public) // Recurring Zoom Meeting // Microsoft Teams (requires Microsoft account) // Google meet – free till September 2020.

### 8. **VIRTUAL ROUNDTABLE SESSIONS (We used Lifesize & Zoom)**

**FUTURE** – **Recurring Zoom Meeting** (If there are presentations and sharing) // Microsoft Teams (requires Microsoft account) // **Google meet** (if it's just talk with no presentations)- free till September 2020.

**9. LIVE VIRTUAL RED CARPET (We used Zoom)**

**FUTURE** – Instagram / Facebook Live / YouTube Live (to keep it accessible to all, and truly public)  
Developing an app like *Breath of Hope Africa's virtual gallery* where people can step in with their webcams / phone cameras, and be placed on a green screen background.

**10. LIVE CLOSING CEREMONY & AWARDS PRESENTATION (We used Zoom and Facebook live)**

**FUTURE** – Recurring Zoom Meeting (If you want to keep it closed to only registered participants)  
Instagram / Facebook Live / YouTube Live (to keep it accessible to all, and truly public)  
Judging from what the organizers of Cannes, Emmy and Bafta did after us.

**11. RTF CHALLENGE (We used WISTIA and WhatsApp to track progress)**

**FUTURE** – Instagram and Facebook Live and YouTube Live and ZOOM (to keep it accessible to all, and truly public)  
Judging from what the organizers of Cannes, Emmy and Bafta did after us.

**12. INTERNET CONNECTIVITY (We used five different service providers, fully paid for)**

**FUTURE** – We recommend Partnering with four to five ISP's to get broadband support to reduce cost.

**13. POST-FESTIVAL**

The post-festival communication is just as important as the one done during the festival. The website has to be updated with the list of winners and other relevant materials, including pictures and videos. Furthermore, the recorded sessions must be made readily available for sharing on the website.

Set an agenda for an initiative that will keep the spirit of the festival alive till the next edition. This is often easier with networking and collaborative ideas.

The dates for the next festival event must have been decided upfront, and published on the website as soon as the current edition ends.

The team must follow up with the delivery of Awards / Plaques / Certificates to winners, and sending notes of appreciation to all the facilitators, members of jury and team mates. Everything adds up to the expected reviews for your festival. In our case, we have an excellent 5-star review on Filmfreeway, for COMMUNICATION, QUALITY, HOSPITALITY, VALUE and NETWORKING.

**LEARNINGS & RESOLUTIONS FROM THIS YEAR'S EDITION:**

We are adopting an online schedule as part of our annual event; even when we return to having the live event. Schedule will be split 60% (Live) and 40% (Online) going forward, allowing us to beef up the experience on each day of our Live event.

The importance of collaborations and partnerships can never be over-emphasized. Many things can be achieved in-kind, rather than through heavy financial sponsorships.

**BUDGET FOR AN ONLINE EDITION:** Between N1m and N7m (depending on scope and duration)

## **#RTF2020online Festival Statistics:**

*1/5 the budget of our annual live event*

*Over 12,000 email correspondence made*

*Over 300 Phone Calls completed*

*16,456 Registered Participants*

*Over 500,000 Online Festivalia*

*Over 23,000 Daily views on our Customized Online Screening platform*

*116 Movies screened smoothly without buffering or lag*

*21 Q&A (Question & Answer) Sessions*

*28 countries represented by diverse filmmakers*

*18 Masterclasses & Advantage Sessions*

*6 Industry Roundtable Sessions*

*3 International co-productions sealed*

*1 Documentary almost completed by our newly formed RTF collective*

*1 Feature Film project in development by filmmakers in the RTF collective*

*47 Awards Presented to Filmmakers from all over the World*

*9 Unforgettable days*

*1 Global Space*

*1 Festival*

### **DID WE SUCCEED?**

#### **1. Our reviews on Film Freeway are exceptional.**

The screenshot displays a review section on Film Freeway. At the top, it shows '150 Reviews' with a 5-star rating and a 'Respond to Reviews' button. Below this, there are four categories with 5-star ratings: Overall Rating, Quality, Value, Communication, Hospitality, and Networking. Two reviews are visible:

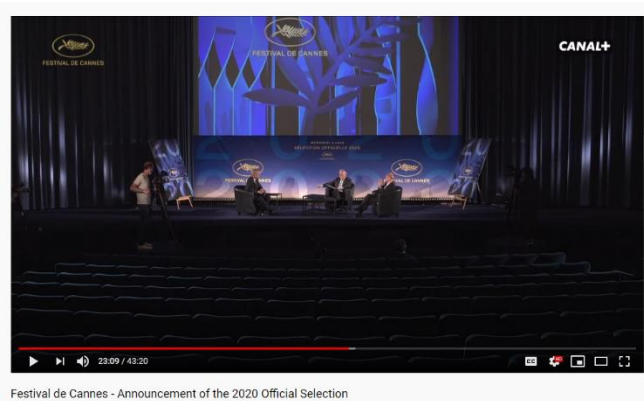
- isoken ibie** (June 2020): "The Festival was outstanding, despite the fact that it was done on line. The communication was on point, they carried everyone along, all through. The award Ceremony was beautiful. Realtime International Film Festival was very professional." (Helpful)
- Obiorah Michael** (June 2020): "This year's event was online and I was so Impressed with the communication and comportment from the team! I am glad to be a semi finalist♥♥♥" (Helpful)

