

**SO, YOUR FILM IS NOW A PART OF OFF — INTERNATIONAL FILM FESTIVAL'S OFFICIAL SELECTION.
CONGRATULATIONS!**



What should you do now?

Your Official Selection for OFF21 gives you a great reason to promote yourself and your film.

Here are three things you can do to make both industry professionals and audiences notice your film.

1. Promote across social media

Use as many social media platforms as you can!

Tell an interesting story or anecdote about your film and its Official Selection to OFF.

- Remember to include links, image and videos, whatever you may think is relevant.
- Link to the trailer, if you have one, but don't provide access to the full film – save that for the festival!
- Ask your friends and followers to like, share, re-tweet and to like the festival's social media, so that they can cheer when your film is mentioned or showed.

2. Send out a press release to local media

Press releases are all about getting attention.

Telling people why they should take note of your film and its official selection to OFF – Odense International Film Festival. Tell why your film is newsworthy and actually makes a difference.

- Include the "who, what, when, where and how" of your story
- Include an interesting image and link to your trailer, if you have one.

You are most likely to push the story to local media, newspapers and publications. Usually, the newsworthy element is that a local filmmaker (YOU!) was selected to be featured at an important and prestigious film festival (in this case OFF).

3. Attend the festival

Attending the festival advances your interests.

If you can't attend, make sure someone from your crew does for you (if the circumstances allow it of course)! A film festival is an event and events are all about networking. You will meet influential industry professionals, and other talented filmmakers who may, one day, be your colleagues or work partners. Your attendance underlines the importance of your film and sends an important message to the attending industry and media professionals.

You didn't make the film by yourself, so you don't have to promote it by yourself. Your film was successful because it was a team effort. Your team members are just as committed as you are, and they want the film to succeed. Activate them and make them a part of the promotion plan to make it as successful as possible.

Remember to tag @OFF – Odense International Film Festival and/or send us hints for mentions, articles and so on, so that we can help you promote on our social media platforms. Make sure to follow us on social media for updates, events and much more. Confirm your attendance on our events, if you are able to go and make sure to invite your friends to the screenings.

And hey – great news, we made it super easy for you and already made some templates for you to use in this promotion.

Resources for promoting your official selection (including links):

- Imagery for **SoMe posts** – ready to use
- **Laurels**, for placing on stills etc.
- Facebook profile frame: Search for official selection OFF21. Choose **black** or **white**.
- Hashtags: #off21 #odensefilmfestival #expecttheunexpected

Follow these three steps, and you will be sure to leverage your experience at OFF21.

1. Promote across as many social media platforms as possible
2. Send out press releases to local media
3. Attend OFF21 right here in Odense this august

But most importantly, remember to enjoy the experience!

Sincerely,

Birgitte Weinberger, Festival Director & Head of Programme