

Noa Cacharel – Brief Resume

- ❖ Noa Cacharel has been dedicated to international marketing, distribution & sales of films for over 15 years.
- ❖ Her films have participated in over 90 international film festivals and have been acquired for theatrical and TV releases worldwide.
- ❖ She has participated in dozens of international film festivals in varied countries.
- ❖ She is a graduate of **MEGA PLUS - European Master in Audiovisual Management**, the flagship program of the **MEDIA – Business School for Audiovisual Management** which was funded by the European Union.
- ❖ Noa Cacharel trains & empowers international filmmakers through initiating courses & workshops in addition to individual consultations.
- ❖ She has initiated international film marketing & financing courses together with strategic partners such as **McCANN Tel Aviv, PwC Israel, Tel Aviv University, The Screenwriters Guild of Israel** and **Israel Directors Guild**.
- ❖ She has lectured in varied film schools and has provided their students and alumni valuable knowledge and practical tools which help them succeed internationally as filmmakers.

Selected Webinars:

1. Building a Successful International Film Festival Strategy

A unique webinar tailored to the needs of international filmmakers who wish to learn how to build a successful international film festival strategy. In addition, crucial methods focusing on how to effectively evaluate thousands of film festivals worldwide and chose the ones that are suitable for a specific film.

Main Topics:

- ❖ **How to build international film festival strategy** according to you film's genre, length, target audience and other variables.
- ❖ **How to set specific goals** according to your aims and wishes.
- ❖ **Practical ways to evaluate film festivals.**
- ❖ **The differences between the varied premieres.**
- ❖ **Important activities before and while your film is being screened in a film festival** in order to maximize your film's exposure.

Duration: **6 hours.** The webinar includes 3 sessions; each one is 2 hours long.

Price: 200 Euros

Special Price for EWA members: 175 Euros

Dates: Thursday, November 14th, 21th, 28th.

Time: 7:00-9:00 PM CET

2. The Road to Success: *International Film Marketing & Sales*

An extraordinary webinar dedicated to the arts of marketing and sales! It reveals significant ways of branding your film, differentiating it from the competitors and selling it to varied international buyers.

Learn how to generate revenues and profit from your film!

Main Topics:

- ❖ **Creating appealing marketing materials**, such as posters, digital brochures & digital media assets
- ❖ **Writing successful** loglines, synopses, EPKs and marketing emails.
- ❖ **The differences between varied buyers**, such as International Sales Agents, Distributors, Exhibitors, TV Stations & VOD.
- ❖ **Ways of Locating and Approaching Buyers**

Duration: **6 hours.** The webinar includes 3 sessions; each one is 2 hours long.

Price: 200 Euros.

Special Price for EWA members: 175 Euros

Dates: Thursday, December 5th, 12th, 19th

Time: 7:00-9:00 PM CET

3. Successful Pitching Made Easy! Webinar & Work Group

Learn how to pitch like a pro! Grab the attention of potential buyers and financiers. This is a highly essential tool that really helps filmmakers to succeed internationally.

In this important webinar you will learn the vital key elements of presenting your film in the best and most professional way. The webinar will teach you step-by-step how to create excellent pitches that will keep the audience interested, curious hopefully want to know more about your film & you.

We'll explore different kinds of pitches like elevator pitch and public pitch. Examples of good, and bad, pitches will be presented and analyzed.

After learning the basics, it is time to implement them in the webinar's special online work group where you can share your pitches and receive indispensable feedback which will help you perfect and refine your pitch.

The webinar includes 2 sessions: the first session will cover the basics, and the second one will include the work group in which the members' pitches will be analyzed and perfected. Each session is 2 hours long.

Duration: 4 hours. The webinar includes 2 sessions; each one is 2 hours long.

Price: 150 Euros.

Special Price for EWA members: 125 Euros

Dates: Thursday, January 16th & 23st, 2020.

Time: 7:00-9:00 PM CET

***** It is highly recommended to complete [Building a Successful International Film Festival Strategy Webinar](#) and [The Road to Success: International Film Marketing & Sales Webinar](#) before joining the [Successful Pitching Made Easy! Webinar & Work Group](#).**