



Third Board Meeting
27 February 2013

Third Board Meeting

- Thanks for coming!
- First board meeting since festival
 - Recap our mission and artistic vision
 - Summary of 2012 festival
 - Feedback and lessons from 2012
 - Vision and plans for 2013
- We will circulate the festival report and ask for your feedback in the coming weeks

Motivations

- Create tangible guidelines for programming and selection processes
 - Form a more cohesive festival with a genuine flavor
 - Improve educational and outreach opportunities
 - Embrace the link between the festival and science
 - Adhere to CERN's core values and the spirit of its mission
-

CinéGlobe Mission

CinéGlobe aims to challenge the perceived divisions between science and the art of cinema by demonstrating that they are both essential to interpreting our world.

Artistic Values

- Key Artistic Values
 - Imagination
 - Exploration
 - Discovery
 - Innovation
 - Festival keywords
 - Unexpected
 - Challenging
 - Enlightening
 - Different
 - These values are common to science, art, and cinema – and especially apply to our work at CERN
 - *We want to be a different kind of science festival.... But how?*
-

Artistic Vision

- **Festival Theme - Infinitely (Inter)connected**
 - “Pick a flower on earth and you move the farthest star.”
 - When famed physicist Paul Dirac made this statement, he probably never imagined how much it would apply to our modern society. Fueled by science and technology, our world has become connected at a level far greater than we ever thought possible. CinéGlobe seeks to showcase films of all genres that illustrate, probe, and challenge this nearly infinite connectedness of which we are all part – scientists and artists alike.
-

FESTIVAL PROGRAMMING

Programming Strands

- Short Film Competition
 - Doc <30 minutes
 - Fiction <15 minutes
- Discussion/Short Programs
- Feature Films
- Musical/Retrospective Events
- Post-Festival

Short Film Competition

- 7 Programs in all
- Grouped thematically
- Mix of Fiction/Doc in each program
- Grew naturally during the selection process

Short Film Programs

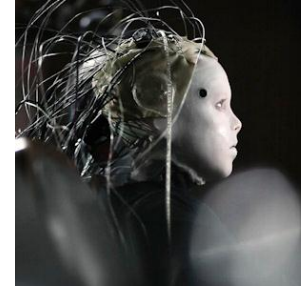
Sex and death: Science and technology are constantly changing our lives, but two aspects of human existence remain constant... sex and death, you can't live without them.



Survival: Evolution used to be simple, if you were too slow you got eaten, can we now contemplate eternal life?



Place in the universe: From time immemorial, man has wanted to understand his place in the grand scheme of things, who are we, what makes us unique, and who are the little green guys?



Progress?: Progress, driven by science and technology, has redefined the way in which we live our lives – is that always a good thing?



Consequences: With our increasing ability to exploit the natural world, what impact has humankind had on our home?



Connected: Technology has revolutionized the way we communicate with and relate to one another, can you keep up?



Reaching Out: Contemporary life has changed the scope and nature of our interactions with other people; we affect those around us in the most profound and unexpected ways and our relationships define who we are.



Short Film Program Popularity

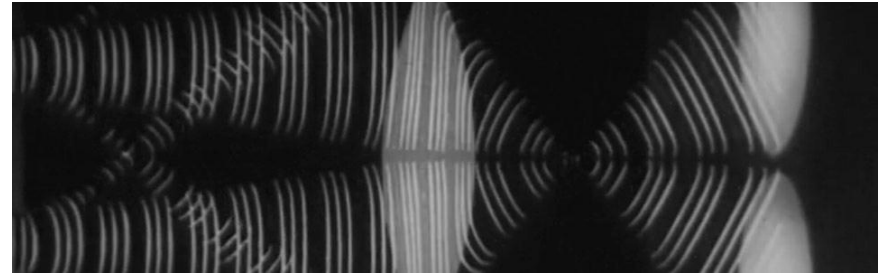
Short Program	Weekday Show	Weekend Show	Program Totals	Ballots	% voted
Connected	50	36	86	69	80%
Consequences	58	18	76	60	79%
Sex and Death	56	45	101	80	79%
Survival	30	49	79	62	78%
Progress	46	22	68	52	76%
Place in the Universe	55	85	140	117	84%
Reaching Out	48	36	84	68	81%
TOTALS	343	291	634	508	80%

Jury

- **TECH STARTUP FOUNDER - Sunny Bates**
 - Sunny works with businesses and organisations that thrive in this interconnected world. She was a founding board member of Kickstarter.com, which has revolutionized funding for creative projects, and has been instrumental in the World Science Festival, founded by famed string physicist Brian Green.
- **DOCUMENTARY PRODUCER - Peter Engel**
 - A documentary producer with Zentropa Films in Denmark, Peter has worked extensively with Mads Brügger, the well known Danish journalist, to uncover stories from the inside perspective. Peter's most recent film, The Ambassador, was the opening film at IDFA in Amsterdam, and showed at Sundance.
- **PHYSICIST - Gian Giudice**
 - Theoretical physicist at CERN, Gian wrote the book "A Zeptospace Odyssey" which explains for the average reader the complex physics of the LHC. He is often called upon to make complex physics understandable, and seeks to convey not just the content of the fundamental research done at CERN, but also the wonder behind it.
- **DIRECTOR - Marie-Eve Hildbrand**
 - Graduate of the ECAL Cinéma School in Lausanne, Switzerland, Marie-Eve has produced both fiction and documentary shorts, as well as co-directing a documentary feature on the Swiss political process, Dans Nos Campagnes, which premiered at the Solothurn Film Festival in early 2012.
- **ANIMATION SUPERVISOR - Andrew R. Jones**
 - Animation supervisor for films such as Titanic, Godzilla, I, Robot, and Superman Returns, Andy won both the Oscar and BAFTA awards for best visual effects on Avatar. He recently finished his first short film as writer and director, named Parallel, which will be screened out of competition at CinéGlobe.
- **FESTIVAL ORGANIZER - Vincent Lamy**
 - General delegate to the PariScience science film festival in Paris, Vincent is participating in the CinéGlobe jury for the second time. He knows science film and film festivals from the inside out, and has lead an equally eclectic life as host, singer, and actor.