On the right side, a list of award categories is shown, each with a dropdown arrow:

- (COMPETITIVE)
- BEST USE OF TECHNOLOGY (COMPETITIVE)
- BEST CELL PHONE / TAB MOVIE (COMPETITIVE)
- BEST INSPIRATIONAL / CHRISTIAN FILM (COMPETITIVE)
- BEST FAMILY ORIENTED MOVIE
- BEST INSPIRATIONAL / MUSLIM FILM (COMPETITIVE)

2. *Other big international festivals have followed suit, and we have gone through the programme of events. We are proud to say our event stands shoulder -to-shoulder with theirs as far as remote activation is concerned – especially considering the fact that we had our event during a “TOTAL LOCKDOWN”. Some include the Cannes, Bafta and even the Emmy’s.*

<https://youtu.be/vbcvBAXYZCQ> - CANNES 2020 (June 2020)



<https://youtu.be/sLQInWkyA8c> - BAFTAs 2020 (July 2020)



<https://youtu.be/v3-xNC4xU74> - EMMY AWARDS (July 2020)



3. *No other festival or Entertainment industry – related event has been able to replicate what we did in April 2020. That is why we are volunteering to assist two festivals / creative – cultural events to have a remote online edition as well.*  
*This is because as a festival, we have said to ourselves that **we have not really succeeded till we “replicate”**.*

### **Q&A SESSION – 30 minutes.**

#### **Links:**

WEBSITE: [www.realtimefilmfestival.com](http://www.realtimefilmfestival.com)

SUBMISSION PORTAL (FilmFreeway): <https://filmfreeway.com/REALTIMEFILMFESTIVAL>

<https://youtu.be/pCCjcXxXEtU> - RTF2020online Love Overview Part 1

<https://youtu.be/dfklSBxllFI?list=TLPQMTlwODlwMjC3hgqLSSPx5g> – RTF2020online promo

<https://youtu.be/MNPU-7JvGyw?list=TLPQMTlwODlwMjC3hgqLSSPx5g> – RTF2019 Opening films

<https://youtu.be/cTWQsmg2gZI?list=TLPQMTlwODlwMjC3hgqLSSPx5g> – Power of 1 – (promo)

<https://youtu.be/SijPmPhdHww?list=TLPQMTlwODlwMjC3hgqLSSPx5g> – Filmmaker Introduction

<https://youtu.be/j9ZGr-SwGMk?list=TLPQMTlwODlwMjC3hgqLSSPx5g> – Filmmaker Intro (foreign)

<https://youtu.be/wHdbISwI5Rs?list=TLPQMTlwODlwMjC3hgqLSSPx5g> – Several filmmakers’ montage

<https://youtu.be/4rjFeEcX3sl?list=TLPQMTlwODlwMjC3hgqLSSPx5g> – Facilitator Promo (Judith Audu)

<https://youtu.be/D9piHEkBpoM> - Brand Ambassador (Kiki Omeili)

<https://youtu.be/IXwcTf-halA?list=TLPQMTlwODlwMjC3hgqLSSPx5g> – Brand Ambassador (Kunle)

<https://youtu.be/FikV4913Zpg> - Brand Ambassador (Wole Ojo)

<https://youtu.be/YT2-QNMisWY> - rtfchallenge montage

<https://youtu.be/ePsAsYkf36s> - RTF WAZOBIA LIVE INTERVIEW

<https://youtu.be/kDyDjM2mesl> - RTF2020online report on Channels Television

[https://youtu.be/hPMvo\\_70XUA](https://youtu.be/hPMvo_70XUA) - RTFCHALLENGE Portal

<https://youtu.be/zZcll8-G7Jc?list=TLPQMTlwODlwMjC3hgqLSSPx5g> – RTF2020online film portal

#### **FOLLOW #RTF ON SOCIAL MEDIA:**

FACEBOOK: <https://www.facebook.com/realtimeinternationalfilmfestival/>

TWITTER: <https://twitter.com/realtimefest>

INSTAGRAM: <https://www.instagram.com/realtimefilmfestival>

OUR HASHTAGS:

#RTF2020online #RTF2020 #stayHOMEfestival #RTFCONNECT