

SPRING 2020

# THE FESTIVAL KEY

HOW TO NAVIGATE THE FILM FESTIVAL WORLD

## AN INTERVIEW WITH FOUNDER & DIRECTOR SANDRA LIPSKI

**What inspired your consulting business  
The Festival Key?**

I noticed a real shortage in support for filmmakers on how to navigate the film festival world. As the founder, director and head of programming for the Evolution Mallorca International Film Festival (EMIFF) I have been running and programming a festival from scratch for the past nine years. In addition, I extensively travel the international festival circuit for many years and it feels like the right time to share my insights, help filmmakers improve their submission experience and consult film festivals on how stay current in the ever changing film festival industry.



*"There is a festival for every film but not every  
film is for every festival."*

### **What exactly does The Festival Key do?**

The Festival Key has three main sections; Film Festival strategies for filmmakers, consulting for Film Festivals and curating cultural events such as panel talks and Q&A's for premiers and other live or online events.

### **At what stage of production should filmmakers connect with you?**

The sooner the better! Getting your film finished and ready is vital to the process. To submit, there are a lot moving parts that need to be connected to attract the film programmer's attention.

### **For what genre of films do you strategize?**

I work with all film types; Feature films, short films, documentaries etc.



### **Can you share some advice for filmmakers on how to better prepare for film festivals?**

Sure. When submitting to film festivals you send them your film and what I call "your materials". This includes the poster, the synopsis, the director's bio & photo as well as the film's screenshots. Each one is an opportunity to tell your story and to help your film stand out in this gigantic sea of films that programmers view every year. The Festival Key will help filmmakers build an authentic campaign telling their unique story to perfectly present their project.

### **What consultation would you have with Film Festival organizers?**

In my experience I know how hard it is to start, grow and keep a film festival going. Every festival no matter its subject or duration has room to improve, develop and progress - that's where I come in and help create, revive and modernize to boost the event and keep current in the ever changing festival landscape.

### **Lastly, what is a primary motto of The Festival Key?**

There is a festival for every film but not every film is for every festival.

To reach Sandra and The Festival Key please visit [www.thefestivalkey.com](http://www.thefestivalkey.com) and write to [sandra@thefestivalkey.com](mailto:sandra@thefestivalkey.com)

*"The Festival Key will help filmmakers build an authentic campaign telling their unique story to perfectly present their project."*