Special Programs, 1/2

- Opening
 - Address from Cinématheque Suisse Directeur Maire
 - “Retrospective” of science in cinema (including CERN)
- Youth Program
 - “Time travel and multiple dimensions”
 - Discussion of science in fiction
- Musical Event
 - Custom soundtrack to “Into The Present” – Romanian film on space travel to MIR
 - Performed by band “British Sea Power”



Special Programs 2/2

- One Day on Earth
 - Feature world premiere, but limited private event
- Creative Commons in the Internet Age
 - Short film & panel discussion program
 - Focus on distributed creation in the internet age
- A Beating Heart
 - Docu-drama
 - Laureate from Pariscience
 - With director in attendance for extended QA session



Post Festival Events

- One Day on Earth Global Screening
 - Simultaneous screening on Earth Day, April 22nd
 - ~200 countries participating
 - 367 attendees for 2 sessions on Sunday afternoon
- “British Sea Power” & *Out of the Present* at BFI in London
 - Presented by CinéGlobe at BFI in June

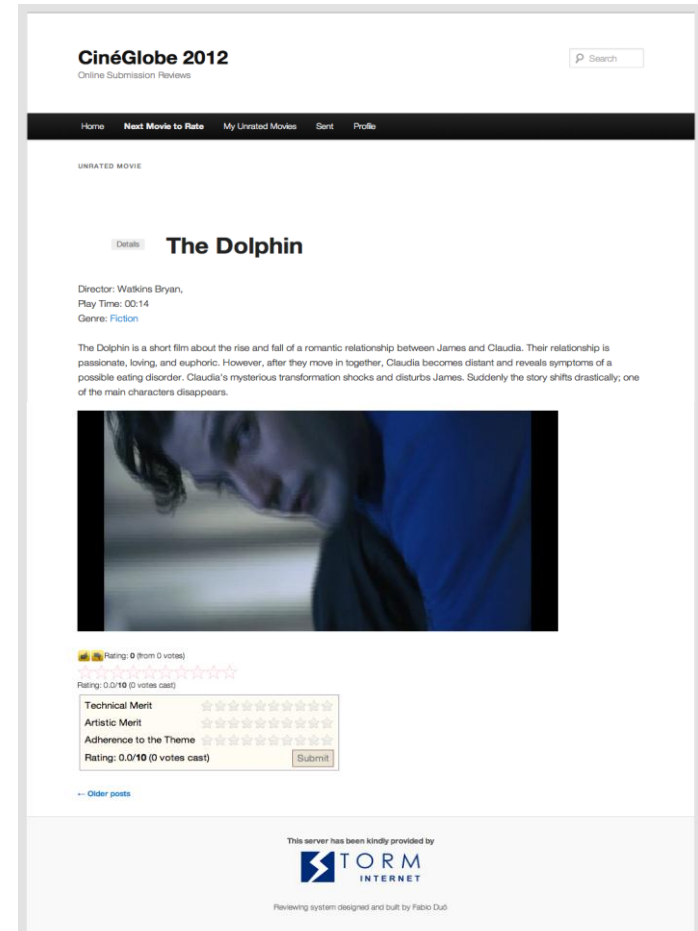
FESTIVAL LOGISTICS

Logistics

- Film Reviewing Platform
- Audiovisual Setup
- Subtitling/Interpretation
- Festival agenda
- Film Submission/Selection Summary
- CinéGlobe in numbers
- Audience Statistics

Film Reviewing

- Online platform with dedicated server
 - All films viewable with metadata
 - Ratings system for distributed reviewing
 - Interface to short film depot (SFD)
 - Most films uploaded as SFD video files, but still accepted ~1/3 by DVD
- Server no longer online
 - Management was largely manual and time consuming
 - There are security issues with hosting it at CERN
 - We are looking at alternatives to bring it back online



Reviewing/Selection Process

- First viewing by about 20 volunteers from the film club
 - Very general elimination process
 - Any eliminated film had to be seen by two people
- Pre-selection of about 300 films
- Final selection made iteratively by selection committee (3 people)
 - Each person watched more than ~500 films

Proposal for CinéGlobe Online

() and post() Met...

CineGlobe Online Matt Ryan (admin) Home Update DB Log out

Current edition: 2014 | Festival start: 365 days | Films in 2014 DB: 1269 Fic: 1029 Doc: 220 | Left to vote: 1200 | Last DB update: 10 Feb 2012 10:59am

Rate a Movie

My Favourites

Search

Edit my Profile

Show Me:


Fiction Rankings

Documentary Rankings

Potential Selections

Selections

Movie Title



Genre

Country

Director

Synopsis

Online archive, voting and film management tool.

Written in-house, from scratch. Work begun.

Audiovisual Setup

- Provided by Lumens8
 - 18k projector, Full HD
 - 6.5m screen
 - Real Cinema Experience
- Globe will update its current system to more or less these specifications
- Only problems during event arose from Globe system and mixing Globe/external systems



Subtitling/Interpretation

- Subtitled all films in English and French
 - Used film club members to do the brunt of the work
 - Burnt in subtitles using FCP and an XML converter
 - We were subtitling right up until showtime in some instances (missed a couple of films for first showtime)
- Interpretation
 - Saturday only (discussion program at Forum and Awards ceremony at Globe)
 - Availability was appreciated, but total cost was probably more than 100CHF/person

Festival Agenda

	THUS. 27	WEDNES. 28	THURS. 29	FRIDAY 30		SATURDAY 31		SUNDAY 1	
	Globe	Globe	Globe	Globe	Forum	Globe	Forum	Globe	
12:00									
12:30		12:15 Consequences	12:15 Survival	12:15 Place in the universe		Progress ?		Reaching out	
13:00									
13:30									
14:00		Youth program	Youth program (school only)						
14:30									
15:00									
15:30									
16:00									
16:30									
17:00									
17:30									
18:00									
18:30									
19:00			Progress ?	Reaching out					
19:30									
20:00	Opening ceremony								
20:30									
21:00									
21:30									
22:00									
22:30	Connected	Sex and death	Cine-musical British Sea Power		Feature documen-tary film "A beating heart"	Award ceremony and "apéro"	Connected	Sex and death	
23:00									
23:30									

- Overall rationale
 - Short films daytimes and weekend
 - Special programs evenings
- Short film programs shown twice
 - Once during week
 - Once during weekend
- Used Sunday at Globe

Film Submissions/Selection Summary

- Submissions
 - Fiction
 - 1427 Submissions
 - 1148 Films received
 - Documentary
 - 384 Submissions
 - 304 Films Received
- 99 different countries of origin
- Formed into 7 mixed programs
 - 42 Fiction films selected
 - 13 Doc films selected

