



FOR IMMEDIATE RELEASE:

2009 RHODE ISLAND INTERNATIONAL FILM FESTIVAL

MEDIA RELEASE

For Details, Photographs or Videos about RIIFF News Releases,

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RI FILM FESTIVAL TECHNOLOGY FORUM

**HOSTED BY THE RHODE ISLAND INTERNATIONAL FILM FESTIVAL &
RHODE ISLAND CENTER FOR INNOVATION & ENTREPRENEURSHIP**

PROVIDENCE, RI (July 13, 2009) - The **Rhode Island International Film Festival** (RIIFF) is holding its second annual technology forum on Thursday, August 6, 2009 from 8:30 a.m. to 1:00 p.m. at the **Rhode Island Center for Innovation & Entrepreneurship**, located at One Davol Sq. in Providence, RI.

Throughout its 13-year history, RIIFF has been an active participant in local community programs. This year, RIIFF invites both filmmakers and the general public to an exciting and informative forum. The workshop series will focus on educating filmmakers and entrepreneurs about the emerging uses of digital and web-based technologies for film-related marketing and distribution efforts.

"This forum discussion is an exciting new venture for us," said **Adam Short**, Producing Director at RIIFF. "We coined the term 'auteurpreneur' to describe the evolving role that filmmakers must play. They must be both an artist and an entrepreneur. It's not enough that a filmmaker can achieve his or her artistic vision, but each one must also know how to reach new and broader audiences."

The forum panels will explore three distinct topics - **promotion, distribution, and innovation** - and will be led by local entrepreneurs, educators, and filmmakers with related expertise. Workshops will be approximately 45-60 minutes long and offer a question and answer session. Panel experts include:

- o **Bill Via**, *Founder*, indeoma.com
- o **Yuval Zukerman**, *Technical Architect*, Molecular
- o **Joel Evans**, *Founder*, Cronk Games Inc.
- o **Carrie Olson**, *Edwards, Angel, Palmer & Dodge*, Intellectual Property Attorney
- o **Fred Spencer**, *Educator / Consultant*, RISD Continuing Education/Awkward Novice
- o **Annette Tonti**, *CEO*, MoFuse
- o **Blake Whitman**, *Director of Community*, Vimeo.com
- o **David Tames**, *Co-Founder*, Innovation Catalyst Partners, Inc
- o **Josh Oakhurst**, *Nail Advertising*
- o **Seth Resler**, *Founder*, Quickwhatsup.com

Admission to the event is \$25 for the general public and \$15 for students and seniors. Tickets can be purchased in advance online at <http://www.film-festival.org/TechForum09.php>

For more information, call 401.861.4445 or visit www.film-festival.org.

DETAILS

WHAT: RIIFF Technology Forum: "Filmmaker 2.0: The Digital Auteurpreneur"

WHEN: Thursday, August 6, 2009 from 8:30 a.m. to 1:00 p.m.

WHERE: The **Rhode Island Center for Innovation & Entrepreneurship** (One Davol Sq. Providence, RI 02903)

WHO: The **Rhode Island International Film Festival**

WHY: To educate filmmakers and the general public on emerging trends in using digital and web-based technologies for marketing and distribution efforts.

COST: \$25 for the general public; \$15 for seniors and students, call 401.861.4445 for tickets.

ABOUT THE RHODE ISLAND INTERNATIONAL FILM FESTIVAL

The mission of the **Rhode Island International Film Festival** is to discover and empower filmmakers. Held in Providence, and at locations throughout the state, RIIFF is one of only 63 film festivals worldwide that is a qualifying event for the Oscars. It is also New England's largest film festival. Its innovative programming, cultivated industry ties, and loyal audiences have made the Festival a strategic and desirable platform for film premieres, drawing hundreds of independent filmmakers from around the globe. For more information about the festival, please visit www.rifilmfest.org.

ABOUT THE RHODE ISLAND CENTER FOR INNOVATION AND ENTREPRENEURSHIP

The **Rhode Island Center for Innovation & Entrepreneurship (RI-CIE)** is a new, collaborative, statewide venture to help Rhode Island-based entrepreneurs, researchers, and existing companies advance information and the commercialization of ideas. RI-CIE launched in April 2009 after months of planning to answer calls for more collaborative efforts to boost business growth in Rhode Island. RI-CIE is meant to dovetail with city and state efforts already underway to strengthen entrepreneurial connectivity and enhance services and offerings that spur innovation and new venture creation in Rhode Island.

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