CinéGlobe 2012 in Numbers

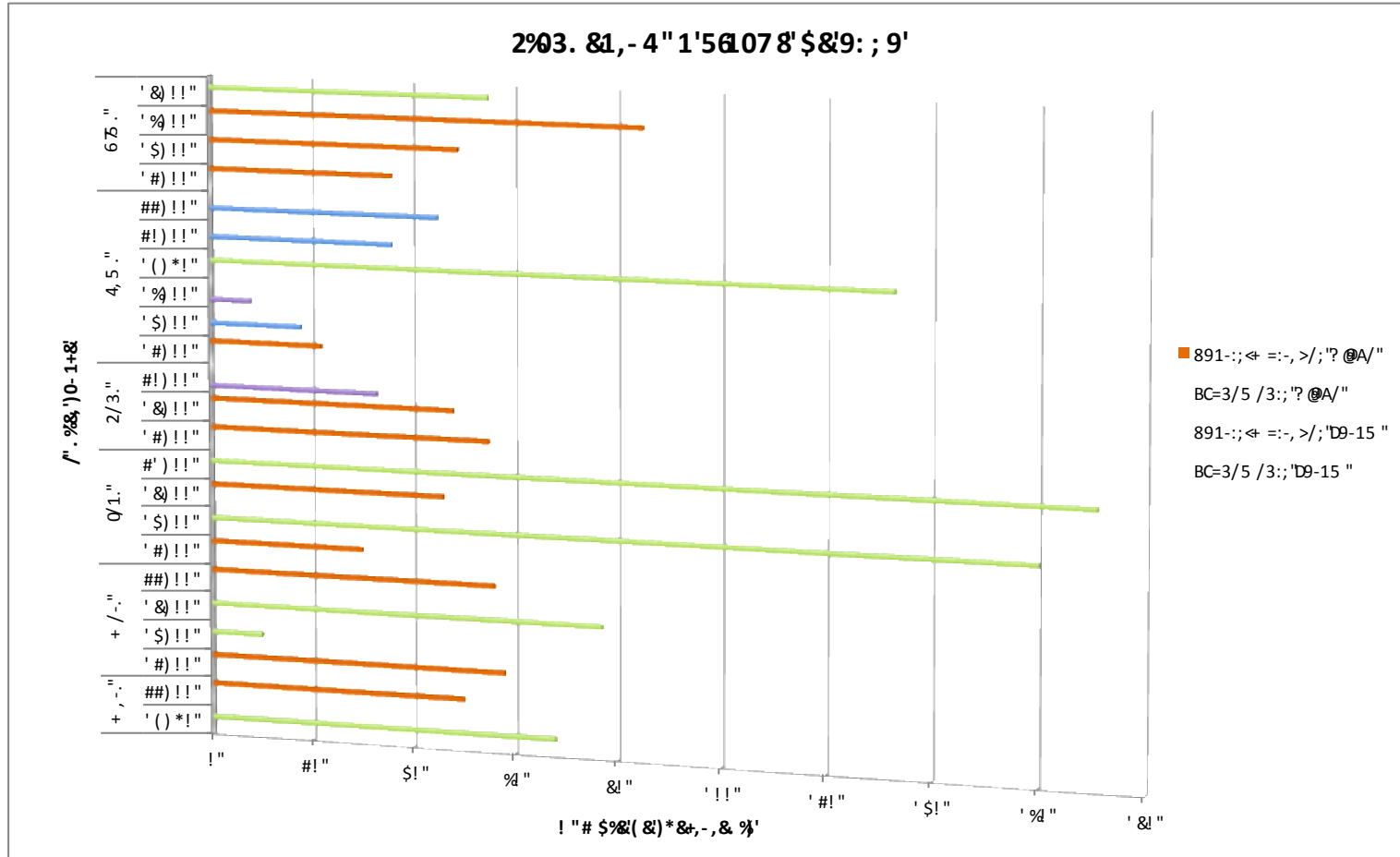
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← Most Troublesome

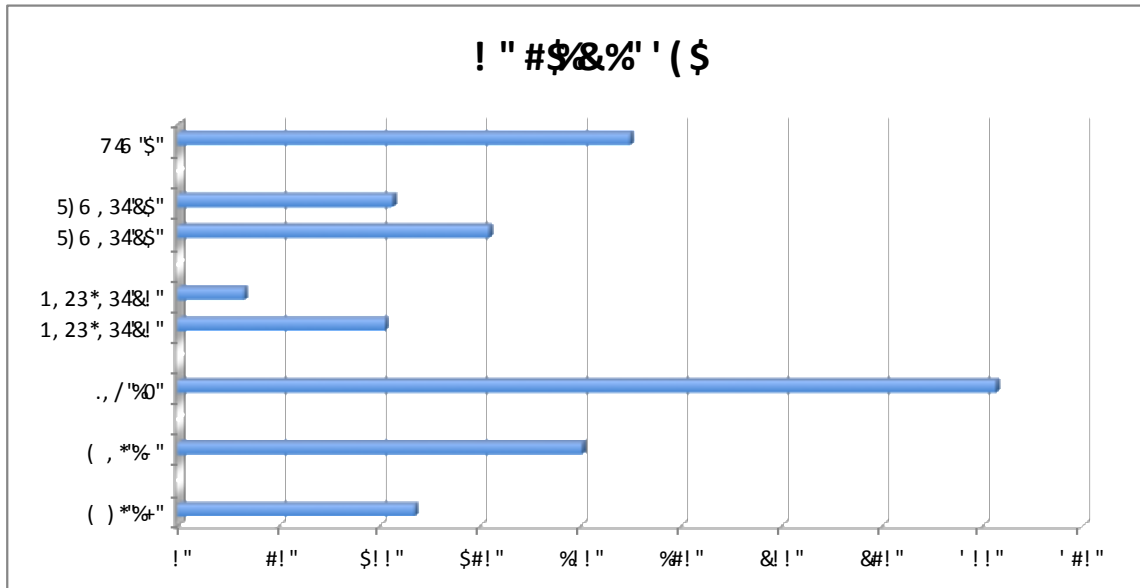
← Intentional Repositioning

-33%	Large Decrease
-17%	Moderate Decrease
73%	Moderate Increase
547%	Large Increase

Audience Statistics by Screening



Audience Statistics by Day



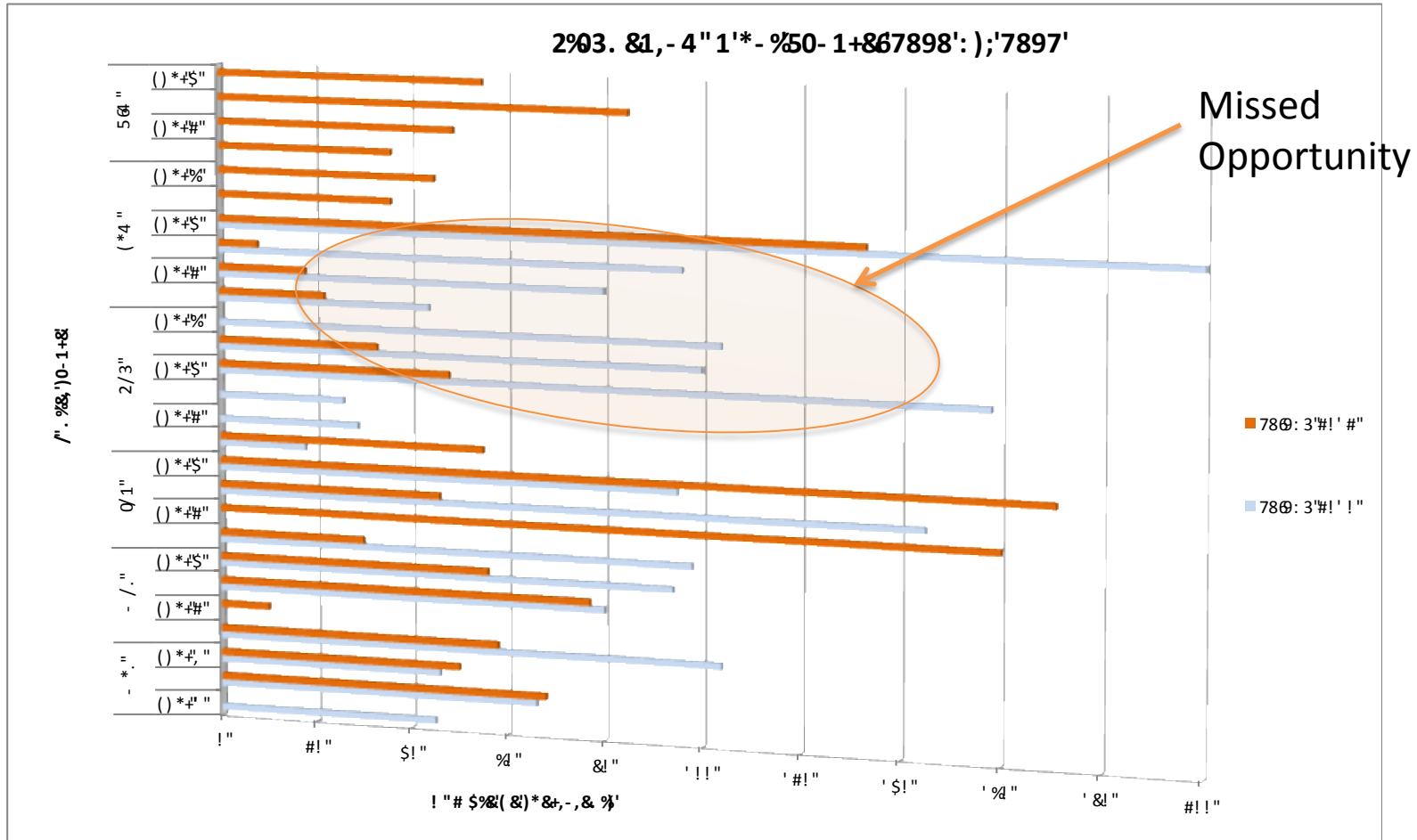
- Sunday was an important addition overall
- Friday ended up a missed opportunity
- Thursday, with musical event, was the day of best attendance
- Forum Meyrin was very underutilized

Comparative Schedule 2010-2012

Venue	Times*	Tuesday 16 Feb	Wednesday 17 Feb	Thursday 18 Feb	Friday 19 Feb	Saturday 20 Feb
Forum Meyrin	12:20				DOC1	FIC3
	14:00				DOC2	FIC5
	15:40				FIC2	FIC6
CERN Globe	18:00	DOC1	FIC2	DOC3	FIC4	
	19:40	FIC1	DOC2	FIC3	DOC3	Awards Ceremony
	21:20	FIC4	FIC5	FIC6	FIC1	

	THUS. 27	WEDNES. 28	THURS. 29	FRIDAY 30		SATURDAY 31		SUNDAY 1
	Globe	Globe	Globe	Globe	Forum	Globe	Forum	Globe
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23:00								
23:30								

Audience Statistics 2010 vs. 2012



Logistics Summary

- Technically very pleased
 - Image good, sound good...
 - EXCEPT when mixing with Globe in-house audio system
- Submissions management
 - Overall worked well
 - However, labor intensive and not automated
 - May require video uploads for 2014 (no more DVDs)
- Subtitling/Interpretation
 - Subtitling cheap, but labor INTENSIVE
 - Interpretation effortless, but very EXPENSIVE
 - Need to find a way to fix both problems
- Schedule worked well for us, but didn't draw the audience we hoped... need to evaluate further
- Attendance
 - 17% drop is disappointing
 - Weather probably played a role
 - 2010 – 4 degrees C, 18h sunset
 - 2012 – 19 degrees C, 20h sunset
- Venues
 - Forum Meyrin did not work...
 - Do we drop it, or approach in a new way?

COMMUNICATION

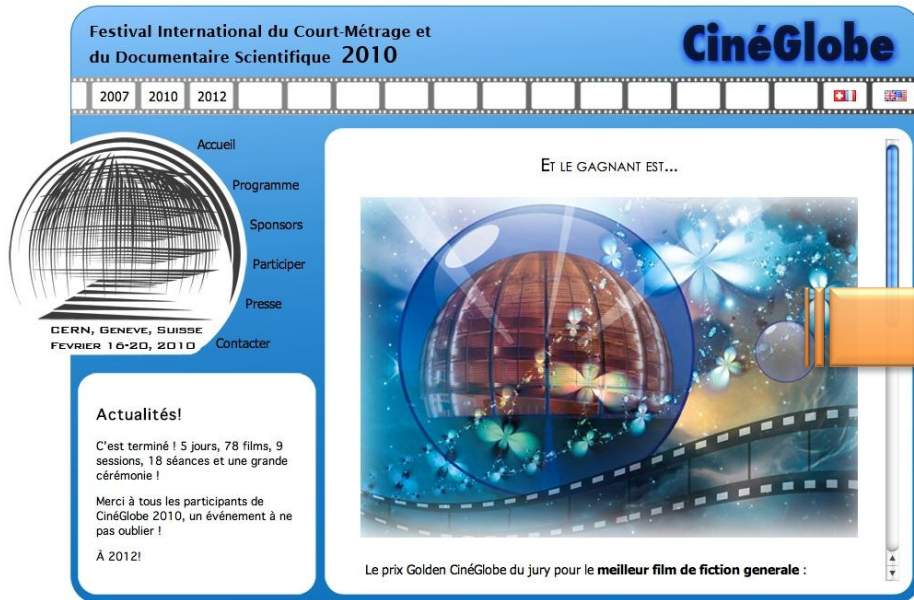
Communication

- Slogan/Logo
- Web Design
- Social Media
- Press Campaign
- Ad Campaign
- Feedback and Publicity Reach

Logo & Slogan



Website Update



Festival International du Court-Métrage et du Documentaire Scientifique 2010

CinéGlobe


2007 2010 2012

Accueil
Programme
Sponsors
Participer
Presse
Contacter

CERN, GENEVE, SUISSE
FEBRIER 16-20, 2010

Actualités!
C'est terminé ! 5 jours, 78 films, 9 sessions, 18 séances et une grande cérémonie !
Merci à tous les participants de CinéGlobe 2010, un événement à ne pas oublier !
À 2012!

Et LE GAGNANT EST...



Le prix Golden CinéGlobe du jury pour le **meilleur film de fiction generale** :



CinéGlobe
International film festival at CERN
INSPIRED BY SCIENCE

HOME TRAILER ABOUT THE FESTIVAL PROGRAMME SUBMISSIONS NEWS CONTACT US PRESS

CERN – GENEVA – SWITZERLAND
27 March – 1 April 2012

SEARCH

Welcome to the third edition of CinéGlobe!
The international film festival at CERN*

"Pick a flower on earth and you move the farthest star." When famed physicist Paul Dirac made this statement, he probably never imagined how much it would apply to our modern society. Fueled by science and technology, our world has become connected at a level far greater than we ever could have imagined.

The theme of this year's festival is: **"Infinitely Interconnected"**

CinéGlobe is seeking short films of all genres that illustrate, probe, and challenge this nearly infinite connectedness of which we are all part – scientists, artists, and filmmakers alike.

*cern is the european laboratory for particle physics near geneva, switzerland.

NEWS

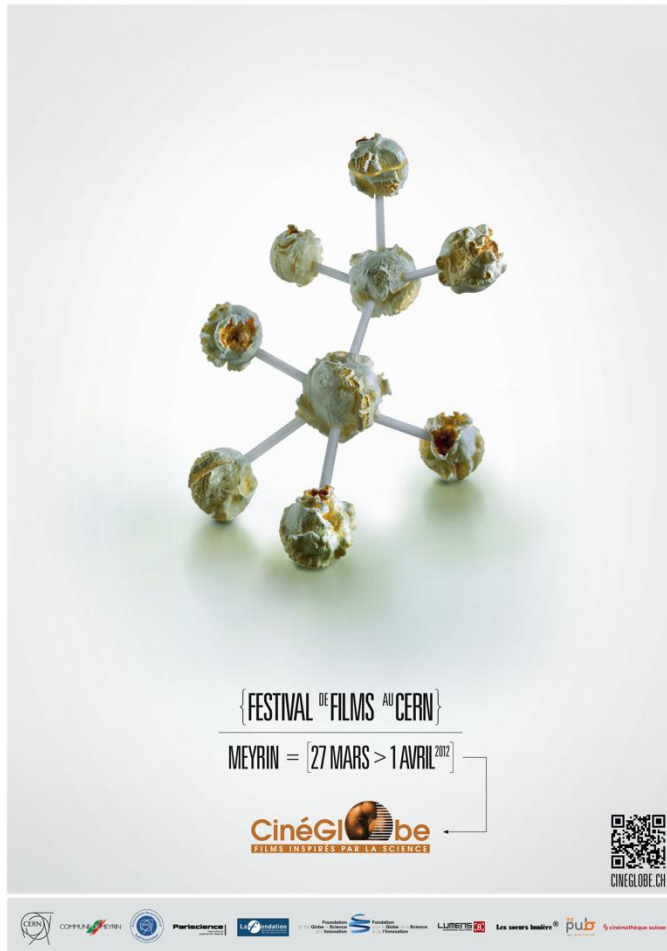
- CinéGlobe announces collaboration with One Day on Earth global film project
- Submissions Closed!
- Submissions Extended!
- Submissions Open
- New trailer

Social Media

The screenshot shows the Facebook profile for CinéGlobe. The page header includes the Facebook logo, a search bar, and the page name "CinéGlobe" with a "Like" button. Below the header, there are navigation tabs for "Wall", "Hidden Posts", "Info", "Friend Activity", "Insights", and "Photos". The main content area displays a "Wall" with a post from CinéGlobe. The post features a video thumbnail and text: "New video with interview of Horst Hortner from Ars Electronica talking about their partnership with CERN's artist residency program: http://youtu.be/9diCh1Cz9Zw". Below the video, it shows "24 People Reached" and interaction options like "Like", "Comment", and "Share". Another post from CinéGlobe is visible below, announcing that the festival has received more than 1800 short film submissions from 99 countries. A third post from Rolf Landua, head of Education for CERN, is also shown, discussing the festival's theme: "Infinitely interconnected".

The screenshot shows the Twitter profile for CinéGlobeFilmFest. The profile header includes the Twitter logo, a search bar, and the profile name "CinéGlobeFilmFest" with the handle "@CineGlobe" and location "CERN, Switzerland". The bio states: "The mission of the CinéGlobe Film Festival is to challenge the commonly perceived divisions between science and the art of cinema" and includes the website "http://www.cineglobe.ch". Below the bio, there is a "Follow" button and a text-based follow option. The main content area displays a list of tweets. The first tweet is from CinéGlobeFilmFest, sharing a video link: "New video with interview of Horst Hortner from Ars Electronica talking about their partnership with CERN's artist... fb.me/1cRkW2PIP". The second tweet is another from CinéGlobeFilmFest, announcing the 1800 submissions: "CinéGlobe has received more than 1800 short film submissions from 99 countries around the world, and in this... fb.me/1gyIXUIT9". The third tweet is from CERN, mentioning the festival: "@CineGlobe has received over 1800 submissions from 99 countries for next year's festival@CERN: ow.ly/7qbvA". The fourth tweet is a retweet from CERN: "RT @onedayonearth: With @CineGlobe @CERN share your story of scientific inspiration and tech advancement on 11.11.11 bit.ly/upmbCs".

Poster Campaign



- Designed by agency Leagas-Delaney in London
 - Photographs by David Gill (at cost)
 - Has won several advertising awards and mentions
- Postering by Affichage Vert/Colonnes Morris
 - 50 Postcard placements (2 weeks)
 - 110 Poster placements (week before festival)
 - 180 Poster placements (week of festival)

Local Ads

"Cueillez une fleur sur terre et vous touchez l'étoile la plus lointaine."
Paul Dirac, physicien



CinéGlobe
Festival international de films au CERN
INSPIRÉ PAR LA SCIENCE

27 mars - 01 avril, 2012 - www.cineglobe.ch

avec la participation de la Cinémathèque Suisse, CERN, la commune de Meyrin
et la Fondation Meyrinoise

Cinémathèque Program



CinéGlobe
International film festival at CERN
INSPIRED BY SCIENCE

27 mars - 01 avril, 2012 - www.cineglobe.ch

Tous Ecrans Program



FESTIVAL INTERNATIONAL DE FILMS
FILMS INSPIRÉS PAR LA SCIENCE

CERN GENEVE + 27 MARS > 1 AVRIL 2012

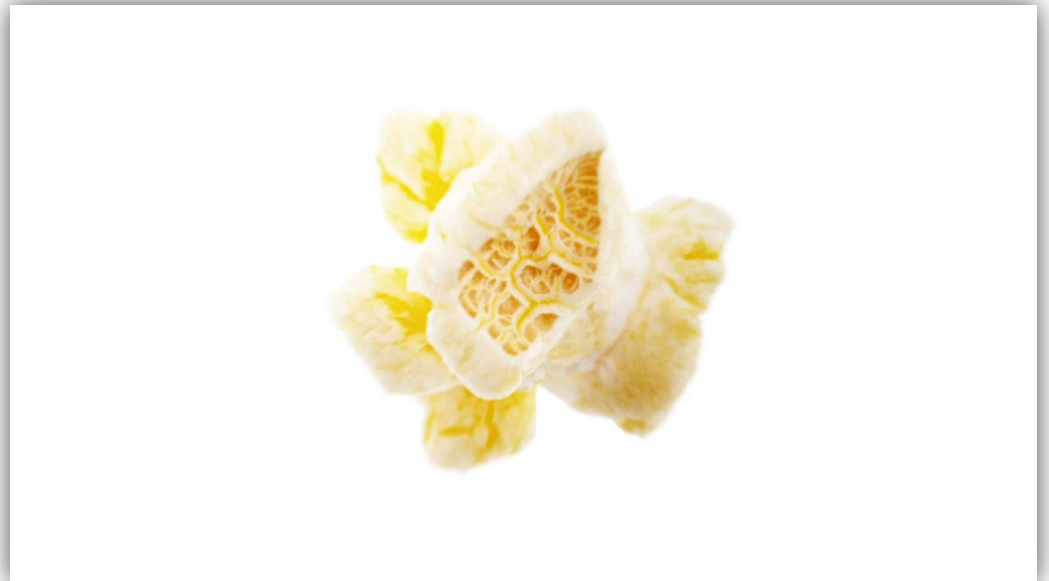
CinéGlobe
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www.cineglobe.ch



Daily Movies (+ Article)

Trailer - Cinemas/TPG

- Animation (no sound)
 - on Tram/Bus screens
 - 2 weeks (before and during festival)
- Animation (with sound)
 - in cinemas for entire month of March
 - City
 - Rialto 3
 - Scala 1,2,3
 - Rex 1,2,3
 - Balxert 3,7



Placements Summary

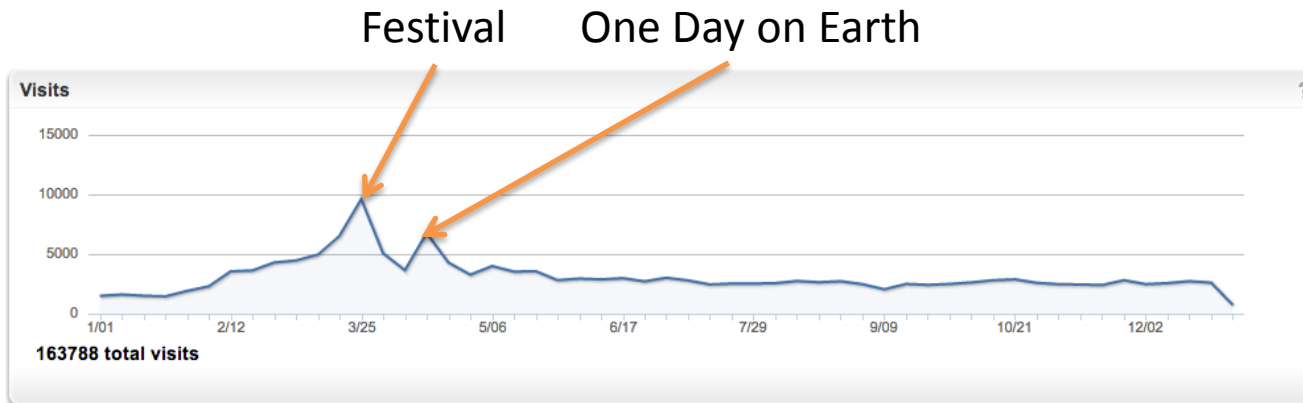
- Poster Campaign
 - Affichage Vert
 - Colonne Morris
- Local Ads
 - Daily Movies
 - Cinematheque Suisse/Cinema Tous Ecrans
 - Cinemas (Publicitas)
 - TPG (Video)
- CERN channels
 - DG Announcement
 - Homepage
 - Bulletin
 - Posters
 - Screens in Resto 1
 - Twitter

Press Appearances

- Local
 - Tribune de Geneve Weekend Special
 - GHI, Le Courrier, Le Temps
 - Lemman Bleu, WRS
 - Various web sources
- International
 - Primarily for *British Sea Power* musical event
 - Journalists from music magazines onsite (*The Quietus* and *Vice*)

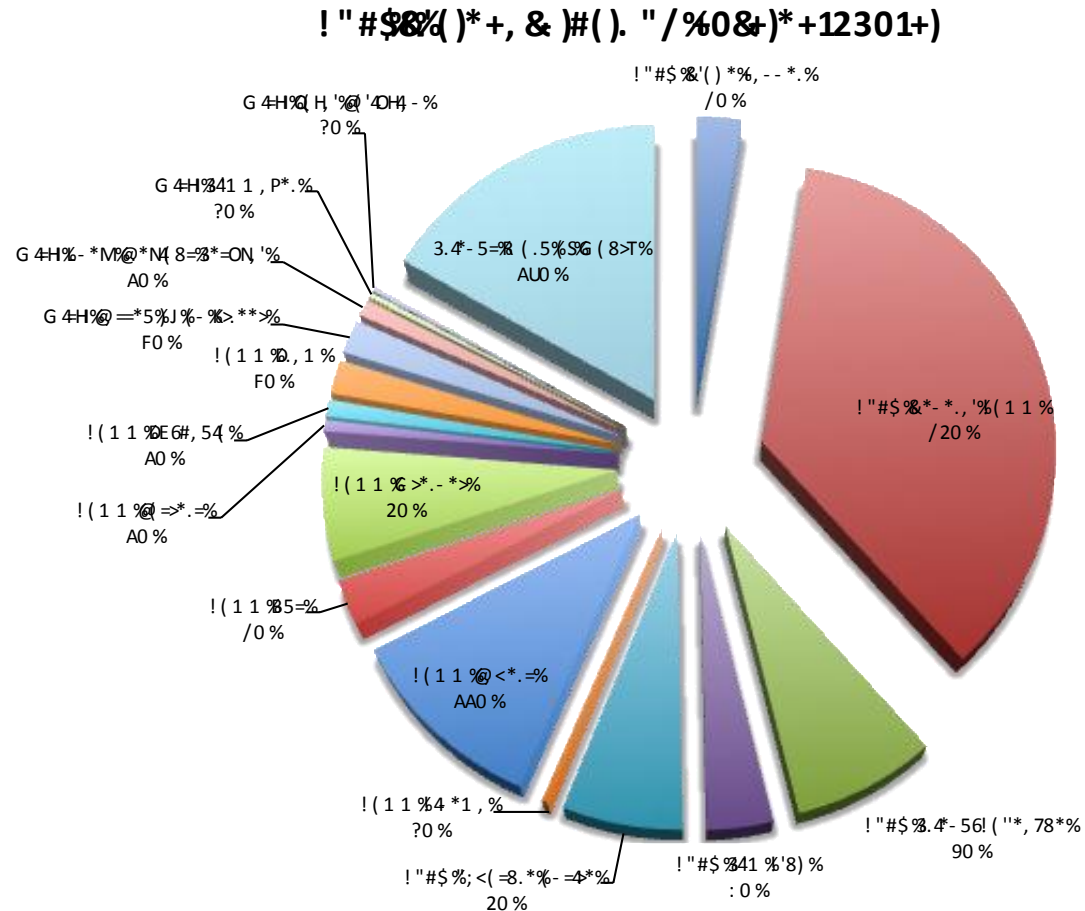
Publicity Numbers

CinéGlobe Communication			
Statistic	2010	2012	% Change
Articles in the media	2	35	1650%
Followers (Twitter/Facebook)	0	378	>100%
Website Visits (year)	39509	151105	282%
Website Visits (two weeks)	6227	16151	159%



From CERN	Banner in front of CERN	8
	Bulletin CERN	21
	CERN	36
	CERN DG	5
	CERN Visits	17
	CERN mail list	23
	CERN Website	18
	Colleague	4
	Email Invite	5
	Film Club	11
	Poster at CERN	2
	Work at CERN	16
	Inside the Globe	3
	Globe Info	2
	Friend at CERN	4
Sum CERN		175
Ad Campaign	Cinema	1
	Facebook	3
	Film Festival	4
	GHI	1
	Glocals	1
	Internet	16
	Journal	19
	Le courrier	3
	Le Temps	1
	Leman Bleu	2
	Posters	2
	Publicity	1
	Publicity at Meyrin	2
	Radio (WRS)	2
	Tram	6
	Tribune	8
	TV	1
	Uni GE	1
Sum Ads.		74
Misc.	Passed by on Street	6
	Knew Previous Festival	3
	Filmmaker	1
	Local Politician	1
Sum Misc.		11
Friends		52
TOTAL		312

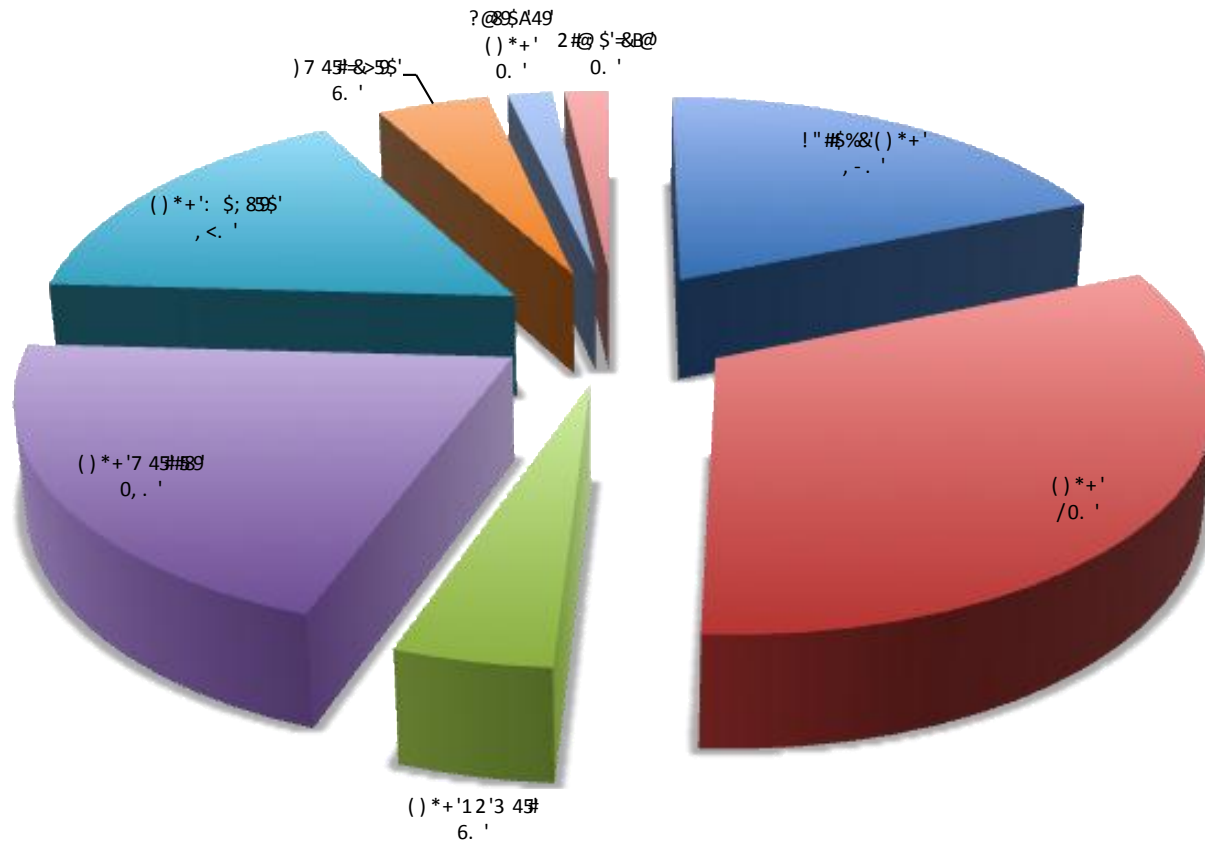
Publicity Reach Overall



312 responses in total to questionnaire:

1. CERN channels by far the most influential
2. Lots of word of mouth
3. Publicity campaign was useful (23% reach) but not staggering
4. Papers were the most effective outlet in the media
5. Two most expensive outlets – TPG and Cinemas – were the least effective

Publicity Reach – CERN Channels



Communication Summary

- Overall
 - Quality of publicity campaign elements was well perceived
 - Variety of placements and press was vastly increased from 2010
 - Even inside CERN, more varied communication avenues were used compared to last festival
- However, audience survey points out interesting issues
 - CERN channels reached more than half our audience, but did not increase attendance
 - Most expensive placements (cinema / TPG) reached almost no one
 - Press (free) was the most effective external support

FUNDRAISING/PARTNERSHIPS

Financing

- Funds raised – 86.5k
 - Fondation Meyrinoise – 47k
 - CERN Staff Association – 9k + 10k
 - Fondation pour le Globe – 9k
 - CERN Management – 9k
 - Pictet Bank – 2.5k
- Existing Funds – 24k
- Total Funds available – 111k CHF

Sponsorship Program

Visibility		permanently during each event	display on every page on the festival website	mention on every press release	presence on the festival poster	display on the rolling background before each show	display and link on the home page of the festival website	display and link on the sponsors page of the festival website	display on the sponsors acknowledgments of each show	printed on sponsors sections of the program	presence on website event-dedicated pages	individual mention at start of show
partner	> 10000	x	x	x	x	x	x	x	x	x		
prime time sponsor	> 5000				x	x	x	x	x	x		
sponsor	> 2000							x	x	x		
supporter	> 500								x	x		
event collaborator	> 2000							x			x	x

Partners/Sponsors

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Comparison with “Original” Budget

Category	Total		Cash Only		Savings?
	Original	Final	Original	Final	
Administration	20002	12502	6877	6693	None
Publicity & Communication	43700	30008	35350	20739	Eliminated PR Firm
Events Accommodation & Travel	96000	16820	63700	17893	Eliminated Filmmaker Travel

Category	Original Budget	Final Budget	Savings (%)
Administration	20002	12502	37.5%
Publicity & Communication	43700	30008	31.3%
Events Accommodation & Travel	96000	16820	87.19%

Audience Feedback

- 634 People attended short film programs
- 508 Cast ballots
- 316 Responded as to where they heard about the festival
- 81 Left comments on their impressions
 - 67% were positive or neutral, 33% offered criticisms
 - Only a few were outright negative
- Comments were mostly about programming
 - 65% commented on the films
 - 26% commented on logistics (mostly subtitling)
 - 9% commented on publicity (mostly encouraging more)
- 40% of respondents wrote in French
- Despite enormous increase in communication, we still received the comment that more publicity was needed

Short Term Goals

- Organize a discussion event this spring in collaboration with CERN
 - For local schools
 - Film “More than Honey” with Director on Skype
- Summer musical event
 - Reprise *Out of the Present*
 - Potentially during CineTransat
- DVD Release of *Out of the Present*
 - Most likely through BFI
- CinéGlobe back catalog screenings
 - Either in Geneva or at the “CinéGlobe”
 - Why not make use of this soon-to-be-upgraded cinema venue on a regular basis?

Collaborations with Other Science Film Festivals

- Already collaborating with Pariscience
- Will collaborate this year (co-curation) with Scinema festival in Australia
- Have also conditionally agreed to collaborate with
 - UC Dublin Science Festival
 - Imagine Science Film Festival New York

Plans for 2014 Festival

- Dates set for March 17th – 23rd, 2014
- Theme and programming in early stages
 - Intent to concentrate on concept of innovation in all its forms
 - Retain basic format of 2012 edition
 - Division between shorts and special programs similar to 2012
 - Submissions will begin in July
- However, emphasize three (new) elements
 - Commissioned work (like *Out of the Present*)
 - Prize money for winners
 - Financial support for visiting filmmakers

Road Map for the Future

- The festival will not survive without long term investment
 - Paying the most highly involved personnel
 - Assuring multi-year funding
 - Transitioning to a yearly schedule
- Goal is to secure a major sponsor or funding commitment in 2013
 - Three year engagement
 - Festivals planned in 2014, 2015, 2016

Conclusions

- Festival in 2012 was a major challenge for us
 - Scope of programming
 - Media exposure
 - Organizational capability of an all volunteer crew
- In general, it was successful
 - 17% decrease in attendance offset by enthusiasm of major stakeholders, general public, and media
- However, not so minor changes are needed
 - Publicity investment, particularly in Meyrin
 - Probable elimination of the Forum Meyrin Venue
 - Major capital investment needed to ensure the longevity of the organization

Our Requests for the Committee

- Feedback on 2012 festival
 - Changes in programming, format, etc.?
 - Interpretation of festival performance
 - Artistic direction
- Feedback on future plans (roadmap)
 - Feasibility
 - Approach
- We will be circulating the draft report for 2012 soon
 - Comments needed so that they may be incorporated in the official yearly report
 - Need not be detailed, but complete would be great!

As always, Thank YOU!

On behalf of the entire CinéGlobe Team.